

Researching Business Studies?

Start with *Business Source*®



Six key resources in *Business Source* to help with your business research:

- 1 **Harvard Faculty Seminar Series Videos:** Watch related videos from Harvard Business School which appear in your results. (Available with *Business Source Complete* and *Business Source Ultimate*)
- 2 **Company Profiles:** Get information on key executives, competitors, major products and services, revenue and market value.
- 3 **SWOT Analyses:** Learn the strengths, weaknesses, opportunities and threats of a company.
- 4 **Country Reports:** Get information on a country's political climate, economic condition, government spending, gross domestic product of the region hosting the company you're searching.
- 5 **Industry Profiles:** View profiles of the industry to which a company is related.
- 6 **Additional Business Videos:** Learn from industry leaders including the Academy of Management, Bloomberg and more. (Available in *Business Source Ultimate*)

Additional Resources:

- Books
- Business Journals
- Financial Data
- Market Reports
- 60,000 Associated Press Videos

Areas covered:

- Accounting
- Banking and Finance
- Business Ethics
- Business News
- Business Strategy
- Employment Law
- Human Resources
- Management
- Marketing
- Regional Business

Features of *Business Source*

Search Screen

- A Search Modes:** Use Boolean phrases or exact phrases, place AND or OR between search terms, or use SmartText Searching.
- B Search Box:** Start your research by entering keywords to search journals, books and more.
- C Company View:** Access information for more than one million of the largest worldwide companies. (Available with *Business Source® Complete* and *Business Source® Ultimate*)
- D Business Thesaurus:** Use EBSCO's controlled vocabulary of terms to enhance business content searches.
- E Search History:** Review search history, save searches and create alerts.

The screenshot shows the EBSCOhost search interface. At the top, there are navigation tabs: New Search, Publications, Company Information, Thesaurus, and More. On the right, there are links for Sign In, Folder, Preferences, Languages, and Help. The main search area includes a search box with the text 'Business Development', a 'Select a Field (optional)' dropdown, and a green 'Search' button. Below the search box are three rows for Boolean search terms, each with an 'AND' dropdown and a 'Select a Field (optional)' dropdown. To the right of these are links for 'Basic Search', 'Advanced Search', and 'Search History'. Below the search area is a 'Search Options' section with a 'Reset' button. This section contains several sub-sections: 'Search Modes and Expanders' with radio buttons for 'Boolean/Phrase', 'Find all my search terms', 'Find any of my search terms', and 'SmartText Searching'; 'Limit your results' with checkboxes for 'Full Text', 'References Available', and 'Publication'; 'Scholarly (Peer Reviewed) Journals' with a 'Published Date' range selector; 'Publication Type' with a dropdown menu; and 'Language' with a dropdown menu.

Result List Screen

- 1 Current Search:** View search selections and update results by removing selected items.
- 2 Limit Your Results:** Refine searches without navigating away from the results page.
- 3 Image Quick View:** View thumbnails of article images in the result list.
- 4 Company Profiles:** View profiles of companies included in your result list.
- 5 Associated Press Videos:** See AP videos in a panel within the result list.
- 6 Harvard Faculty Seminar Series Videos:** Learn from leaders in the field.
- 7 Source Types:** Choose SWOT Analyses, Country Reports or Industry Profiles.

The screenshot shows the EBSCOhost search results page. At the top, there are navigation tabs: New Search, Publications, Company Information, Thesaurus, and More. On the right, there are links for Sign In, Folder, Preferences, Languages, and Help. The main search area includes a search box with the text 'Global', a 'Select a Field (optional)' dropdown, and a green 'Search' button. Below the search box are three rows for Boolean search terms, each with an 'AND' dropdown and a 'Select a Field (optional)' dropdown. To the right of these are links for 'Basic Search', 'Advanced Search', and 'Search History'. Below the search area is a 'Refine Results' section with a 'Current Search' box, a 'Limit To' section with checkboxes for 'Full Text', 'References Available', and 'Scholarly (Peer Reviewed) Journals', and a 'Source Types' section with checkboxes for 'All Results', 'Trade Publications', 'Magazines', 'Academic Journals', and 'Market Research Reports'. The main results area shows a list of search results, including a title 'The Influence of Global Brand Distribution on Brand Popularity on Social Media' and a snippet of text. To the right of the results is a 'Company Profiles' section with a list of companies and a 'Related Business Videos' section with a list of videos. At the bottom right, there is a 'Company' section with a search box and a 'Go' button.