

# Using Business Source Premier



**Business Source Premier provides access real-time access to over 22,000 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.**

## **Strengths**

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

## **Weaknesses**

- Coverage varies by country and can be outdated for some of the emerging markets.
- The company profiles can be up to a year out of date.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.

## **Printing/downloading**

- Printing is allowed
- Email available; citation guides

## Using Business Source Premier -

1. Go to the Library's website: <http://www.poudrelibraries.org/>
2. Link to **Research** (top bar)
3. Once you're in the **Research** page, choose the **Business and Finance** link
4. Home or office users: 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 **Keyword** box.
6. Type in a basic term, such as "graphic design" or "branding" any topic or word you choose (quotation marks (" ") hold the terms together).
7. Notice that there are academic publications, newspapers, magazines and trade journals. You might also find MarketLine research reports. Link to one of the titles for a full-text view (HTML or PDF). If you need to narrow your subject, use the left bar under **Subject**.
8. Return to **Basic Search**. You can search by **Company Profiles** (i.e. Exxon-Mobile); **Industry Profiles** (i.e. Advertising), **Country Reports** or **Market Research Reports**.
9. Link to **Advanced Search** (below the search box). Once you're in Advanced Search, type in **Design Issues** (or any other journal).
10. On the right of the search box, drop down to **Publication Name**, hit **Search**.
11. Does Business Source Premier subscribe to the journal you entered? (An alternative to search for a specific publication is to go to the top bar and link to **Publication**, In the **Browse** search box, type in a journal name.)
12. While you're in your journal articles, you can limit your searches by using **Subject, Full-text, Scholarly Journal**, etc.
13. Go back to **Advanced Search**. On the right side (Browse), link to **Industry Profiles**.
14. In the Browse for: box, type in **Music**. Scroll down until you find **Music and Video Industry Profile – United States**. On the right, link to **2015**, then **June 2015**. What share of the Global Music Market does the U.S. have? How much of the U.S. Music and Video Market is for Music Segment?
15. Go back to **New Search** or **Advanced Search** and take a look at another topic of interest.

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

Contact: Anne Macdonald, Business Librarian [amacdonald@poudrelibraries.org](mailto:amacdonald@poudrelibraries.org)