Business Source Premier

Business Source Premier is a widely used research database which you can use to find academic journals, trade magazines, market research reports, industry reports, country reports, company profiles and SWOT analyses. Subjects include Accounting, Economics, Finance, International Business, IT, Management, Marketing and Organizational Psychology.

How do I log on to Business Source Premier?
**Via Moodle:** click on Online Library in the top bar, and select Electronic Resources. Then click on the link to Databases to access Business Search Interface and help sheets.
You can also find links to library databases from most of your Moodle course pages.
**Via the Library website** click on Electronic Resources and Electronic Databases.
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What can I find on Business Source Premier?
- **Company Profiles:** find detailed company profiles for the world’s 10,000 largest companies. Company reports include a company overview, key facts, revenue analysis, SWOT analysis, key competitors, and subsidiaries.
- **Industry Profiles:** access 1,800 full-text Industry Profiles which provide an overview of industries such as Food Retail, Airlines, Banks, or Power Generation. Reports provide an executive summary and may include Market Value, Forecasts, Segmentation, Market Rivalry, Leading Companies and MacroEconomic indicators.
- **Country Reports:** Country reports are up-to-date economic reports which include information such as a forecast summary (GDP, industry, capital flows), short and long term outlook, risks, macroeconomic indicators, inflation, exchange rates, financial policy, trade, and economic development. Some reports also include geographical, political & environmental information. Browse by country or region.
- **Market Research Reports:** Mainly US reports on different industries. Browse by subject or click on Publisher. Marketwatch provide high quality reports but only up to 2012. Alternatively, select Advanced Search, enter your search terms and narrow by Market Research Reports in the Refine your Search column, under Source Types.
- **SWOT Analysis:** Business Source Premier includes over 4,000 SWOT analyses on key companies. Click on Advanced Search and select SWOT Analysis in the left hand list. Enter the company name and make sure you search by Title, Subject & Description. To get more detailed information about a company, click on the link to Company Profiles.

Basic Search
The search box on the home page allows you to run simple searches using the drop down field box to narrow your search to Keywords, Company, Industry, Author, Publication or Subject. To search for a company, select the Company field and enter your terms. You will see a list of available matches. Click in the box to select a name and then click on search.

Search by Publication Type.
You can restrict your search to certain types of publication. To search these, click on Advanced Search and select your preferred option under Publication Type including *Academic Journal, Periodicals / Magazines* (business or business-related magazines which include news and commentary on all aspects of the business world), *Trade Publications* (aimed at professionals working in the industry),

Saving Results. Save results into folders, email or download lists of results or individual documents, and print via the PDF print options.
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3. Click on Advanced Search to restrict your search to Market Reports, Academic Journals, or by date of publication

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1. View your list of results, ordered by relevance.

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