



Business Source Premier -- EBSCO eResource--Summary

Business Source Premier provides access to full-text journals in all disciplines of business, including marketing, management, accounting, information systems, finance and economics, as well as research reports, market research reports, country reports, company profiles and SWOT analyses.

Details

- Business Source Premier includes 22,000 full-text publications, including peer-reviewed journals, trade journals and general business magazines, books/monographs, country economic reports, reviews, and studies, industry reports, market research reports, case studies, company profiles, SWOT analyses.

Strengths

- Contains far more active, peer-reviewed, business-related journals than most other databases currently available.
- Indexing and abstracts for the most important scholarly business journals date back to as far as 1886.
- Advanced search ability allows user to zero in on particular industry and country.
- Access from home or office.

Weaknesses

- Coverage varies by country and can be dated for some of the emerging markets.
- The Datamonitor company profiles can be up to a year out of date.
- In some instances, there is also approximately 3 – 12 months delay/licensing embargo to full-text of some of the academic journals.
- Global information.
- Analysis written primarily from the “economist perspective” in terms of politics.

Printing/downloading

- Printing is allowed

**Poudre River Public Library District subscribes to this database: <http://read.poudrelibraries.org/adult/business/>



Using: Business Source Premier - EBSCO

<http://www.poudrelibraries.org/>

1. Go to the Library's website: <http://www.poudrelibraries.org/> (or, Google Poudre River Library District)
2. Link to **eResources** (top bar)
3. Once you're in the eResources page, link to **Business and Investments** (left side bar) or drop down to **Business Source Premier**.
4. At home or your office, at this point you'll be asked for your last name and borrower's card number.
5. Once you're in **Business Source Premier** home page, go to **Basic Search**.
6. Type in a basic term, such as "**graphic arts**" or "**nonprofit management**," or any topic you choose. The quotation marks (" ") hold the terms together.
7. Once you're in the selections list for "**graphic arts**,"
 - a. Are there trade publications, market research reports? Hint: Hit **Trade Publications**; link to one of the titles; link to the PDF.
 - b. Do you need to narrow your subject? (use the left bar for that).
8. Return to **New Search**, and try **Advanced Search** (top bar).
9. Once you're in **Advanced Search**, type in **Graphic Arts Monthly** (or any other journal).
10. On the right of the search box, drop down to **Publication Name** and hit **Search**.
11. Does **Business Source Premier** subscribe to **Graphic Arts Monthly**? Or, any of the trade journals you entered? (An alternative for publication searches is to go to **Basic Search** and link to **Publication**, type in a journal name.)
12. While you're in your trade journal articles, look on the left bar. There should be **Narrow Results by...** Take a look at some of the subjects.
 - a. Does this help you narrow your topic?
 - b. Drop down to **Subject** Do any of the terms help you?
13. Go back to **Advanced Search**. On the right side (Browse), link to **Industry Profiles**.
14. In the **Browse for:** box, type in **Arts**. Scroll down until you find **Movie and Entertainment Industry Profile – France**. On the right, link 2010, then March 2010.
 - a. What share of the European Film market does France have?
 - b. How much of France's Movie and Entertainment market is the Home Video market?
15. Try another industry, or go back to **New Search** or **Advanced Search** and take a look at the **Market Research Reports** or **Company Profiles**.

Poudre River Public Library District Business and Nonprofit Resource website: <http://read.poudrelibraries.org/adult/business/>



**Sample Arts and Nonprofit Journals Accessible through
Business Source Premier**

www.poudrelibraries.org

[Art Business News](#) *Bibliographic Records:* 07/01/2001 to present

[Back Stage](#) *Bibliographic Records:* 09/03/1993 to present; *Full Text:* 01/06/1995 to present

[Creative Review](#) *Bibliographic Records:* 01/01/2002 to present; *Full Text:* 01/01/2002 to present

[Cultural Trends](#) *Bibliographic Records:* 09/01/1998 to present; *Full Text:* 09/01/1998 to present (with a 12 Month delay)

[Nonprofit Counsel](#) *Bibliographic Records:* 08/01/1995 to present

[Nonprofit Management & Leadership](#) *Bibliographic Records:* 03/01/1998 to present; *Full Text:* 03/01/1998 to present (with a 12 Month delay)

[Nonprofit World](#) *Bibliographic Records:* 01/01/1983 to present; *Full Text:* 01/01/1983 to present

[Nonprofit World Funding Alert](#) *Bibliographic Records:* 01/01/2001 to present; *Full Text:* 01/01/2001 to present

[Nonprofit World Report](#) *Bibliographic Records:* 01/01/1983 to present; *Full Text:* 01/01/1983 to present