

Business Source Premier

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WHAT YOU'LL FIND

- **Business Source Premier** is one of the EBSCOhost Research Databases. In this database, you will find articles from newspapers, magazines, trade publications, and scholarly journals. Also available are company reports (including SWOT Analysis), market research, industry reports, and selected book chapters or sections from business reference works.
- **Business Source Premier** includes reports from companies such as **Gartner** and **Datamonitor**, and is also the place to find full text **Harvard Business Review** articles back to 1922.

WHO CAN ACCESS IT?

- Students, faculty, GGU staff, and alumni can access this database on campus. Currently enrolled students and faculty can access **Business Source Premier** from home, work, or any computer with internet access. Your last name and student ID number will give you access to the databases from the **University Library** website.
- From the University Library's database page, click on **Business Source Premier**, then on **Academic Journals**. Click on **Business Source Premier** or **Continue** to begin searching.

HOW TO SEARCH

- **Business Source Premier** opens to the **Advanced Search** screen which allows you to build your search using the different search boxes. This is a keyword search so the database is matching the words you type in to the words in the database. It is set to Default Search, which searches in the article title, publication title, subjects, keywords, and article abstract.
- Next to each search box is a **drop down menu** you can use to further **customize your search**. For example, if looking for company information, type in the name of the company you are searching for, and use the drop down menu to choose CO Company Entity. Then click **Search**.
 - To browse through a publication, click on the tab for **Publications** near the top of the screen. You can browse through the list, or type in the title you are looking for.
 - Before searching, develop a **search strategy** by brainstorming key terms related to your topic.
 - **Evaluate sources** as you go. Keep in mind when the document was published, if it was published in a scholarly journal, how long it is, and what subject headings are used to describe it.

VIEWING YOUR RESULTS

- Your results are listed with the most recent matches first. At the top of the results lists will be links to the different types of information available to you. Some of these information types are: Academic Journals, Country Reports, Market Research Reports, and Trade Publications.
- If the full text of the article is available you will be able to view it in HTML and/or PDF formats. If the article is available in PDF, you need to click on the link that says PDF Full Text in order to view it. If it available in HTML, you can click on the title of the article or on the link to HTML Full Text.
- While you are viewing your results list, you can mark articles you'd like to print or email by clicking on the folder to the right of the citation. When ready to view your list, click on the link **Folder Has Items** at the top of the results list. From here you can **Print** or **Email** your list.

CITING

- When Printing, Emailing, or Saving your list of citations or articles, you can specify a format that can be used with different bibliographic management software, such as **BiblioLink** and **ProCite**. After clicking on Print, Email, or Save to Disk, click on the tab **Bibliographic Manager** for the different formatting options.
- For more information on citing, please refer to the Library's Citing Sources page. http://www.ggu.edu/university_library/citing_sources

GETTING HELP

- To learn more **about Business Source Premier** from the database provider, click on the **Help** link in the upper right corner of the page. The Help will open in another window, and you can search it or click through the table of contents.
- Please contact a **Reference Librarian** for assistance in searching in **Business Source Premier** and other databases. Librarians can be reached in person, by phone at 415-442-7244, or by email at webster@ggu.edu.