



EBSCO - BUSINESS SOURCE COMPLETE

Company Profiles, SWOT Analysis,
Industry Profiles, and Market Research Reports

See the [Basic EBSCO user guide](#) for selecting records, saving to folder, exporting functions and other tips for using EBSCO databases.

Company Profiles and SWOT Analysis

Enter the company name, then click **Search**.

From the results page, under Narrow Results, click **Company Profiles** or **SWOT Analyses**

The screenshot shows the EBSCO Business Source Complete search interface. At the top, there are navigation tabs: "New Search", "Publications", "Thesaurus", "Author Profiles", and "More". Below these is a search bar with the text "Searching: Business Source Complete" and a "Choose Databases" link. The search input field contains "harley davidson". There are three rows of search criteria, each with a dropdown menu set to "Select a Field (optional)" and a "Search" button. Below the search bar are links for "Basic Search", "Advanced Search", "Visual Search", "Search History/Alerts", and "Preferences".

On the left side, there is a "Narrow Results by" sidebar. It has a dropdown menu for "Source Types" and a list of categories: "All Results", "Academic Journals", "Trade Publications", "Magazines", "Newspapers", "Books/Monographs", "Company Profiles", "SWOT Analyses", "Industry Profiles", "Market Research Reports", and "Product Reviews". An arrow points to the "Company Profiles" link.

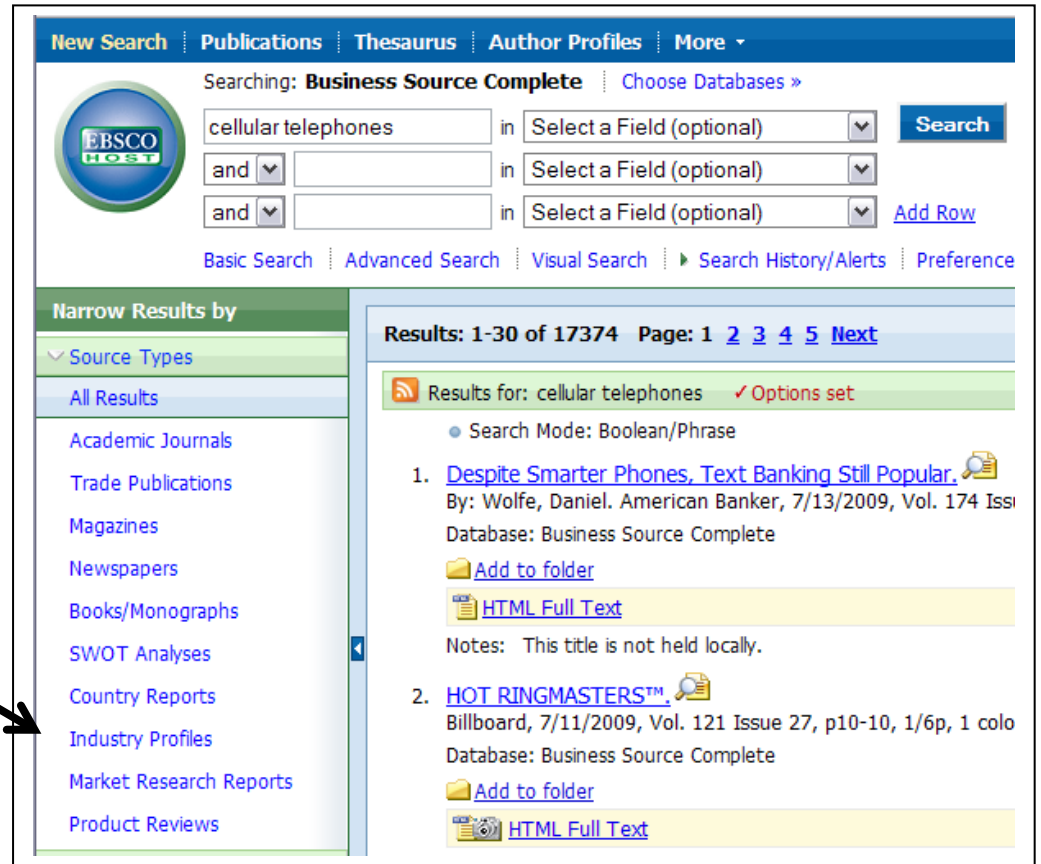
The main results area shows "Results: 1-30 of 1997 Page: 1 2 3 4 5 Next". Below this is a section for "Results for: harley davidson". It includes a "Search Mode: Boolean/Phrase" indicator and two search results. Each result is a link to "Analyst Picks and Pans: Best Buy, Harley-Davidson, Car" from BusinessWeek Online, dated 7/15/2009 and 7/14/2009. Each result also includes a "Database: Business Source Complete" label, an "Add to folder" button, and a "HTML Full Text" button. A note for the first result states "Notes: This title is not held locally."

Industry Profiles and Market Research Reports

Enter the industry,
then click **Search**.

From the results page,
under Narrow Results, click

Industry Profiles or Market Research Reports




The screenshot shows the EBSCOhost search interface. At the top, there are navigation tabs: **New Search**, **Publications**, **Thesaurus**, **Author Profiles**, and **More**. Below these, the search status is "Searching: **Business Source Complete**" with a link to "Choose Databases". The search input field contains "cellular telephones" and is followed by a dropdown menu set to "Select a Field (optional)" and a **Search** button. Below the search field are two "and" dropdown menus, each followed by another "Select a Field (optional)" dropdown and an **Add Row** link. At the bottom of the search area are links for **Basic Search**, **Advanced Search**, **Visual Search**, **Search History/Alerts**, and **Preference**.

On the left side, under "Narrow Results by", there is a dropdown menu for "Source Types". The list includes: **All Results**, **Academic Journals**, **Trade Publications**, **Magazines**, **Newspapers**, **Books/Monographs**, **SWOT Analyses**, **Country Reports**, **Industry Profiles**, **Market Research Reports**, and **Product Reviews**. A black arrow points to the "Industry Profiles" option.

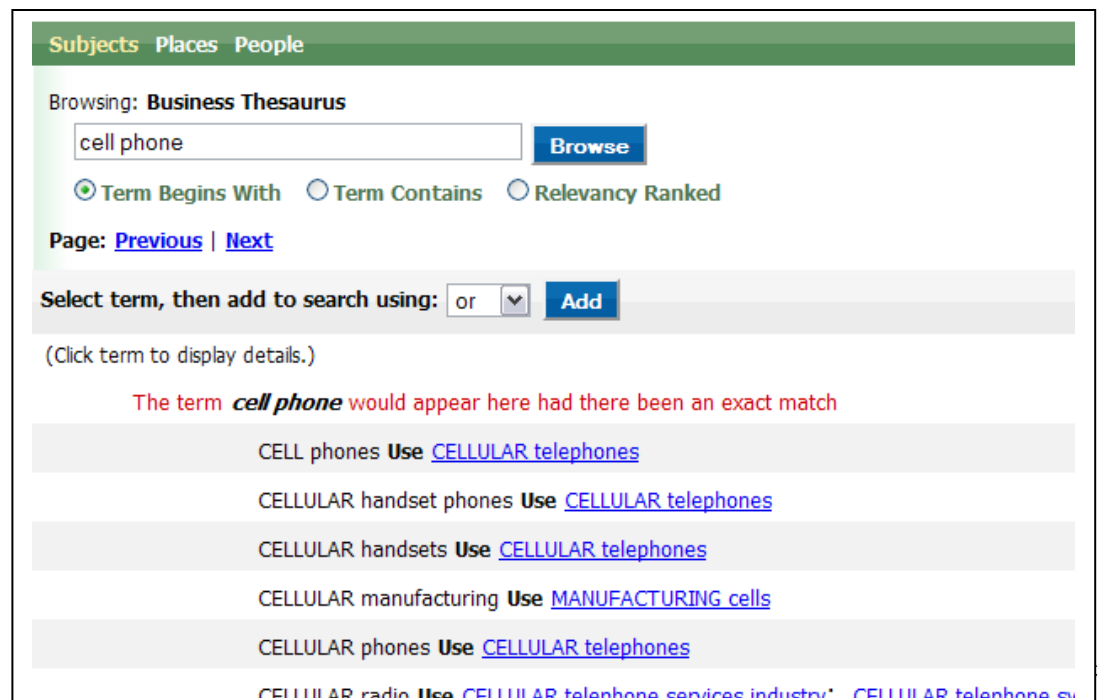
On the right side, the results section shows "Results: 1-30 of 17374 Page: 1 2 3 4 5 Next". Below this, it says "Results for: cellular telephones" with a checkmark and "Options set". There are two search results listed:

- Despite Smarter Phones, Text Banking Still Popular.** By: Wolfe, Daniel. American Banker, 7/13/2009, Vol. 174 Iss. Database: Business Source Complete. Includes links for "Add to folder" and "HTML Full Text". Note: "This title is not held locally."
- HOT RINGMASTERS™.** Billboard, 7/11/2009, Vol. 121 Issue 27, p10-10, 1/6p, 1 colo. Database: Business Source Complete. Includes links for "Add to folder" and "HTML Full Text".

If you're having trouble getting the right term for the industry, browse the **Thesaurus** to find the terms used in this database.



New Search | **Publications** | **Thesaurus** | **Author Profiles** | **More**



The screenshot shows the EBSCOhost Thesaurus interface. At the top, there are tabs for **Subjects**, **Places**, and **People**. Below these, the browsing status is "Browsing: **Business Thesaurus**". The search input field contains "cell phone" and is followed by a **Browse** button. Below the search field are three radio buttons: **Term Begins With** (selected), **Term Contains**, and **Relevancy Ranked**. Below these are links for **Page: Previous** and **Next**.

Below the search area, there is a section for "Select term, then add to search using:" with a dropdown menu set to "or" and an **Add** button. Below this, there is a note: "(Click term to display details.)".

The results section shows a list of terms related to "cell phone":

- The term **cell phone** would appear here had there been an exact match
- CELL phones Use [CELLULAR telephones](#)
- CELLULAR handset phones Use [CELLULAR telephones](#)
- CELLULAR handsets Use [CELLULAR telephones](#)
- CELLULAR manufacturing Use [MANUFACTURING cells](#)
- CELLULAR phones Use [CELLULAR telephones](#)
- CELLULAR radio Use [CELLULAR telephone services industry](#) CELLULAR telephone s...