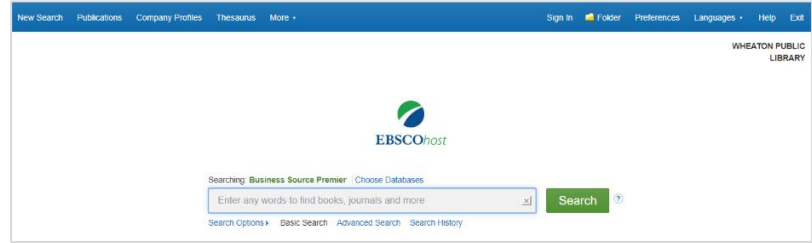


**Name:** Business Source Premier

**Description:** Full-text articles and abstracts from 3,600+ scholarly and professional publications, academic journals, and trade magazines covering marketing, management, operations, economics, finance, and international business

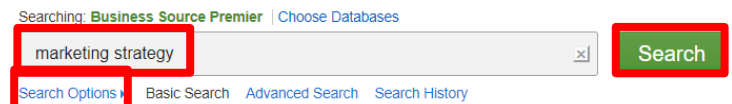
- Search by journal, topic, keyword, company name, ticker symbol, product name, geographic location, NAICS codes
- Find company profiles; industry, country risk, economic reports; product reviews; market research reports; SWOT analysis



**Access:** [www.wheatonlibrary.org](http://www.wheatonlibrary.org) → Business Resource Center → Search business databases → Business Source Premier

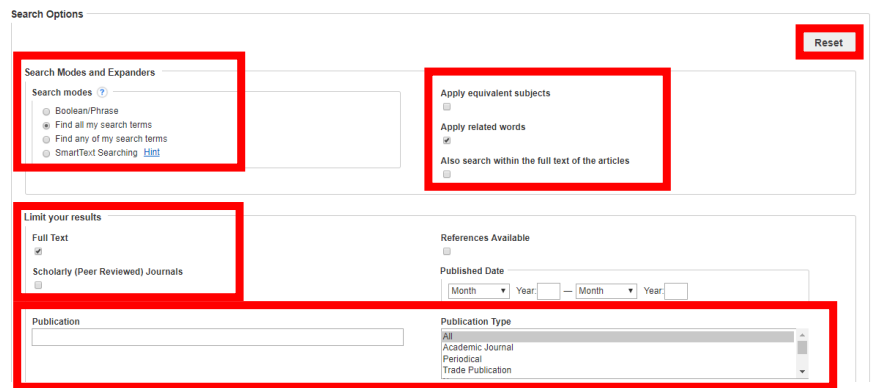
**Basic Search:**

Enter search term(s) - **marketing strategy**



Click **Search Options** to use Limiters or Expanders. Click link gain to close **Search Options**

Select a **Search Mode** - select **Find all of my search terms**




Select **Limiters** - limit a search to access **Full Text** or **Publication type** - or **Expanders** to expand a search **Apply related words**

Click **Search** button

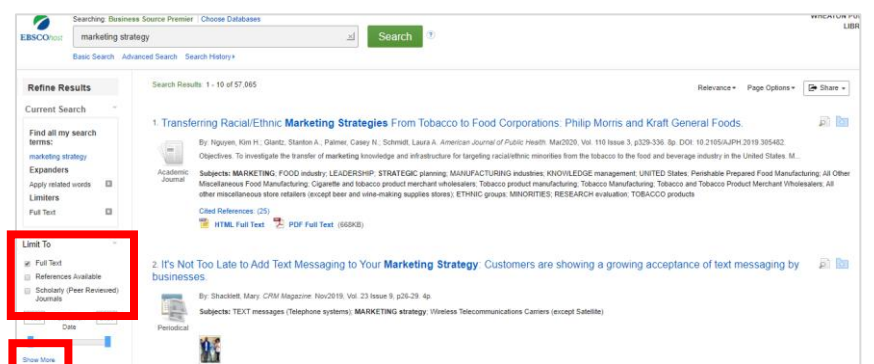
**Result List** - displays number of **Search Results**: citations, full text articles, summaries, abstracts

**Results Display**

- Click **Article title** - link to citation information and/or the full text
- View **Abstract** - place mouse over 
- **HTML Full Text** - link to full text article
- **PDF Full Text** - link to PDF of full text
- **Subject Terms** - assigned to each result
- **Results Sorting Options** - click to sort results list by Date Newest, Date Oldest, Author, Source, Relevance
- **Page Options** - click to view page display options
- **Share** - click to view alerting, linking and bookmarking options
- **Navigate through results pages** - use **hyperlinked page number** and **Next** link at bottom of result list

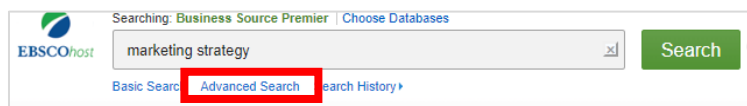


**Revise search** - under **Limit To** apply limiters or click **Show More** link to view all available limiters



**Advanced Search** - more targeted searches

Click **Advanced Search**



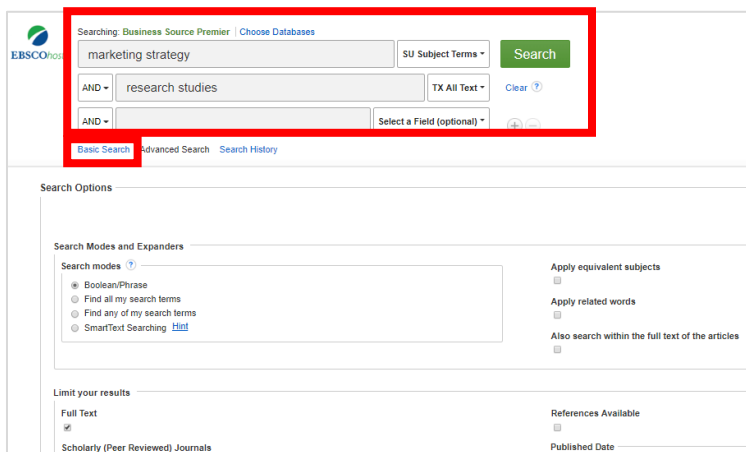
Searching: Business Source Premier | Choose Databases  
 marketing strategy  
 Search  
 Basic Search **Advanced Search** Search History

Add Search terms -

- Choose a **search field code** from the **Field drop-down list** (i.e. **SU Subject Terms**)
- Enter another search term – **research studies** – in the field code below
- Select a **Boolean operator (AND, OR, NOT)** to combine the two Find field entries
- Enter another Boolean operator, keyword, and search field in the third set of fields - if necessary
- Click the Plus button **+** to add rows (up to 12), click minus button **-** to delete rows

Select from the available **Search Options** as illustrated in the **Basic Search** above

Click the **Search** button



Searching: Business Source Premier | Choose Databases  
 marketing strategy SU Subject Terms Search  
 AND - research studies TX All Text Clear  
 AND - Select a Field (optional)  
 Basic Search **Advanced Search** Search History

Search Options

Search Modes and Expanders

Search modes  
 Boolean/Phrase  
 Find all my search terms  
 Find any of my search terms  
 SmartText Searching [Help](#)

Apply equivalent subjects  
  
 Apply related words  
  
 Also search within the full text of the articles

Limit your results


Full Text  
  
 Scholarly (Peer Reviewed) Journals

References Available  
  
 Published Date


**Revise** the search - if necessary - as illustrated in the basic search above


Click **Search** to display results


When viewing an article - **save, print, email, share, export** - using tools on right-hand side of screen


 **Google Drive** - save the article to a Google Drive account

 **Print** - print the article

 **E-mail** - e-mail the article to yourself or multiple e-mail addresses

 **Save** - save the article to a destination on a computer

 **Cite** - retrieve citation information for the article in several different formats

 **Export** - export the article to a bibliographic management software

### Top Bar Tabs



New Search Publications Company Profiles Thesaurus More  
 Sign In Folder Preferences Languages **Help** Exit

**New Search** - takes you back to the basic search page

**Publications** - search for publication titles alphabetically, by subject and description, or match any words

**Company Profiles** - search alphabetically or match any words for: MarketLine Reports, SWOT Analysis, Product Reviews, Industry Profiles; Newspaper, Magazine, Trade Journal articles related to a company

**Thesaurus** - search for Subjects, Places, People by Term Begins With, Term Contains, Relevancy Ranked

**More** - search for Cited References, Images, and Indexes

**Help** - access instructions, user guides, tutorials, glossary

### Sample Exercises:

1. Is there a company profile available for the retailer, Sears?
2. Find the newspaper article, "Boeing Taps Investment Banks to Help Secure Financing" published by *The Wall Street Journal* sometime in the beginning of April.
3. Locate a recent SWOT Analysis for Facebook, Inc.
4. What is it like doing business in Holland?
5. Find a review for the most recent iPhone from Apple.
6. Is it a good idea to start a new business in Maine?
7. Find recent articles on the effects of the coronavirus on small businesses and save the articles to a Google Drive account.
8. Does the database contain articles from *The New York Times*?