Business Source Premier: quick user guide

What is Business Source Premier?
Business Source Premier is a business research database providing access to the full text of more than 2,100 journals. The database also includes other sources of full text information such as country economic reports, market research reports, industry reports, SWOT analyses and detailed company profiles for the world’s 10,000 largest companies.

When should I use Business Source Premier?
Use Business Source Premier when you want to:

- find articles on a business related topic
- gather information about a company, country, industry or market.

Accessing Business Source Premier
Business Source Premier is accessed via the E-resources Guide.

1. To open the E-resources Guide, go to: http://subjectguides.york.ac.uk/e-resources
2. When the E-resources Guide has opened select the A - B tab from the A - Z list at the top of the screen. An alphabetical list of resources is then displayed.
3. Click on Business Source Premier (EBSCO). You may be asked to log in with your IT Services username and password. The resource will now open in a new window.

Searching Business Source Premier
Business Source Premier has two search options Basic Search and Advanced Search, we recommend that you use the Advanced Search.

Advanced Search
In Advanced Search you are able to combine your search terms and can Select a Field to make your search more specific for example, to search by company name, product, name of a person, geographical location as well as title, subject etc.

The above search will contain the word “change” within two words of a word beginning with “manag...” in the Title. Either a word beginning “employee...” or a word beginning “worker...” will appear in the abstract, as will a word beginning “participat...” or a word beginning “involv...”. Click Search to run the search.
The middle panel lists the items found. Clicking on the title opens the item record, showing the abstract.

To read an article in full, click the link to PDF Full Text or HTML Full Text where available, or use the Find It @ York links to check Library access.

You can create an alert for your search; Business Source Premier will then email you when new content matching your search terms is added to the database. To set up an alert click on Share.

### Searching for company profiles

Select the Company Profiles link from the top.

Type the company name and click Browse.

Select the MarketLine Report PDF to view the full report.

### Search tips

And combines search terms so that each search result contains all of the terms. For example, management and strategies finds results that contain both terms.

Or combines search terms so that each search result contains at least one of the terms. For example, broker or stockbroker finds results that contain either term.

Wildcard (?): use an question mark to replace a single letter anywhere in a word, except the first character. Wildcards are particularly useful for finding variations in spelling, for example organization finds results that contain either organisation or organization.

Truncation (*): use an asterisk to truncate a word and find all the words made by adding letters to the end of it. For example, manager* finds results that contain the terms manager or managers or managerial etc.

Proximity (Nn): use Nn when there is a connection between your search terms and you need to find the terms near each other. For example, advertising N2 campaign finds results that contain the terms within two words of one another such as campaign champions interactive advertising.

For more help with this database, please contact your Academic Liaison Librarian, [http://subjectguides.york.ac.uk](http://subjectguides.york.ac.uk)