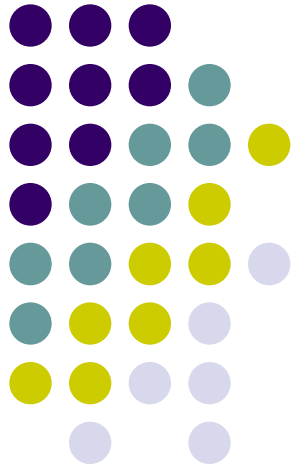
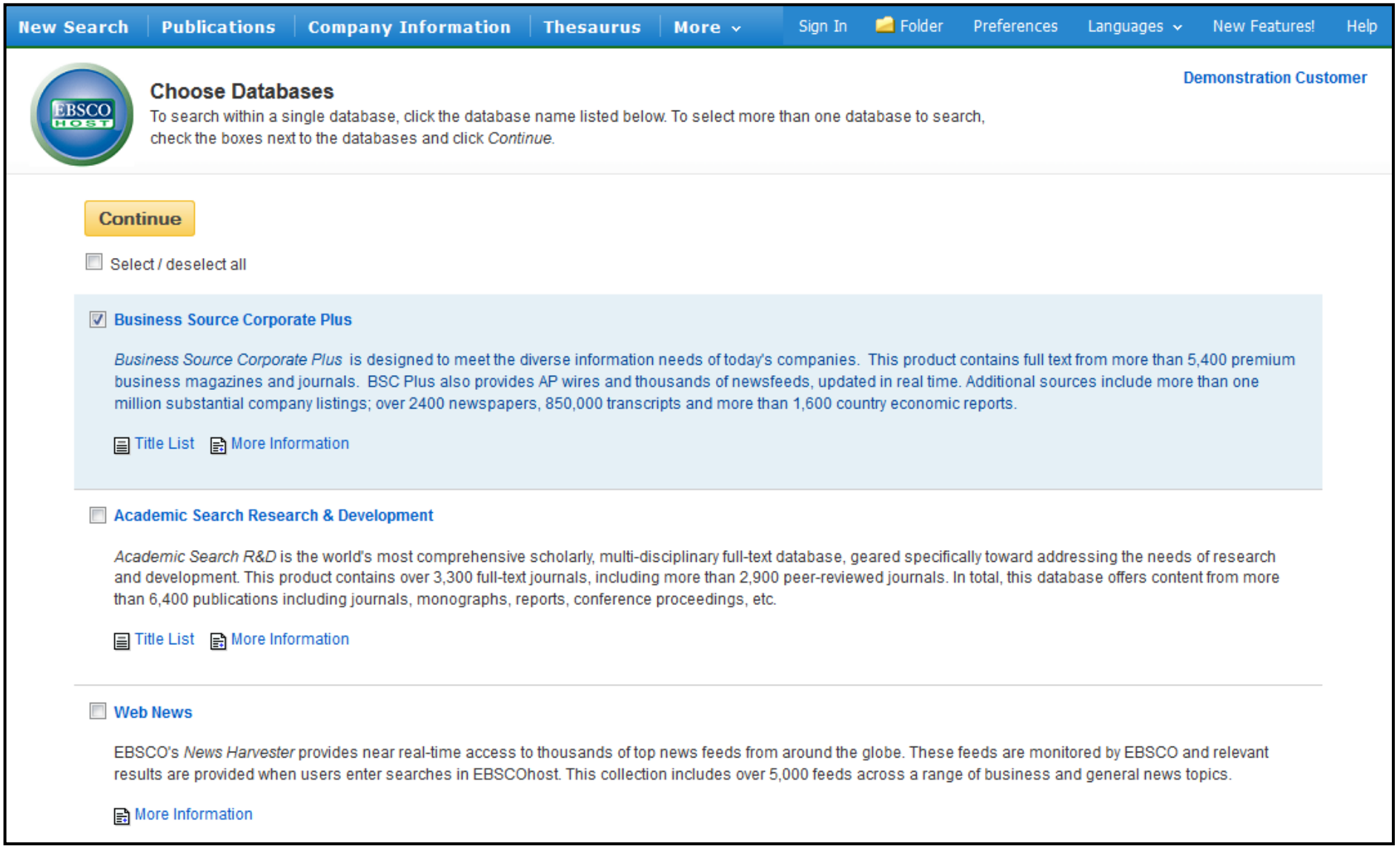
The Business Source Databases
Advanced Searching

Tutorial

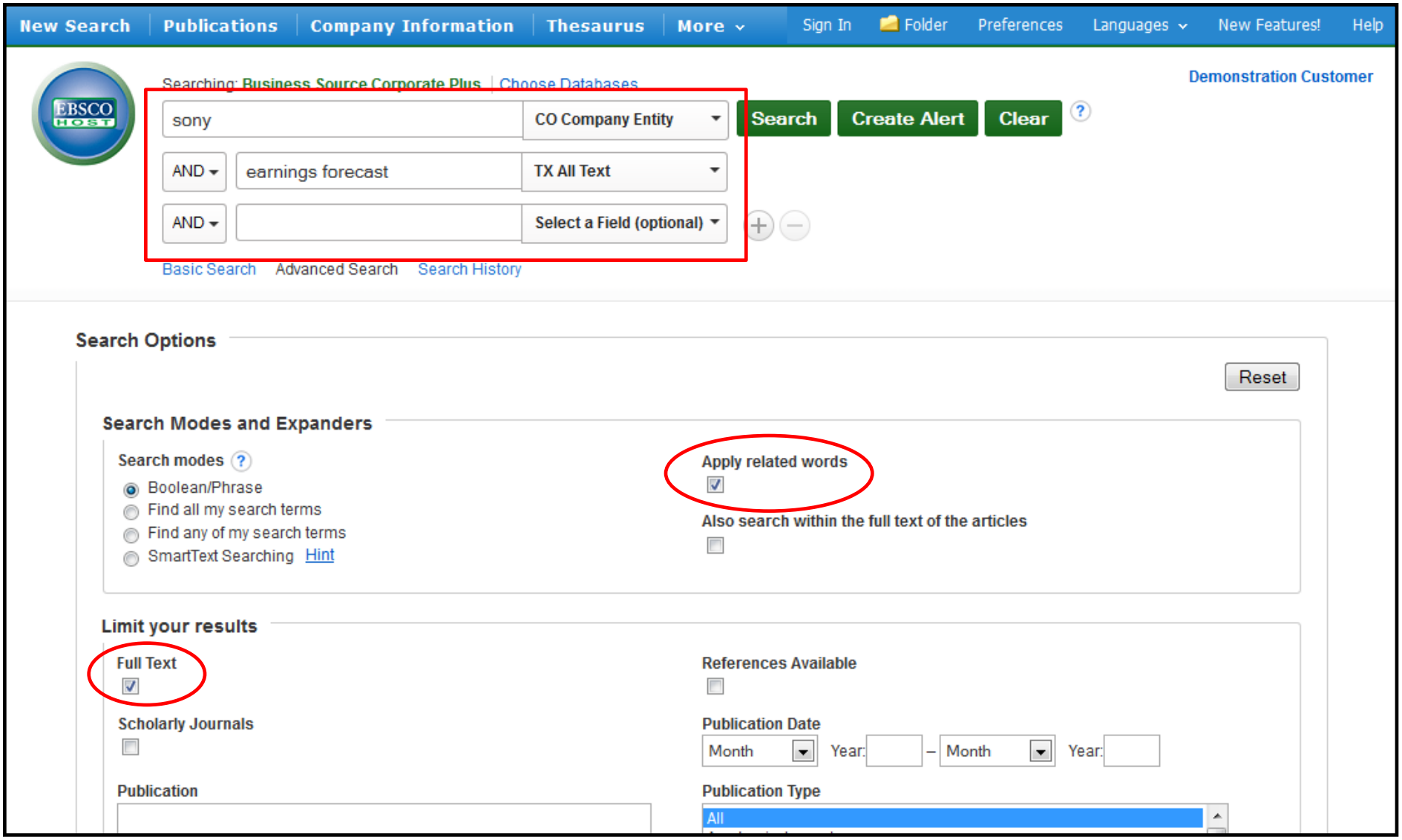


featuring:

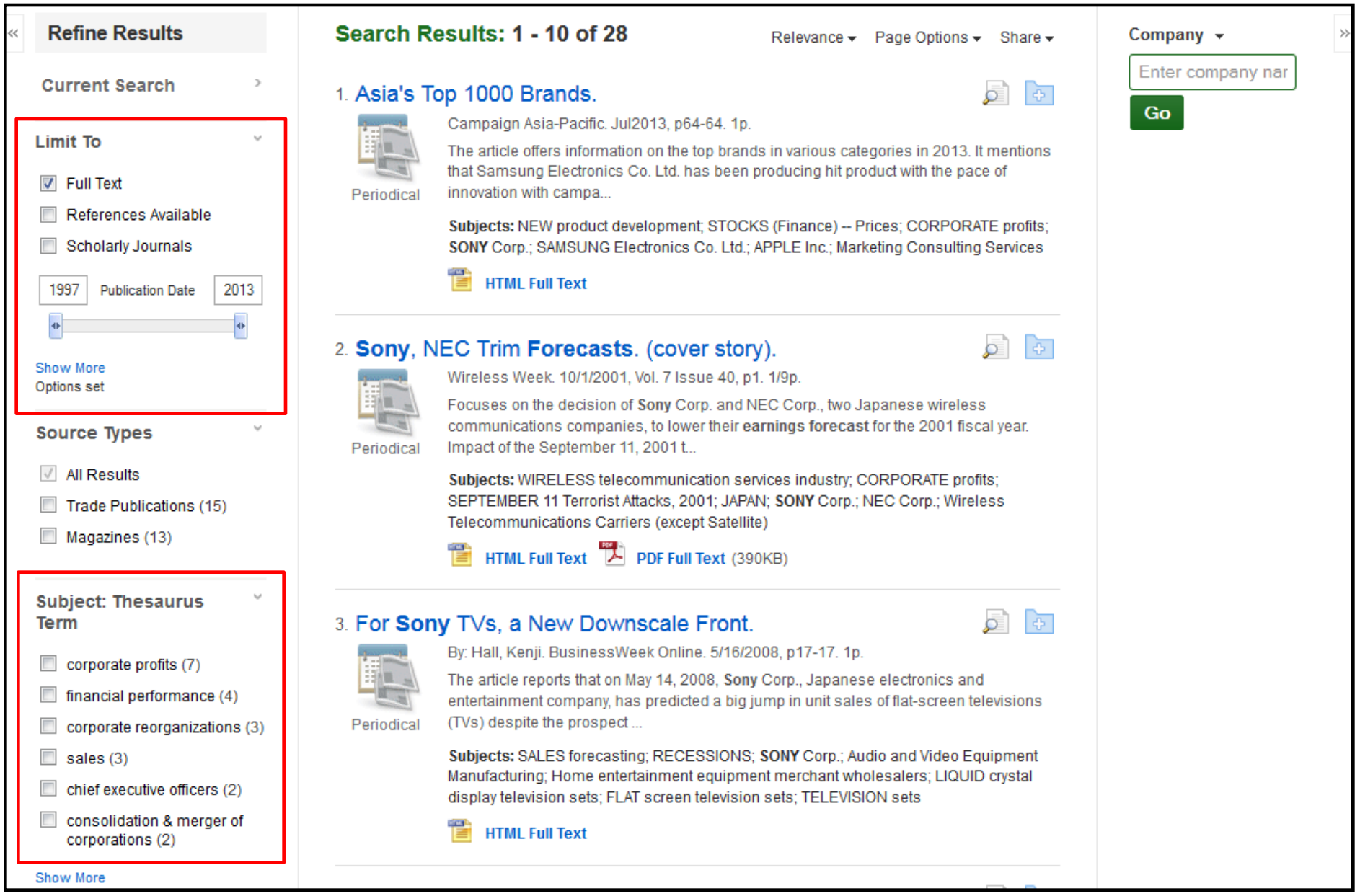
Business Source® CORPORATE+PLUS™



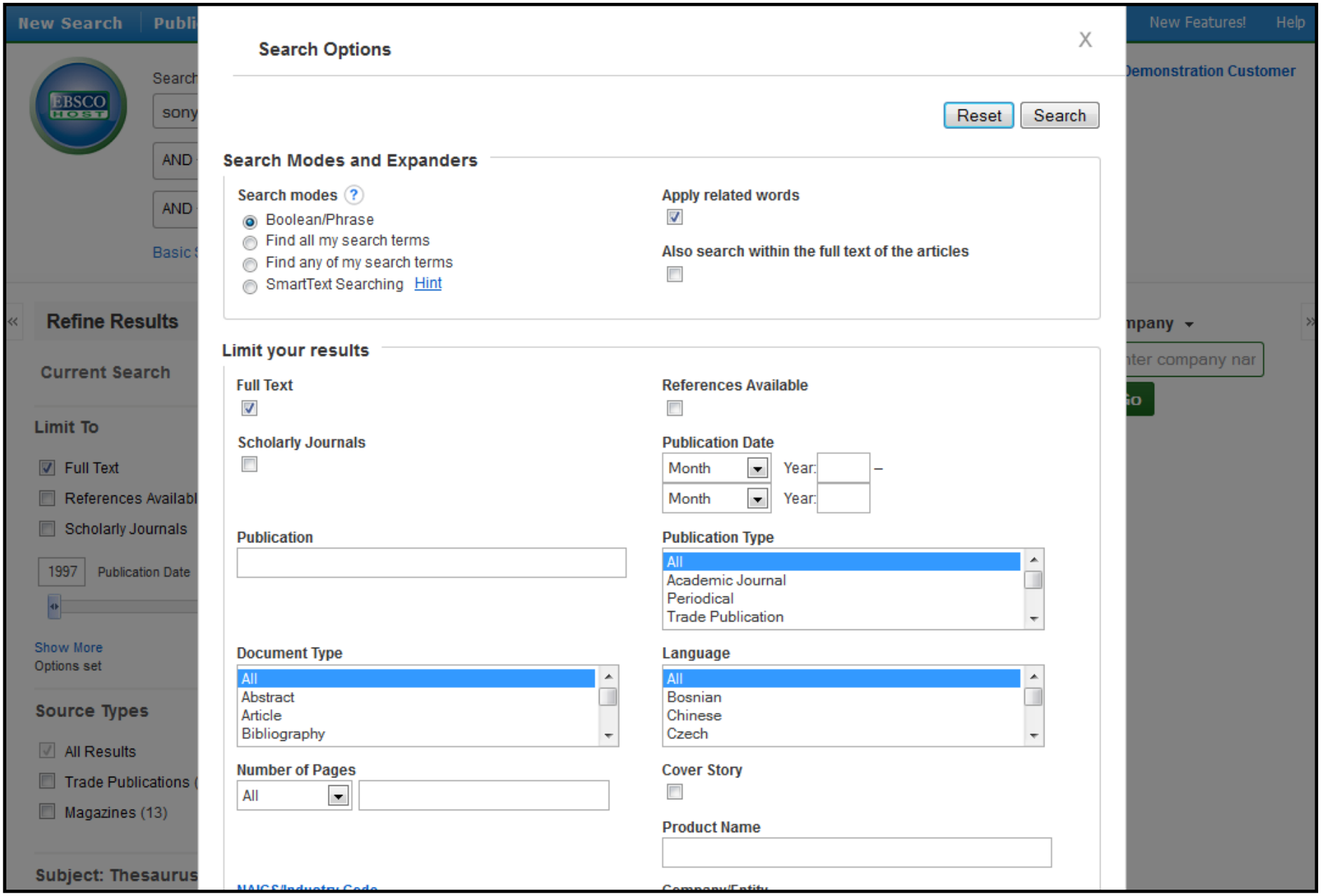
Welcome to EBSCO's Advanced Searching in the *Business Source* databases tutorial, designed to demonstrate an advanced search on the EBSCO*host* interface. In this tutorial, we will look at performing an Advanced search in the *Business Source* databases, as well as some key features available in the *Business Source Corporate Plus* database that can help you find the information most relevant to your business-related search topic.



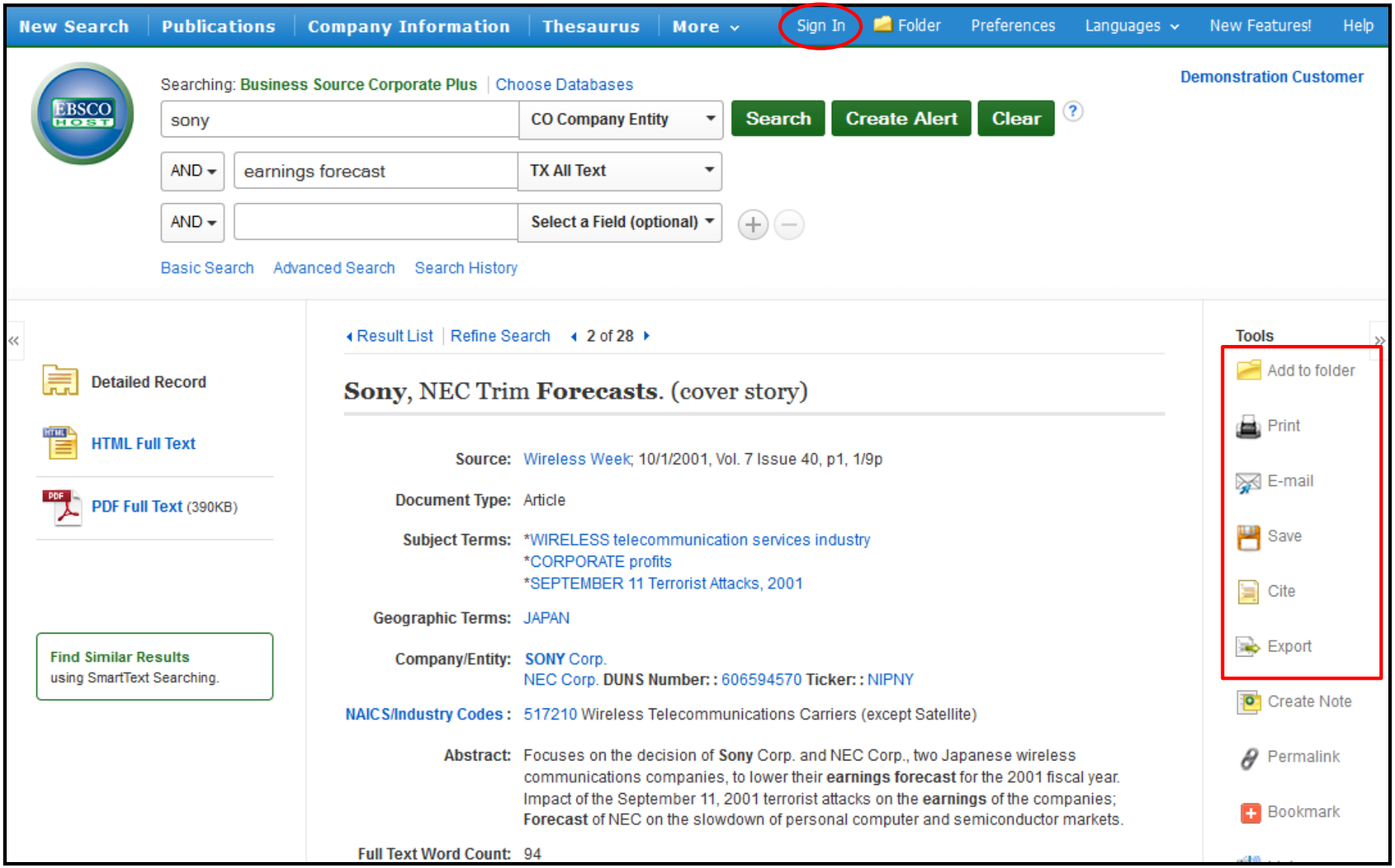
We'll begin by conducting a search using the guided style **Find** fields in Advanced Search. In the first **Find** field, we will enter *Sony* and select **CO Company Entity** from the **Select a Field** drop-down list to the right. This will restrict our results to those related to *Sony*. In the second **Find** field, we'll enter *earnings forecast* and select **TX All Text**. We'll also apply the **Full Text** limiter as well as the Apply related words expander to include more articles related to our terms. Next, we'll click **Search**.



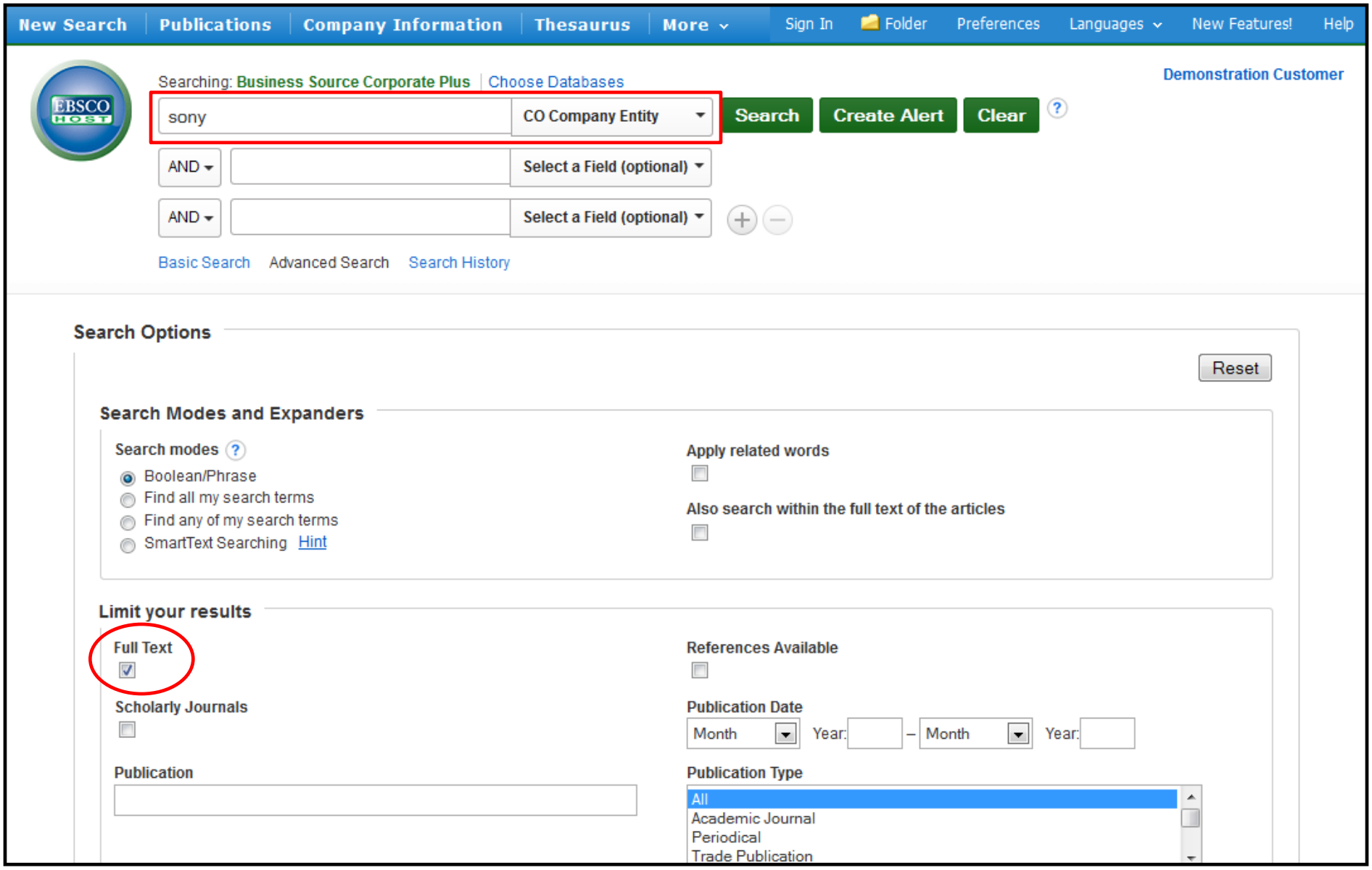
The Result List defaults to showing All Results and can be filtered to view results by **Thesaurus Term** or other options under the column on the left side. You can refine your search by using the limiters featured in the **Limit To** section, or by clicking the **Show More** link found under the date slider feature.



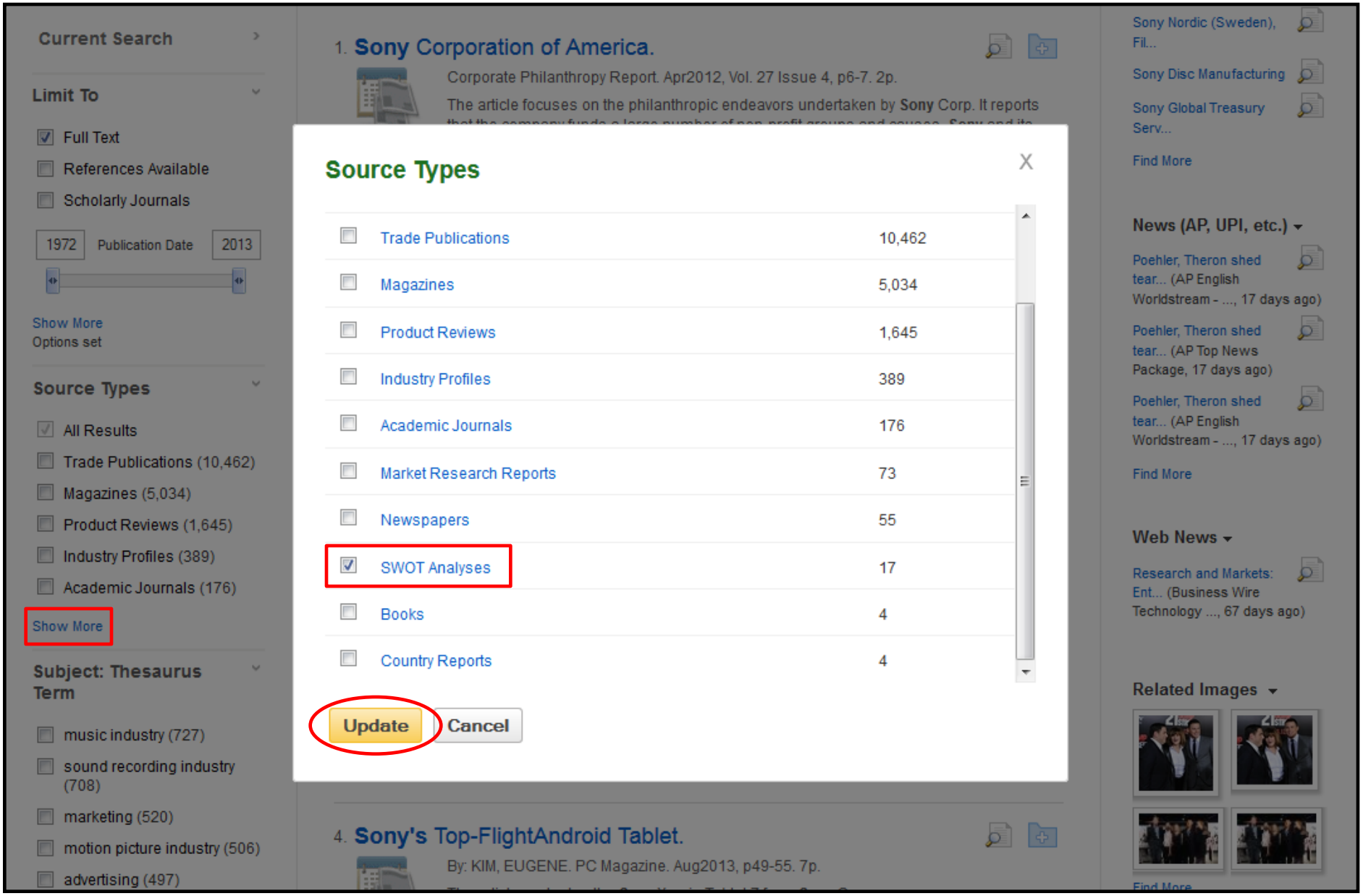
In the **Search Options** window, it is easy to limit or expand your search criteria and click **Search** to generate a new result list.



You can print, email, save, cite or export a single result from the detailed display when you click on the corresponding icon. You can also add multiple results to the folder, then print, email, save, cite or export them from inside the folder. Folder contents can be saved by clicking on the **Sign In** link, then setting up a personalized folder account at no charge.



Using Business Source Corporate Plus, you can also search for certain types of documents. For example, let's say you would like to read a SWOT Analysis of Sony Corp., outlining the company's strengths, weaknesses, opportunities and threats. From the Advanced Search screen, enter *sony* in the **Find** field and select **CO Company Entity** from the drop-down menu. Apply the **Full Text** limiter and click **Search**.



A result list is displayed. Under **Source Types** on the left side, click Show More, check **SWOT Analyses**, and click **Update**.

Options set

Source Types

- [ ] All Results
- [x] SWOT Analyses (17)
- [ ] Trade Publications (10,462)
- [ ] Magazines (5,034)
- [ ] Product Reviews (1,645)
- [ ] Industry Profiles (389)

Show More

Subject: Thesaurus Term

- [ ] employees (7)
- [ ] swot analysis (7)
- [ ] telecommunication (5)
- [ ] corporations (4)
- [ ] electronic industries (4)
- [ ] service industries (4)

Show More

Subject ›

Publication ›

Company ›

NAICS/Industry ›

2. DATAMONITOR: **Sony** Ericsson Mobile Communications AB.

Sony Ericsson Mobile Communications AB SWOT Analysis. Mar2010, p1-9. 9p.

A company profile of **Sony** Ericsson Mobile Communications AB, which is a 50/50 joint venture of **Sony** Corp. and LM Ericsson, and is a provider of mobile devices, is presented. An overview of the co...

Subjects: BUSINESS enterprises -- Finance; BUSINESS cycles; INDUSTRIAL location; FINANCIAL performance; CORPORATE profits; CORPORATIONS -- Growth; WIRELESS telecommunication services industry; JOINT ventures; SWOT analysis; **SONY** Ericsson Mobile Communications AB; **SONY** Corp.; All other non-depository credit intermediation; Wireless Telecommunications Carriers (except Satellite)

PDF Full Text (75KB)

3. **Sony** Corporation SWOT Analysis.

Sony Corporation SWOT Analysis. Oct2012, p1-10. 10p.

The article profiles consumer electronics manufacturer **Sony** Corp. It states that the company, which is headquartered in Tokyo, Japan, operates across Asia, Europe, and North America with around 1...

Subjects: HOUSEHOLD electronics industry; RESEARCH & development; FOREIGN exchange rates; COMPETITION (Economics); CORPORATE profits; **SONY** Corp.; Electronics Stores; SUSTAINABILITY -- Economic aspects; REVENUE

PDF Full Text (936KB)

4. **Sony** Mobile Communications AB SWOT Analysis.

Sony Ericsson Mobile Communications AB SWOT Analysis. Sep2012, p1-7. 7p.

The article offers information and SWOT analysis of **Sony** Mobile Communications AB. It states that **Sony** Mobile Communications AB is a joint venture of **Sony** and Ericsson that offers mobile phones, ...

Subjects: JOINT ventures; CELL phones; SWOT analysis; FINANCIAL performance; COMPETITION (Economics); **SONY** Mobile Communications AB; Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing; Electronic components, navigational and communications equipment and supplies merchant wholesalers; Electronics Stores; Wireless Telecommunications Carriers (except Satellite)

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Poehler, Theron shed tear... (AP English Worldstream - ..., 17 days ago)

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Web News

Research and Markets: Ent... (Business Wire Technology ..., 67 days ago)

Related Images

Find More

Company

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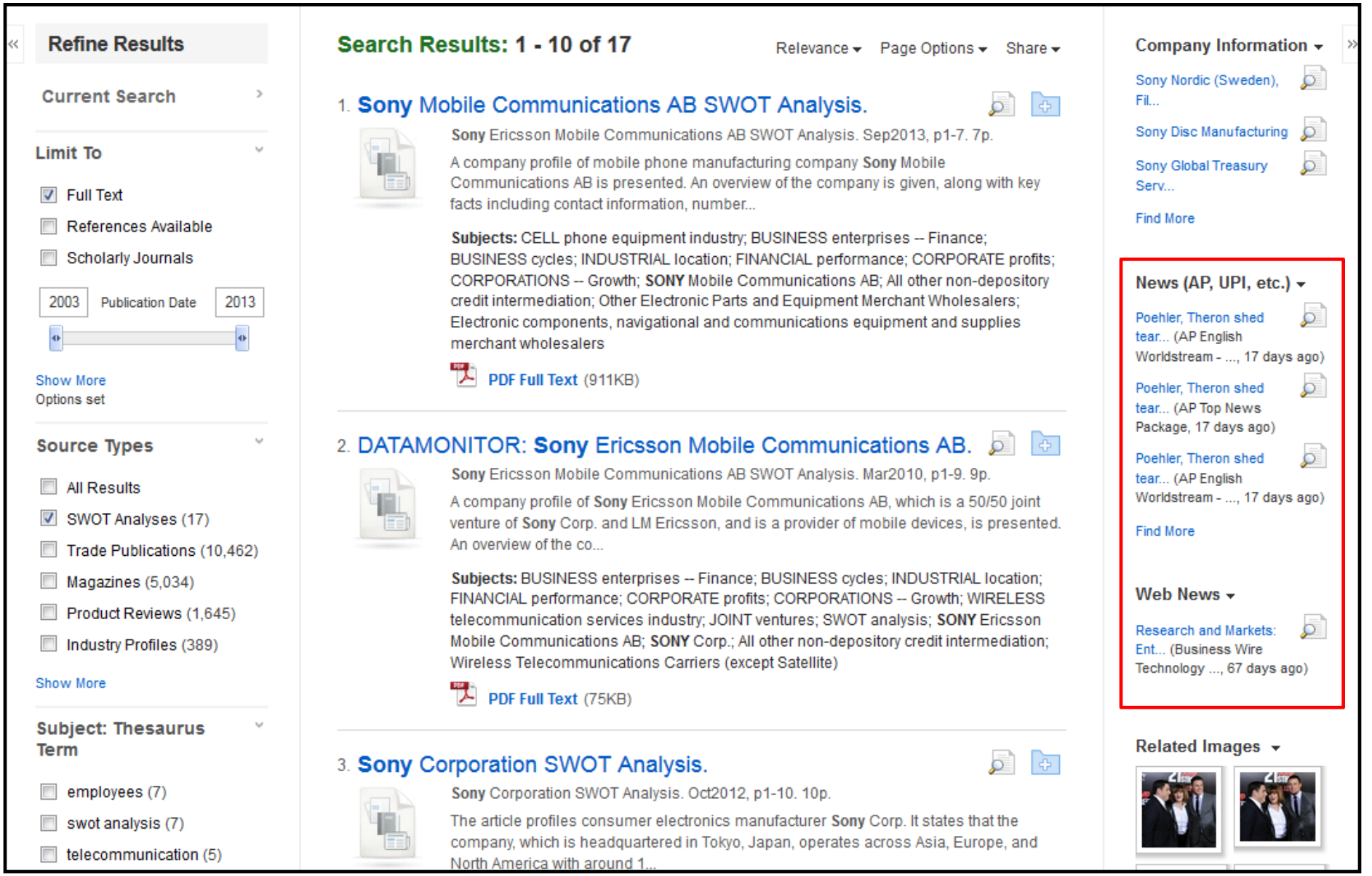
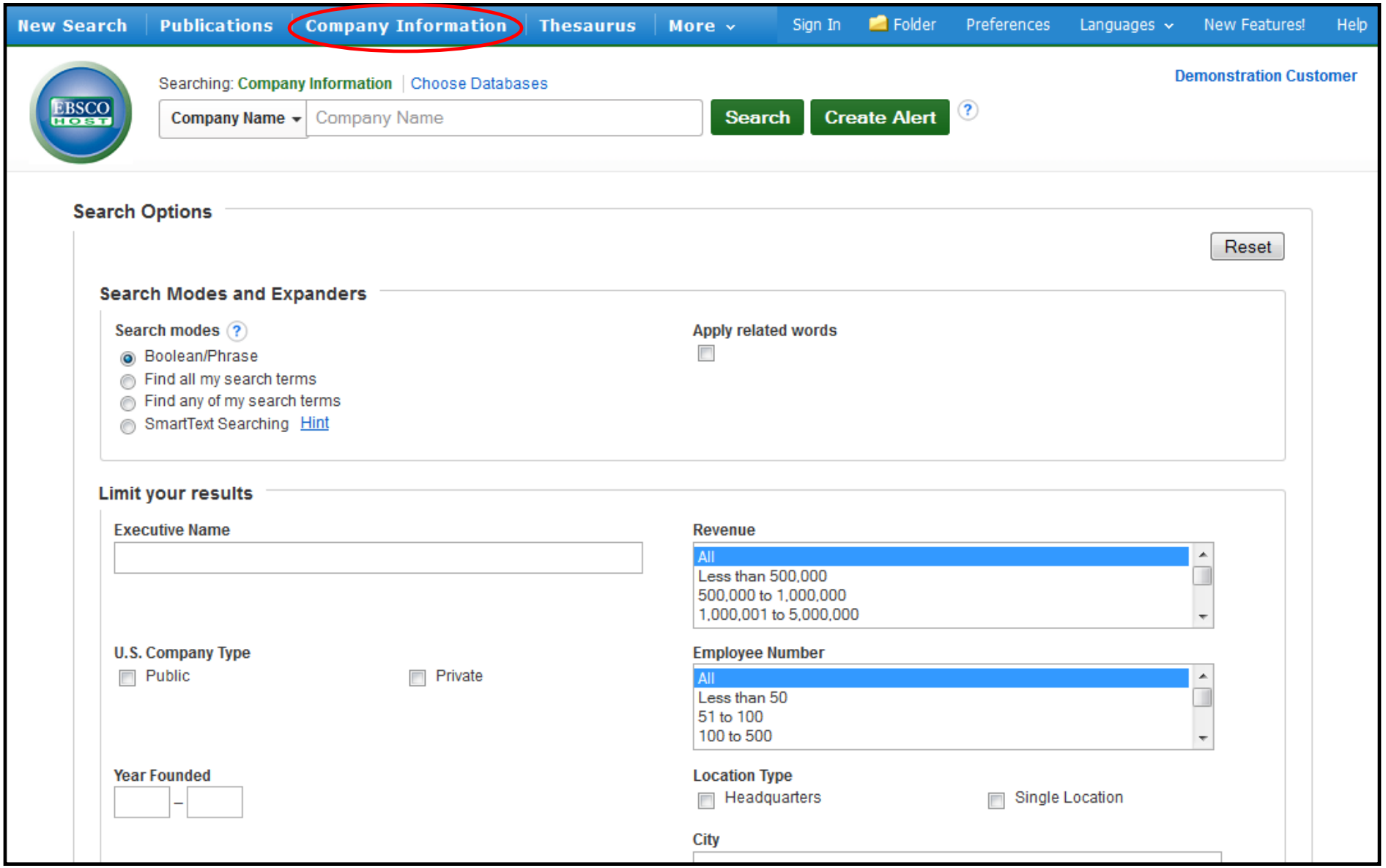
Hide this area

Go

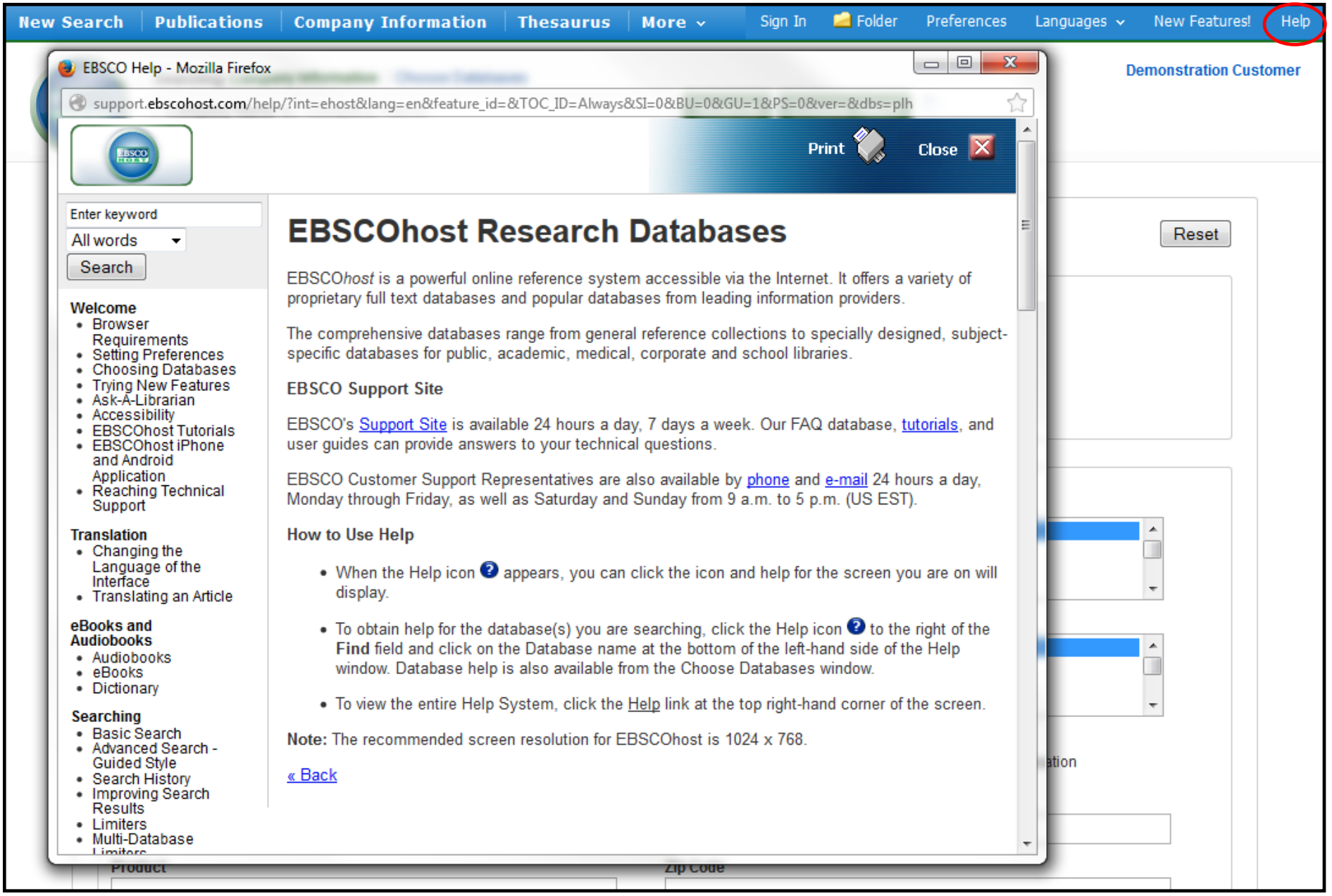
Your results are limited to those containing SWOT Analyses. Click on the **PDF Full Text** link to read the article.



When searching *Business Source Corporate Plus*, you may see news feeds containing articles related to your search terms appear in the right column of the result list. Hold your mouse over the preview icon to view information about the article, or click the title link to read the full text of the article.



If available for your *Business Source* database, the Company Information screen offers detailed company information including hierarchical corporate structures and access to company profiles. For more information on this feature, see the **Company View** tutorial, available on the EBSCO Support Site at http://support.ebsco.com.



At any time, click on the **Help** link to view the complete online Help system.

For more information, visit the EBSCO Support Site
http://support.ebsco.com