

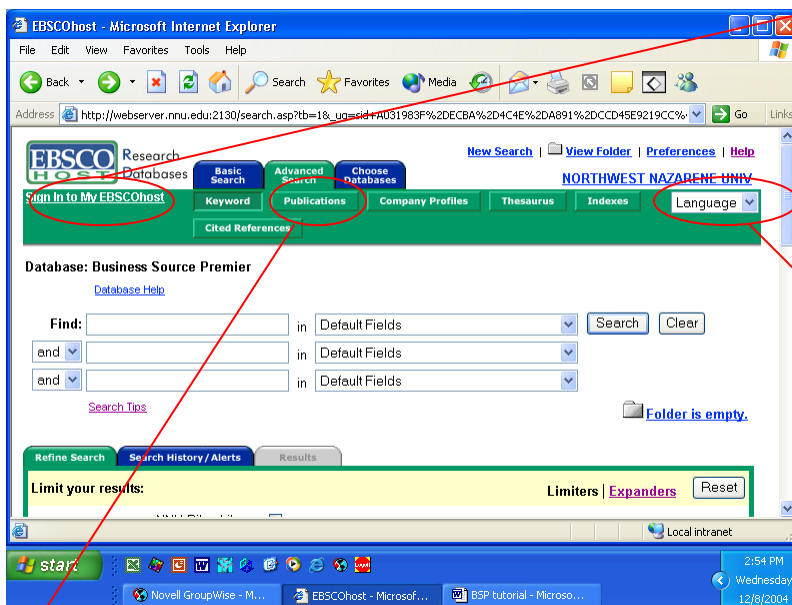
Business Source Premier (EBSCOHost) Tutorial

Updated 11/27/2007

The tutorial for the *Academic Search Premier* database, which you should have already completed, acquaints you with the general features available in most EBSCOHost brand databases. The *Business Source Premier* database, however, includes some unique features and content that are especially helpful for those doing research in the field of business. The database is designed specifically for business schools and libraries and provides full text for nearly 7,600 scholarly business journals and other sources. Some of these other sources of full text information include country economic reports from the EIU, Global Insight, ICON Group and CountryWatch and detailed company profiles by Datamonitor for the world's 10,000 largest companies. The database includes indexing and abstracts for articles published back to 1965 and in some cases even older. The content of this resource is updated daily.

Begin by going to the library's home page. This can be done by clicking on the **NNU Library** button on your Blackboard course webpage. From the library's homepage select **Databases>Business Source Premier**.

Exploring the Advanced Search screen



Sign in to my EBSCOHost

If you have not already done so, take this opportunity to set up a personal EBSCOHost account. This will allow you to save and manage the information that you find during your sessions.

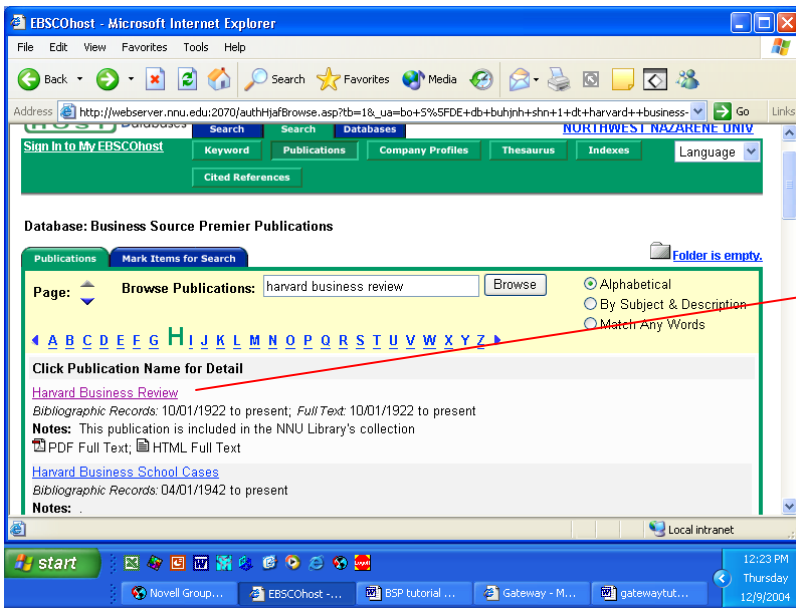
Language

You can change the EBSCO database to one of 6 languages including Spanish. You may also see an option to translate an article which is available in full text when you get to the full display level of an item.

Publications

Select this option if you want more information about a particular publication included in the database. Use this search option when you want an answer to questions such as...

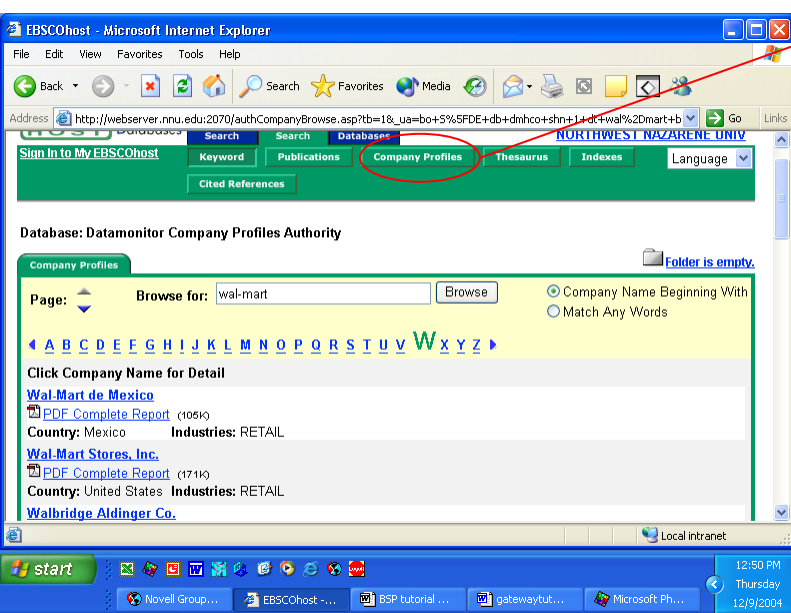
- “Is BusinessWeek indexed (included) in this database?”
- “Who publishes BusinessWeek and how can I contact the publisher?”
- “Is BusinessWeek a peer reviewed journal?”



To do:
Click on **Publications**.

In the **Browse** search box type
“harvard business review”.

Click on the journal title and view
the publication details. Note the
following information in the
detailed view: Is there a URL to the
publisher’s website? Is this journal
in full text? Is it peer reviewed?

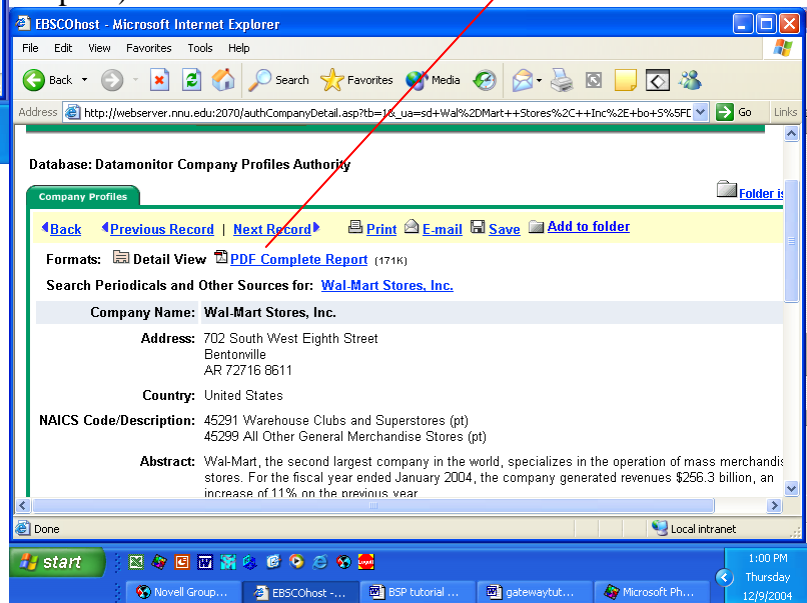


Company Profiles

The *Business Source Premier* database is the only
NNU library resource that can give you company
reports online.

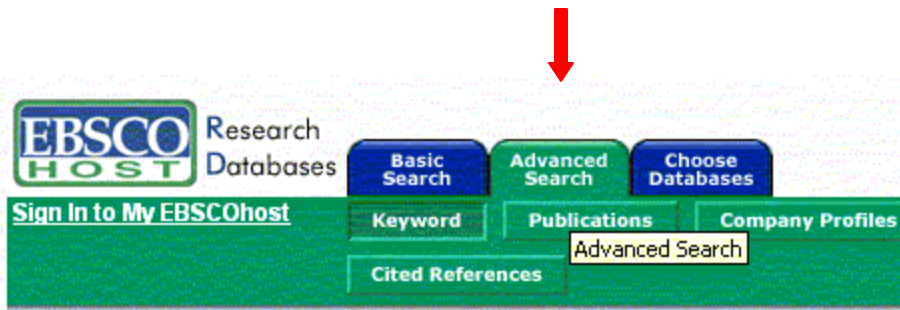
To do: click on **Company Profiles**.

Type in “Wal-mart” and click **Browse**. Click on the
name of the company and view the abstract and brief
display for the company. Click on the “PDF” and scan
the complete report. (note: you will need to have
Adobe Acrobat on your computer to view the full
report.)



Using Limiters

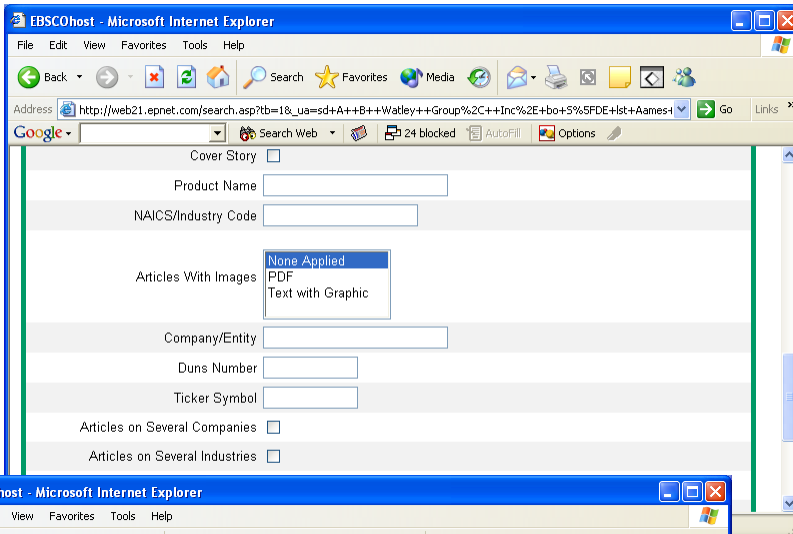
After scanning the report’s table of
contents, etc, return to the database by
clicking on [Company List](#) in the top
left corner of your screen.



Select **Advanced Search** to return to the beginning search screen.

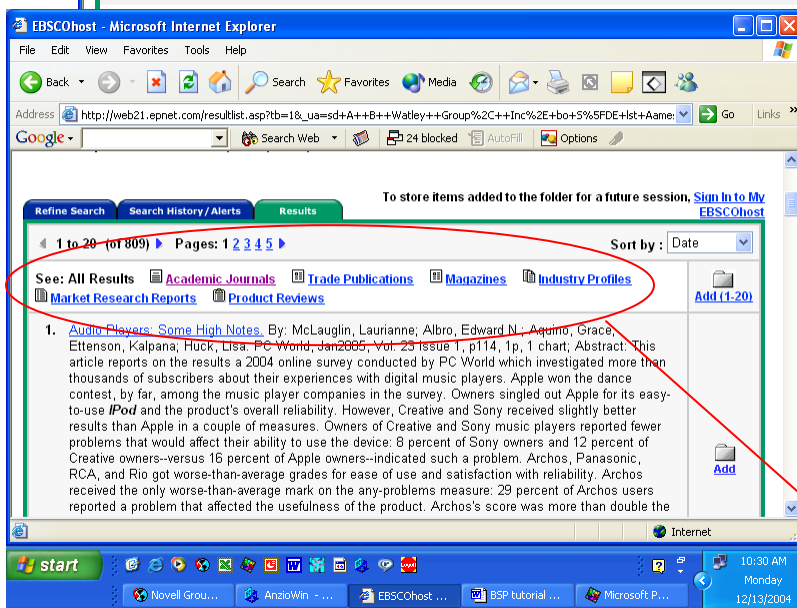
Business Source Premier offers some unique limiters that you may want to take advantage

of. Scroll down to the bottom half of the initial search screen to view these limiter options.



Notice that you can choose to limit your search by

- Product Name
- NAICS/ Industry Code
- Company name
- Duns Number
- Ticker Symbol



Viewing Results

To Do:

Return to the top of the screen and type the term **“Ipod”** into the search box. Do not use any limiters for this search.

Our search (on 12/13/04) yielded 809 items. However, note that even after you have conducted a search you have the option to view your results in any one of these ways by clicking on the subgroup hyperlink options. You could choose to view just those results that were found in

Academic Journals, Trade Publications, or magazines. Or, you might be more interested in reading industry profiles, market research, or product reviews for the Ipod.

Note about *Wall Street Journal* and *New York Times*: *Business Source Premier* indexes these two publications, so you will see citations for them in your lists of results. However, for full text you will need to refer to the *Proquest Newspaper* database. This can be found on the library's [Databases](#) page on the library website. You will find more about this database in the *Proquest Newspaper* Database tutorial. Just remember, before leaving Business Source Premier you will need to note the title of the article by either adding the citation to your folder and print or by saving it to a disk on your local computer.

This concludes the *Business Source Premier* tutorial. There are many other helpful features in the EBSCOhost interface.