# Researching Business Studies? Start with Business Source®

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

- **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.
- **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

Search

- 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

### **EBSCO**

### Features of Business Source

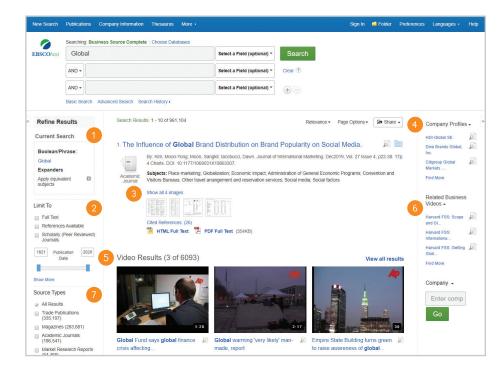
### Search Screen

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

### **Result List Screen**

- 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.
- Image Quick View: View thumbnails of article images in the result list.
- 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.
- Source Types: Choose SWOT Analyses, Country Reports or Industry Profiles.

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