

# Business Source

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

Researching Business Studies?  
Start with Business Source

## Resources

- Books
- Business Journals
- Company Profiles
- Country Reports
- Financial Data
- Harvard Faculty Seminar Series Videos
- Market Reports
- Industry Profiles
- SWOT Analyses

## Areas Covered

- Accounting
- Banking and Finance
- Business News
- Business Strategy
- Management
- Marketing
- Regional Business

- 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, and 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 Business Titles:** Access leading business titles such as *Harvard Business Review*, *Academy of Management Journal*, *Academy of Management Review*, *Management Science*, *Marketing Science*, *MIS Quarterly*, *Bloomberg Businessweek*, *Forbes*, *Fortune*, and many others.



## Search Screen

- A Search Box**  
Start your research by entering keywords to search journals, books and more.
- B Search Expanders**  
Place AND or OR between search terms.
- C Apply Additional Fields**
- D Filter Search**  
Add filters including Publication Date, Author, Peer Reviewed, Linked Full Text and Abstract Available.
- E Search History**  
Review search history, save searches and create alerts.

## Results List Screen

- 1 Filter Results**  
Refine searches without navigating away from the results page.
- 2 Advanced Search**  
Change from the Basic Search Screen to Advanced.
- 3 Projects Folder**  
Use the Projects folder to print, email or save multiple results at once.
- 4 Source Types**  
Choose SWOT Analyses, Country Reports or Industry Profiles.
- 5 Related Subjects**  
Explore related subjects to articles.