



Researching Business Studies?

Start with Business Source.

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

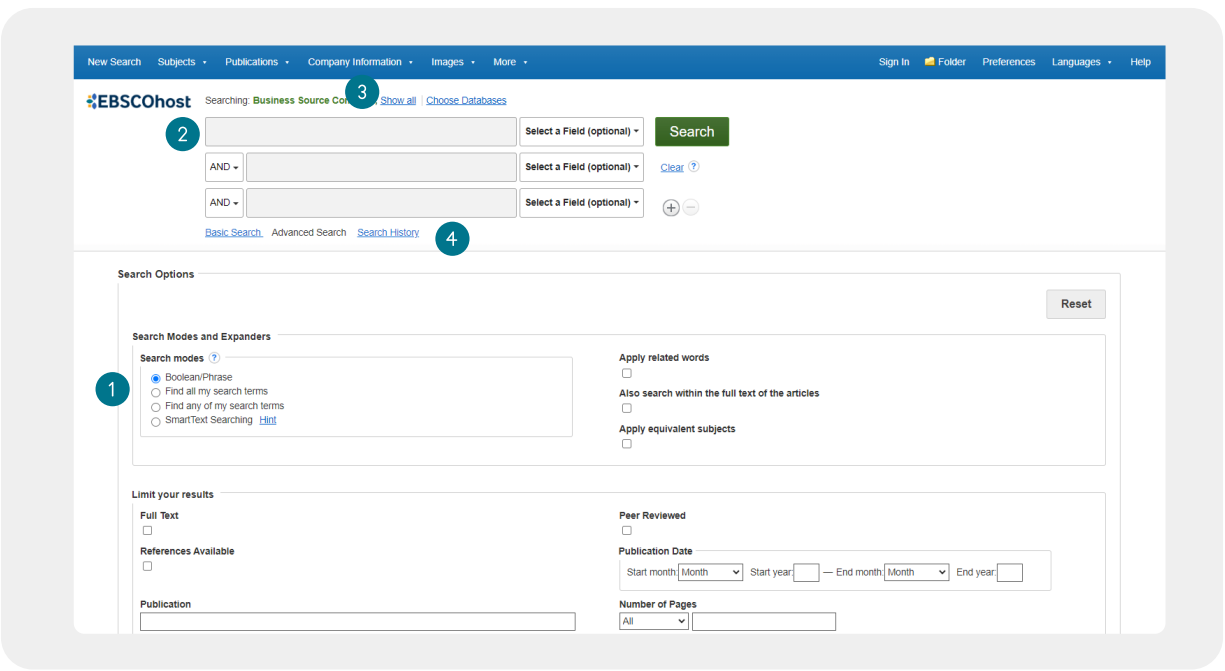
- Harvard Faculty Seminar Series Videos: Watch related videos from Harvard Business School which appear in your results. (Available with Business Source Complete and Business Source Ultimate)
- Company Profiles: Get information on key executives, competitors, major products and services, revenue and market value.
- 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 and gross domestic product of the region hosting the company you're searching.
- Industry Profiles: View profiles of the industry to which a company is related.
- Videos: Learn from industry leaders including the Academy of Management, Bloomberg and more. (Available in Business Source Ultimate)

Additional Resources:

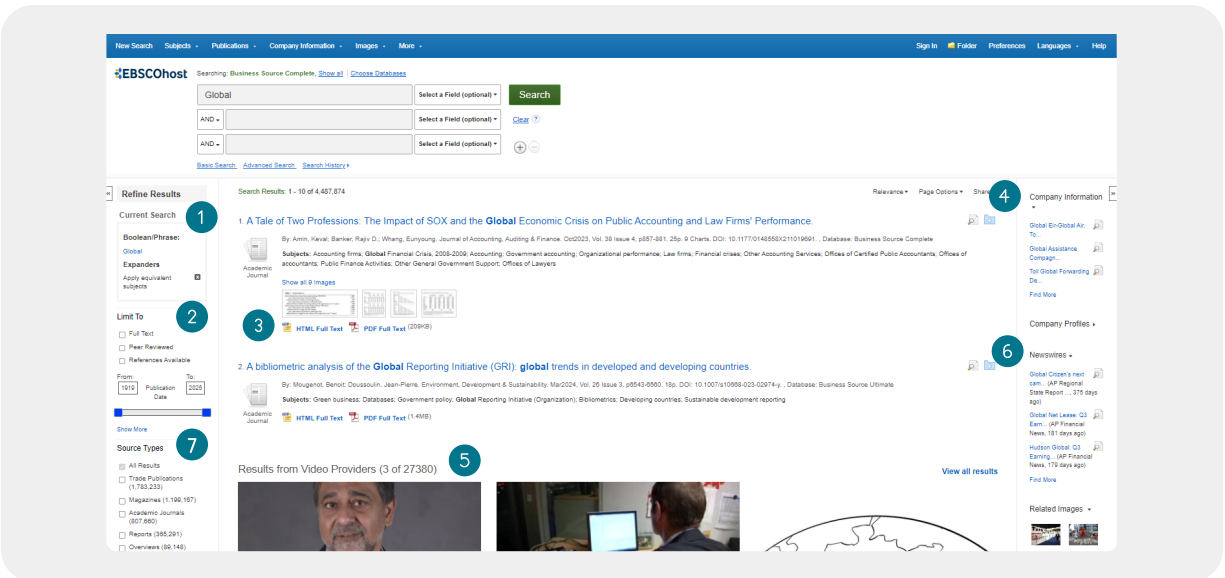
- Books
- Business Journals
- Financial Data
- Market Reports
- 60,000 Associated Press Videos

Areas covered:

- Accounting
- Banking and Finance
- Business Ethics
- Business News
- Business Strategy
- Employment Law
- Human Resources
- Management
- Marketing
- Regional Business



- ① **Search Modes:** Use Boolean or exact phrases, place AND or OR between search terms, or use SmartText Searching.
- ② **Search Box:** Start your research by entering keywords to search journals, books and more.
- ③ **Company View:** Access information for more than one million of the largest worldwide companies. (Available with Business Source Complete and Business Source Ultimate)
- ④ **Search History:** Review search history, save searches and create alerts.



- ① **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.
- ③ **Image Quick View:** View thumbnails of article images in the result list.
- ④ **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 **Newswires:** Browse current news and alerts from reliable news sources.
- ⑦ **Source Types:** Choose SWOT Analyses, Country Reports or Industry Profiles.