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## STN Database Summary Sheet

The **ABI-INFORM (ABI/INFORM)** File is a full-text, bibliographic database containing information on worldwide business and management issues for areas such as accounting, banking, computers, engineering, environment, health care, international trends, marketing, and more.

In addition to the full text of summaries, the records contain bibliographic information, abstracts, text, and indexing information. A word count is included to help you determine the length of the record.

### Subject Coverage

ABI-INFORM covers worldwide business and management issues selected from more than 1,300 current business journals, professional periodicals, and trade publications. Industry-specific information includes:

- Accounting
- Banking
- Computers
- Economics
- Energy
- Engineering
- Environment
- Finance
- Health Care
- Human Resources
- Insurance
- International Trends
- Law
- Management
- Management Science
- Marketing
- Public Administration
- Real Estate
- Taxation
- Telecommunications
- Transportation

### Sources

- Abstracts and full-text articles from business journals

### File Data

- 1971 to the present
- More than 2,454,448 records (4/05)
- Updated daily with about 650 records
- Automatic current-awareness searches (SDIs) may be run daily, weekly, or monthly. The default is weekly.

### User Aids

- STNGUIDE
- Online Help Messages (HELP DIRECTORY lists all help messages available)

### Database Producer

ProQuest Information and Learning Company  
300 North Zeeb Road  
PO Box 1346  
Ann Arbor, MI 48106  
Phone: 800-521-0600  
Fax: 734-761-9836  
E-mail: [tsupport@umi.com](mailto:tsupport@umi.com)  
Web: <http://www.umi.com>

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CAS  
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P.O. Box 3012  
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CAS Customer Care:  
Phone: 800-753-4227 (North America)  
614-447-3700 (worldwide)  
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FIZ Karlsruhe  
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Internet: [www.stn-international.de](http://www.stn-international.de)

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JAICI (Japan Association for  
International Chemical Information)  
STN Japan  
Nakai Building  
6-25-4 Honkomagome, Bunkyo-ku  
Tokyo 113-0021, Japan  
Phone: +81-3-5978-3601 (Technical Service)  
+81-3-5978-3621 (Customer Service)  
Fax: +81-3-5978-3600  
E-mail: [helpdesk@jaici.or.jp](mailto:helpdesk@jaici.or.jp) (Technical Service)  
[cas-stn@jaici.or.jp](mailto:cas-stn@jaici.or.jp) (Customer Service)  
Internet: [www.jaici.or.jp](http://www.jaici.or.jp)

**ABI-INFORM****Search and Display Field Codes**

Fields that allow left truncation in this file are indicated by an asterisk (\*).

| Search Field Name  | Search Code      | Search Examples  | Display Codes   |
|--|------------------|--|---|
| Basic Index * (contains single words from the title (TI), text (TX), controlled term (CT), named person (NA), chemical name (CN), corporate name (CO), company code (COC), abstract (AB), Duns number (DUNS), ticker symbol CT(CK), geographic code (GT), name of product (NP)) <b>(1,2)</b> | None<br>(or /BI) | S SEX? (A) HARASS?<br>S (COLGATE OR CREST)/BI<br>S 00-103-8066<br>S ?PRODUC? | AB, CN, CO,<br>CT, COC,<br>DUNS, NA,<br>GT, NP, TI,<br>TICK, TX |
| Abstract * <b>(1,2)</b>  | /AB              | S SLUSH FUND/AB<br>S ?VALEN?/AB  | AB  |
| Accession Number   | /AN              | S 90:10002/AN<br>S 1998:27812/AN   | AN  |
| Author   | /AU              | S GRAHAM J?/AU   | AU  |
| Chemical Name <b>(6)</b>   | /CN              |  | CN  |
| Classification Code (code and text) <b>(3)</b>   | /CC              | S UTILITIES/CC<br>S 1200/CC  | CC  |
| Company Code   | /COC             | S 00-133-9217/COC  | CO  |
| Company Name (Corporate Name) <b>(3)</b>   | /CO              | S NABISCO/CO<br>S DOW AUSTRALIA/CO   | CO  |
| Controlled Term  | /CT              | S (MILITAR? AND LEADER?)/CT<br>S POLITICAL BEHAVIOR/CT                       | CT  |
| Controlled Word  | /CW              | S POLITICAL/CW   | CT  |
| Document Number  | /DN              | S 200312571/DN   | DN  |
| Document Type (code and text)  | /DT              | S JOURNAL/DT<br>S J/DT   | DT  |
| Duns Number  | /DUNS            | S 00-389-7733/DUNS AND APPLE/CO  | CO  |
| Entry Date <b>(4)</b>  | /ED              | S L1 AND ED>=20040400  | ED, UP  |
| Field Availability   | /FA              | S RECYCL? AND GT/FA  | Not displayed   |
| File Segment (code and text)   | /FS              | S DCAB/FS AND COMMERCIAL#  | Not displayed   |
| Geographic Term  | /GT              | S CANADA/GT AND TAX?/CT  | GT  |
| International Standard (Document) Number (contains CODEN and ISSN)   | /ISN             | S 0008-3100/ISN<br>S CABUDO/ISN  | ISN, SO   |
| Issue  | /IS              | S 1081/IS AND MARKET?  | SO  |
| Journal Title <b>(5)</b>   | /JT              | S MARKETING NEWS/JT  | JT, SO  |
| Journal Title Code   | /JTC             | S MNW/JTC  | JT, SO  |
| Language (code and text)   | /LA              | S GERMAN/LA<br>S DE/LA   | LA  |
| Name of Product  | /NP              | S M/S FANTASY/NP   | NP  |
| Named Person   | /NA              | S BLAKE J?/NA  | NA  |
| Publication Date <b>(4)</b>  | /PD              | S PD>=19930000 AND GIMMICK#<br>S APR 1, 1995/PD                              | PD, SO  |
| Publication Year <b>(4)</b>  | /PY              | S 1992-1993/PY AND HEALTH?   | PY, SO  |
| Source (contains journal title, journal title code, publication date, volume, issue, CODEN, and ISSN) <b>(1)</b>   | /SO              | S CHEMICAL ENGINEER?/SO<br>S (JOURNAL# AND DIAGRAM#)/SO<br>S 0009-2347/SO    | SO  |
| Standard Industrial Class  | /SIC             | S 2084/SIC   | SIC, CO   |
| Treatment Code and Text  | /TC              | S PERIODICAL/TC  | TC  |
| Ticker Symbol  | /TICK            | S BMET/TICK  | TICK, CO  |
| Title <b>(1,2)</b>   | /TI              | S WIND TUNNEL#/TI  | TI  |
| Update Date <b>(4)</b>   | /UP              | S UP>=20040413   | ED, UP  |
| Volume   | /VL              | S TELEMARKE? AND 11-14/VL  | SO  |
| Word Count <b>(4)</b>  | /WC              | S 490+-20/WC   | WC  |

**(1)** Search with implied (W) proximity is available in this field.**(2)** A term with left truncation must contain at least four characters.**(3)** Search with implied (S) proximity is available in this field.**(4)** Numeric search field that may be searched using numeric operators or ranges.**(5)** Journal Title includes publisher location. Use ? to truncate title.**(6)** Empty field at present (12/03).

## Display and Print Formats

Any combination of formats may be used to display or print answers. Multiple codes must be separated by commas or spaces, e.g., D L1 1-5 TI AU. The fields are displayed or printed in the order requested.

Hit-term highlighting is available for all searchable fields except PD. Highlighting must be ON during SEARCH in order to use the HIT, KWIC, and OCC formats.

| Format  | Content  | Examples  |
|---|--|---|
| AB<br>AN<br>AU<br>CC<br>CN<br>CO (1)<br>(COC, DUN,<br>TICK, SIC)<br>CT<br>DN<br>DT<br>ED<br>GT<br>ISN<br>JT<br>LA<br>NA<br>NP<br>PD<br>PY<br>SO<br>SIC<br>TC<br>TI<br>TX<br>TX(n)<br>UP<br>WC | Abstract<br>Accession Number<br>Author<br>Classification Code<br>Chemical Name<br>Company Name (Corporate Name, Company Code, Duns Number, Ticker Symbol,<br>Standard Industrial Class)<br>Controlled Term<br>Document Number<br>Document Type<br>Entry Date<br>Geographic Term<br>International Standard (Document) Number (includes CODEN and ISSN)<br>Journal Title (includes Journal Title Code)<br>Language<br>Named Person<br>Name of Product<br>Publication Date<br>Publication Year<br>Source<br>Stand Industrial Class<br>Treatment Code and Text<br>Title<br>Text<br>Text for paragraph n<br>Update date<br>Word Count | D L4 1-4 AB<br>D L1 3 AN<br>D AU 1,3-5<br>D CC 5-10<br>D CN<br>D 1-3,7,8 CO<br><br>D CT 1-5<br>D L1 DN 3<br>D 1,3,6,8 DT L5<br>D ED<br>D L8 GT 1-3<br>D 1,4 ISN<br>D L1 JT<br>D LA<br>D NA<br>D NP<br>D PD 3,4<br>D PY<br>D SO L3 4<br>D CO<br>D TC<br>D L3 TI<br>D TX 2<br>D L3 TX(4) TX(6)<br>D UP<br>D L3 4 WC |
| ABS<br>ALL<br>BIB<br>CBIB<br>DALL<br>FREE<br>IALL<br>IBIB<br>IND<br>SAM<br>SCAN<br>TRIAL  | AB<br>AN, DN, TI, AU, SO, DT, TC, LA, ED, WC, AB, TX, CC, CT, CO, NA, GT<br>AN, DN, NP, TI, AU, SO, DT, TC, LA, ED, WC (BIB is the default)<br>Compressed bibliographic information<br>Delimited ALL<br>TI, CC, CT, CO, NA, GT, NP<br>ALL, indented with text labels<br>BIB, indented with text labels<br>CC, CT, CO, GT, NA, NP<br>TI, CC, CT, CO, GT, NA, NP<br>TI, CC, CT, CO, GT, NA, NP (random display without answer number)<br>TI, CC, CT, CO, GT, NA, NP  | D ABS<br>D 5,3 ALL<br>D BIB<br>D 2,5 CBIB<br>D DALL<br>D FREE<br>D L3 2 IALL<br>D IBIB<br>D 1-3,5,6 IND L3<br>D SAM<br>D SCAN<br>D SAM  |
| HIT<br>KWIC<br>OCC  | Fields containing hit terms<br>Hit term with 20 words on either side (KeyWord-In-Context)<br>Fields that contain hit terms and number of times they occur  | D 1 5 10 HIT<br>D KWIC<br>D OCC 1-10  |

(1) This custom display field includes all company information.

**ABI-INFORM****Full-text Browsing**

| User Request  | Example  | System Response   |
|---|--|---|
| DISPLAY BROWSE  | => DISPLAY BROWSE<br>ENTER (L1) OR L#:<br>ENTER (DIS), ANSWER NUMBERS, OR END:   | NOVICE version of command   |
| D BRO<br>Answer number(s)<br>Answer number(s) and format<br>Format only<br>*Format<br>Paragraph of text<br>Forward n fields<br>Backward n fields<br>Search forward for a character<br>string<br>Search backward for a character<br>string<br>End DISPLAY BROWSE | => D BRO L1<br>:<br>:1-3<br>:4 HIT<br>:TI TX<br>:*KWIC<br>:TX(1)<br>:F3<br>:B1<br>:S DIRECTOR<br>:S- TAX<br>:END<br>=> | EXPERT version of command<br>displays answers 1 to 3 in default<br>format (BIB)<br>displays answer 4 in HIT format<br>displays the title, and all text<br>paragraphs of the last answer<br>displayed<br>changes the default format to<br>KWIC; no answer displayed<br>displays the first field (paragraph)<br>of text<br>moves forward 3 fields<br>moves backward 1 field<br>searches forward within the record<br>for 'director'<br>searches backward within the<br>record for 'tax'<br>exits DISPLAY BROWSE and<br>returns user to arrow prompt |

## SELECT, ANALYZE, and SORT Fields

The SELECT command is used to create E-numbers containing terms taken from the specified field in an answer set.

The ANALYZE command is used to create an L-number containing terms taken from the specified field in an answer set.

The SORT command is used to rearrange the search results in either alphabetic or numeric order of the specified field(s).

| Field Name                               | Field Code | ANALYZE/<br>SELECT (1) | SORT |
|--|------------|------------------------|------|
| Abstract                                 | AB         | Y (2)                  | N    |
| Accession Number                         | AN         | Y                      | N    |
| Author                                   | AU         | Y                      | Y    |
| Chemical Name                            | CN         | Y                      | Y    |
| Classification Code                      | CC         | Y                      | Y    |
| CODEN                                    | CODEN      | N                      | Y    |
| Company Code                             | COC        | Y                      | Y    |
| Controlled Term                          | CT         | Y                      | N    |
| Corporate Name                           | CO         | Y                      | Y    |
| Document Number                          | DN         | Y                      | Y    |
| Document Type                            | DT         | Y                      | Y    |
| Duns Number                              | DUNS       | Y                      | Y    |
| Entry Date                               | ED         | Y                      | Y    |
| Geographic Term                          | GT         | Y                      | Y    |
| International Standard (Document) Number | ISN        | Y (3)                  | N    |
| International Standard Serial Number     | ISSN       | N                      | Y    |
| Issue                                    | IS         | N                      | Y    |
| Journal Title                            | JT         | Y                      | Y    |
| Language                                 | LA         | Y                      | Y    |
| Name of Product                          | NP         | Y                      | Y    |
| Named Person                             | NA         | Y                      | Y    |
| Occurrence Count of hit terms            | OCC        | N                      | Y    |
| Publication Date                         | PD         | Y                      | Y    |
| Publication Year                         | PY         | Y (4)                  | Y    |
| Source                                   | SO         | Y (5)                  | N    |
| Standard Industrial Class                | SIC        | Y                      | Y    |
| Text                                     | TX         | Y (2)                  | N    |
| Text n                                   | TX(n)      | Y (2)                  | N    |
| Ticker Symbol                            | TICK       | Y                      | Y    |
| Title                                    | TI         | Y (default)            | Y    |
| Treatment Code and Text                  | TC         | Y                      | Y    |
| Update Date                              | UP         | Y                      | Y    |
| Word Count                               | WC         | N                      | Y    |

(1) HIT may be used to restrict terms extracted to terms that match the search expression used to create the answer set, e.g., SEL HIT TI.

(2) Appends /BI to the terms created by SELECT.

(3) Selects or analyzes the CODEN and ISSN with /ISN appended to the terms created by SELECT.

(4) SELECT HIT is not valid in this field.

(5) Selects or analyzes the CODEN and ISSN with /SO appended to the terms created by SELECT.

**ABI-INFORM****Sample Records****DISPLAY ALL**

AN 2003:82733 ABI-INFORM  
 DN 386204411  
 TI Eliminating product recalls: A case study  
 AU Anonymous  
 SO Quality Progress: Publisher: Milwaukee, (2003) Vol. 36, No. 8, pp. 46.  
 Journal code: QPR; 23729. FEATURES: IMAGE ILLUSTRATION. AVAILABILITY: YES  
 CODEN: QUPRB3; ISSN: 0033524X.  
 DT JOURNAL  
 TC PERIODICAL  
 LA Unavailable  
 ED Entered STN: 20031221  
 Last Updated on STN: 20031221  
 WC 1206  
 AB A \$4 billion household products company was troubled by the financial losses and brand erosion stemming from two significant product recalls in previous years. After a product stewardship scorecard evaluation uncovered significant performance gaps, the company embarked on a major process improvement program focused on bringing its processes up to best in class levels. The causal factors behind the company's problems with product recalls stemmed from much broader product development issues. The company suffered from significant weaknesses in the integration of safety, regulatory and development processes. The intense pressures to commercialize new products as rapidly as possible led to a cultural reluctance to raising product safety issues or to clearly defining the safety and regulatory risks associated with product development. A case study is presented of the company's implementation of a comprehensive program to integrate product stewardship best practices into its organizational culture as part of a commitment to make up critical gaps in product safety and quality.

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TX A \$4 billion household products company was troubled by the financial losses and brand erosion stemming from two significant product recalls in previous years. After a product stewardship scorecard evaluation uncovered significant performance gaps, the company embarked on a major process improvement program focused on bringing its processes up to best in class levels.

As with many companies in this situation, the causal factors behind its problems with product recalls were not isolated to the product stewardship process but stemmed from much broader product development issues.

In particular, the company suffered from significant weaknesses in the integration of safety, regulatory and development processes. The intense pressures to commercialize new products as rapidly as possible led to a cultural reluctance to raising product safety issues or to clearly defining the safety and regulatory risks associated with product development.

This reluctance, coupled with the general poor quality of product safety information, contributed to an extremely weak decision making process. These issues were manifested in an inability to cancel projects, the deprioritization of safety issues, a lack of truly cross functional project teams and the generally inconsistent use of development and safety process guidelines.

In addition, little to no organizational support was in place to drive product safety improvements. The quality department within the manufacturing organization ostensibly had product safety within its responsibility domain, but in reality that translated to a responsibility only for the management of product recalls and warranty claims after a defect was discovered among products already in service.

**DISPLAY ALL (cont'd)**

No part of the organization had responsibility for ensuring minimization of safety risks and defects during the actual design process itself.

**Aggressive Goals**

Committed to making up these critical gaps in product safety and quality, the company embarked on a comprehensive program to integrate product stewardship best practices into its organizational culture. It set three aggressive goals to measure progress:

1. Within 30 days, we will establish an executive level product safety champion responsible for all safety and quality issues across the company.
2. Within six months, all current products in development will either have passed our internal product safety review process, or product launch will be placed on hold until all potential safety issues have been resolved.
3. We will have absolutely no product recalls from today forward.

To demonstrate the commitment to true improvement, these goals were published in the company's internal newsletter and written into the performance objectives of all executive level managers. They mapped out a 12-month plan to put in place their new product stewardship capability (see Figure 1).

This provided a detailed roadmap of the key initiatives and milestones associated with developing a product safety strategy, including designing improved process workflows, putting in place the requisite organizational and decision making structure and implementing these new process elements across the organization.

**Executing the Plan**

The first step was to name a new vice president of product stewardship to lead a small, cross functional task force in executing the plan. This role elevated the responsibility for product safety issues to a position with real authority and ownership to ensure no product left development without being approved by the new safety review process.

**1 FIGURE 1 High Level 12-Month Plan**

The new vice president reported directly to the CEO via newly established quarterly corporate safety reviews. These reviews monitored the course of the implementation effort and began the ongoing review and management of project and corporate product safety metrics.

The organization thus established a two-way system of monitoring both the detail of individual design decisions at the project level and the company's overall progress toward corporate product stewardship best practices.

The task force approached the design of the new product safety program along three dimensions: decision making, product development processes and organizational issues.

Decision making proved the largest challenge, because the transition to an environment in which product safety issues were regularly identified, evaluated and used to inform project and portfolio level decisions was a major culture change in an organization that had grown used to hiding these issues and focusing solely on time to market.

To drive the required behavior, the task force set up a formal decision review process that relied on structured project phase reviews with

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defined exit criteria to flush out product safety issues as early as possible. Decision facilitators were trained to guide senior management in using this process and act as impartial watchdogs if time or cultural pressures put following the process at risk.

As it set up a decision process, the task force upgraded its product development process by adding a mandatory safety review system. A legal and regulatory functional representative was assigned to all project teams to bring product safety issues to the forefront of design and commercialization discussions.

Product safety milestones were incorporated into each phase of the development process so new product decisions addressed safety issues early in product development.

For example, in the past product safety was marginally addressed as part of the final quality assurance activity that took place just before a new product was released. This typically consisted of little more than a line item on the quality assurance checklist, checked off by the quality engineer with no interaction or communication from the product designers.

In the new process workflow, product safety issues were called out in the initial product specifications, before design had even begun. As a program passed through the decision review at the end of each phase of development, the requirements for product safety risk assessment, mitigation planning and monitoring became more stringent.

#### Design Validation

The process culminated in a final cross functional product safety review in which each design and manufacturing function validated that the design met the company's rigorous product safety standards before it was launched commercially.

Process coaches trained in both the process details and the latest regulatory requirements were put in place to help project teams navigate the new system and ensure the development team had full confidence in the product's ability to meet the pledge of absolutely no recalls.

Implementing these new processes took a full year from start to finish, not at all atypical for the establishment of a major new business process.

To make this change as smooth as possible, the task force first devoted considerable time to developing detailed training materials and piloting the process with a small set of projects to get real-world feedback before the process was rolled out across the whole organization.

The task force also worked with the company's HR department to develop safety related incentives to foster an open environment that encouraged and rewarded the identification of potential risk areas.

These changes not only minimized the risk of future recalls but also provided a boost to the company's overall new product development capabilities. The estimated value of the improvements includes qualitative benefits such as a \$300 million increase in new product revenue, a 50% reduction in time to profitability and \$4.5 million in annual recall savings.

In addition, the manufacturer now enjoys qualitative benefits around enhanced consumer confidence and the accompanying advantages of higher market share and competitiveness. So far, it is meeting its goal of eliminating all product recalls, with the processes and organization in place to continue setting that standard for the industry.

**DISPLAY ALL (cont'd)**

CC 9190 United States; 5320 Quality control; 7500 Product planning &  
development; 2310 Planning  
CT Product recalls; Product development; Business process reengineering;  
Quality control; Defective products; Best practice  
GT United States; US

**DISPLAY IBIB**

ACCESSION NUMBER: 2003:62960 ABI-INFORM  
DOCUMENT NUMBER: 395365021  
TITLE: Public relations, business and the press  
AUTHOR: Bollinger, Lee  
SOURCE: Public Relations Quarterly: Publisher: Rhinebeck, (2003)  
Vol. 48, No. 2, pp. 20-23. Journal code: PRQ; 21469.  
FEATURES: AUTHOR\_AFFILIATION; SIDEBAR; IMAGE PHOTOGRAPH;  
REFERENCE. AVAILABILITY: YES  
ISSN: 0033-3700.  
DOCUMENT TYPE: JOURNAL  
TREATMENT CODE: PERIODICAL  
LANGUAGE: Unavailable  
ED Entered STN: 20031221  
Last Updated on STN: 20031221  
WORD COUNT: 2706

**DISPLAY SCAN**

TI Stark realities  
CC 8600 Manufacturing industries not elsewhere classified; 9175 Western  
Europe; 6200 Training & development; 9160 Biographical  
CT Skills; Workforce planning; Manufacturing; Personal profiles  
NA Stark, Michael  
GT United Kingdom; UK