

Business Source Ultimate



The New Standard in Business Research

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Providing students with a global perspective in their research, Business Source Ultimate (BSU) allows students to track business trends and topics worldwide with expanded international content. In addition, BSU offers access to *Harvard Business Review*, *Academy of Management Journal*, *Academy of Management Review*, *Management Science*, *Marketing Science*, *MIS Quarterly*, *Bloomberg Businessweek*, *Forbes*, *Fortune*, and many others.

Essential Industry Information

Business students can delve into case studies, country economic reports, SWOT analyses and company profiles, as well as interviews with executives. Researchers can access the Company Discovery Pages feature, which provides industry specifics for nearly 11,000 companies worldwide. To round out research, supplemental access is provided for Regional Business News Plus, with regional U.S. & Canadian business publications. Research is enhanced with more than 66,000 videos from industry leaders, including Harvard Business Publishing, IGI Global, Kiplinger and others.

Subjects Covered:

- Accounting
- Administration
- Banking
- Economics
- Finance
- Human resources
- Leadership
- Management
- Marketing
- Sales

	Active Full-Text Peer-Reviewed Journals	Active Full-Text Peer-Reviewed Journals with No Embargo
Business Source Elite	328	183
Business Source Premier	679	359
Business Source Complete	1,230	775
Business Source Ultimate	2,750	2,116



Business Searching Interface

EBSCO's new Business Searching Interface (BSI) offers a clean, modern look to make business research more intuitive and efficient. With improved navigation and a visually appealing design, the new BSI delivers a unique search experience.

Students, faculty and researchers can easily browse leading business journals and magazines, search specific topics and easily locate country economic data, company profiles, industry information, and market research.

Features include:

- Discover Popular Topics
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