

# Researching Business Studies? Start with *Business Source*<sup>®</sup>

Search



## 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

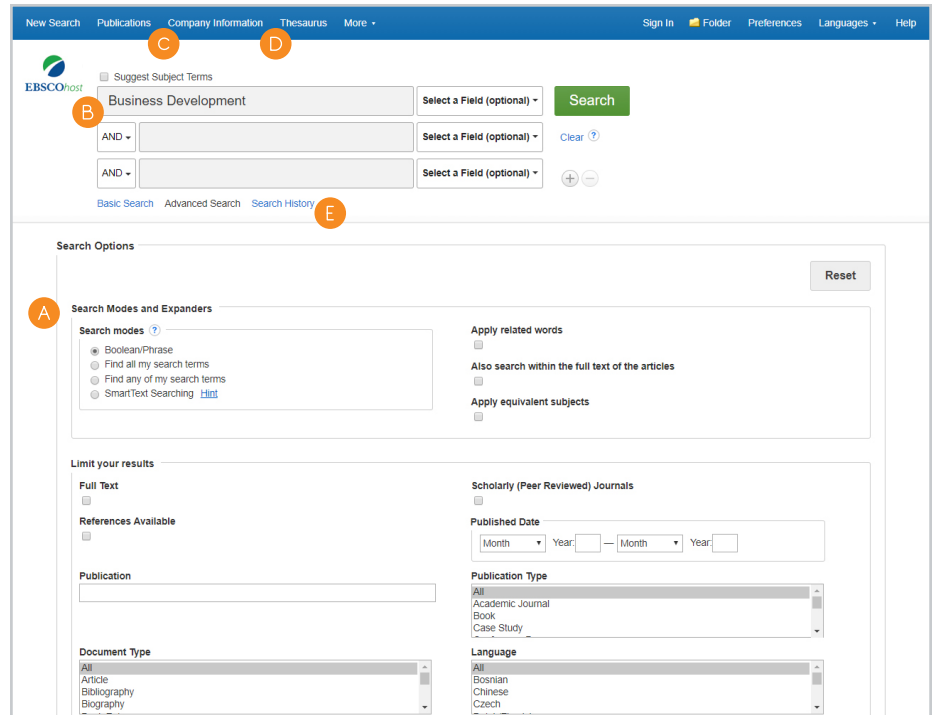
### Areas covered:

- 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.



## 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.

