



## BUSINESS SUBJECTS DATABASES

SEARCHING STRATEGY (All databases have useful Help Screens!)

**“Key” words:** To select the keywords or terms to search with: imagine the title of the article that would have exactly what you are looking for, then select at least two, or maybe three, “key” words from the title. The keywords will usually be nouns. You can also select keywords from the thesis sentence or abstract of your project.

Most of these databases are **full text**, that is, they have the entire text of the article. Others include full text articles. When there is no full text there is usually an abstract (a summary) of the article. And note the **Find It!** link to additional full text resources. We urge that you **DO NOT** restrict your search to the **full text** articles **because** you can not be sure that all you need will be available full text. In business writing the **abstract might contain the data you need**. And scholarly publications are not always available in full text. In addition, **most searches require use of several databases to be complete**. Consult with a librarian for further guidance.

*Business Full Text* (Wilson Web) This excellent resource includes some 350 business titles. All records include an abstract or summary of the article whether full text or not. **Begin basic business research here** because the most read business magazines in the US, including some scholarly titles, are included in *Wilson* and not all are of these are in the larger databases. Also, this is the only business database that is linked to Library holdings.

**Searching tips:** Use the “Advanced Search” option; enter a key word that describes the subject in each window. The Boolean Operator **and** is set up as a default. You can change settings to search by **author**. You can limit your search to full text and/or to peer reviewed (that is, scholarly, research) publications. An icon indicates full text articles. Use the "Check for Library Holdings" link to see if the Library has the title.

*ABI/Inform Dateline* 175 local and regional business news publications.

*ABI/Inform Global* 1,800 international periodicals including scholarly journals.

*ABI/Inform Trade and Industry* 750 publications with a trade or industry focus.

**Searching tips:** Select “Advanced Search” at the top. The Boolean operator **and** is set (and you can select author, title, journal, etc.). Set “Database” pull-down menu (below search windows) to *Business - ABI/Inform Global* or *Business - ABI/Inform Trade and Industry*. **Select “Multiple Databases” link to search both at the same time** through check boxes. You can limit your search to peer reviewed (that is, scholarly, research) publications. Icons to the left of list of articles indicate **full text** (most are).

*Factiva* - For a search of publications select “Free Text Search” tab below the Factiva logo (this will probably be the setting already when you open this database). You should change the pull down menu that says “In the Last 3 Months” to a longer period of time. Search 9000 business publications of all types from newspapers to scholarly journals. *Factiva* includes publications in the Humanities, Social Sciences, and Science and Technology in addition to Business.

**Searching tips:** ALWAYS set “Search for free-text terms in:” to “Headline and Lead Paragraph”. This pull down menu is included under “More Options”. *Factiva* requires you type the Boolean **and** between words. A search will bring a listing of “Headlines” (titles) with a brief description including the number of words in the article. Select a “Headline” to retrieve the article (**most are full text**). The “Source” link will allow you to find out if a given publication is in *Factiva* and if available full-text.

*Hoovers Company Reports* Files for data on 40,000 Companies, both publicly-traded and **private companies**. Information includes company history, financial data, products or services, a list of competitors, and executives and board members.

**Searching tips:** The “Publication Search” tab at the top of the screen will bring an alphabetical listing of companies. Choose “Advanced Search” and you can search for company, executive, or location (for example all companies in California).

*MergentOnline* This is the online version of the *Mergent* (formerly *Moody's*) manuals, data on some 15,000 US and 20,000 Foreign companies. Data includes SEC EDGAR filings (10(K), etc.), income statements and balance sheets, annual reports, company descriptions, histories, current news, and more. See also: “Industry Reports” tab at top. Industries **worldwide** (select a region of the world, North America, Europe, Asia Pacific) going back to 2003

**Searching tips:** Use “Basic Search” for most purposes; enter either company name or ticker symbol. Then select company link. You will see directory information and some basic data. Choose from tabs across top of display for more complete data. For SEC EDGAR filings begin your search by selecting the EDGAR Search tab.

*Standard and Poor's NetAdvantage* (online service of Standard and Poor) brings income statements and balance sheets, company descriptions, histories, and current news on publicly-traded companies. *NetAdvantage* also includes the **important Industry Survey, now called Industry Research**, *Company Profiles*, *Stock Reports*, *Bond Reports*, *Mutual Fund Reports*, and the *Register of Corporations, Executives, & Directors* (the S&P company directory). The *S&P 500*, *Smallcap 600*, and *MidCap 400* Indexes are included under the Companies tab.

**Searching tips:** Use tabs at top for Companies, Industries, and so on. Industry Research has a pull-down menu for industries and sub-industries and you can search for companies within an industry. A special feature of the *NetAdvantage* is the *Compustat Excel Analytics*. Find these Under the Companies tab. Under Company Research pull down menu select Compustat (either *Compustat Excel Analytics* or *Compustat International*). The detailed analysis will be on an Excel spreadsheet.