Business Source Premier

Provided by EBSCO, Business Source Premier (BSP) provides full-text business journals and hundreds of scholarly, peer-reviewed publications covering all aspects of business marketing, management, economics, finance, accounting, international business and more. The database also contains market research reports, industry reports, country reports, company profiles, and SWOT analyses.

Basic and Advanced Searching

The Basic Search interface is similar to all EBSCO database interfaces. You can enter the search phrase you have created, either using keywords or Boolean logic, and limit your search with a number of predefined limiters.

BSP also offers an Advanced Search option, located below the search bar, where you can combine terms using Boolean operators and limit your search to specific fields. If you are not comfortable creating search strings, using the advanced search interface is...
Search Tips
Phrase searching ("xxxx") is utilized by BSP. However, if the phrase contains a "stopword," most often an article or preposition, the results will contain variations on the stopword. For example, if you were looking for the movie "In America" you might get results that include "On America," "About America," etc. The system will search for plurals and possessives of any singular term entered.

You can use Boolean operators to limit your search either in the Advanced Search tab using the drop down choices or by creating a search string in the Basic Search field.

|野生cards allow you to search for multiple terms at one time.
|• The asterisk (*) represents any number of characters including no characters at all at the end of a word. For example, searching environ* will return results containing environment and environmental.
|• The pound sign (#) represents any single character (e.g., wom#n)
• The question mark (?) represents from zero to nine additional characters. You can include a specific number after the question mark to indicate the maximum number of characters to replace.

Take care when using wildcards as you may not want to use one with all searches.

Thesaurus
BSP provides a thesaurus for you to search to ensure you search using the proper terms. Articles are classified according to the terms used in the thesaurus. If you are not finding the results you think you should be getting, search the thesaurus for the word you should be using.

For instance, if you’re interested in learning more about superstores, but are not getting the results you expect. To browse a thesaurus of terms available, click on the Thesaurus button at the top of any page. Then, by entering “superstore” into the search field, you learn that the proper search term is “big box store” or “hypermarket”.

Clicking on one of the subject terms allows you to see any broader or narrower terms that may be available by clicking on the word of interest. You can add term(s) to a search by clicking on the box next to the word, and clicking Add near the top of the page. If you are interested in adding another term, use the subject term list to search for that term, and add it to the search. You’ll notice the search box at the top populates with the terms. When finished, click Search at the top of the page.

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Company Profiles

If you’re looking for information about a particular company, an efficient tool to use is the **Company Profiles** index, located at the top of any page. Usually updated annually, these profiles provide a detailed record of over 12,000 company, including locations, key employees, products and services, and Revenue and SWOT analyses. You can access the most recent MarketLine Report directly from your search results or click on the company title to open up the complete record.

The **Related Information** box on the left side of the complete record page also allows you to search the entire BSP database for related articles, trade publications, books, and reports.
Search Results

There is a great deal of information contained on the search results page. If you see PDF Full Text or HTML Full Text below an item’s title, you know that document is available to you in full text. Simply click on the link to the article. If a journal article is not available in full text from this database, clicking on the UMM Find It button by or below the article’s title links you to a page indicating where the article is available.

If you determine you want to further limit your search after you see the results you can choose to see only specific types of publications by clicking on the links in the left pane under Source Types. You can also limit the results to Full Text, Scholarly (Peer Reviewed) Journals or by publication date.
Clicking on the title of the article will open up the complete record for the article. This will include all the necessary items need to correctly cite the article including the article title, author(s), source (journal name), and date information. The record will also include subject headings which are terms that describe what the article is about, many of which are hyperlinked to other articles with the same heading. An abstract (summary) of the article may also be present.

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