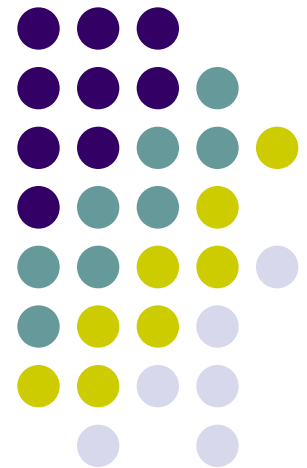


The Business Source Databases Advanced Searching

Tutorial

featuring:





Choose Databases

Demonstration Customer

To search within a single database, click the database name listed below. To select more than one database to search, check the boxes next to the databases and click *Continue*.

[Continue](#) Select / deselect all **Business Source Corporate Plus**

Business Source Corporate Plus is designed to meet the diverse information needs of today's companies. This product contains full text from more than 5,400 premium business magazines and journals. BSC Plus also provides AP wires and thousands of newsfeeds, updated in real time. Additional sources include more than one million substantial company listings; over 2400 newspapers, 850,000 transcripts and more than 1,600 country economic reports.

[Title List](#) [More Information](#) **Academic Search Research & Development**

Academic Search R&D is the world's most comprehensive scholarly, multi-disciplinary full-text database, geared specifically toward addressing the needs of research and development. This product contains over 3,300 full-text journals, including more than 2,900 peer-reviewed journals. In total, this database offers content from more than 6,400 publications including journals, monographs, reports, conference proceedings, etc.

[Title List](#) [More Information](#) **Web News**

EBSCO's *News Harvester* provides near real-time access to thousands of top news feeds from around the globe. These feeds are monitored by EBSCO and relevant results are provided when users enter searches in EBSCOhost. This collection includes over 5,000 feeds across a range of business and general news topics.

[More Information](#)

Welcome to EBSCO's Advanced Searching in the *Business Source* databases tutorial, designed to demonstrate an advanced search on the EBSCOhost 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.



Searching: Business Source Corporate Plus | Choose Databases

Demonstration Customer

sony CO Company Entity Search Create Alert Clear ?

AND earnings forecast TX All Text

AND Select a Field (optional) + -

Basic Search | Advanced Search | Search History

Search Options

Reset

Search Modes and Expanders

Search modes ?

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

Limit your results

Full Text

Scholarly Journals

Publication

References Available

Publication Date

Month ▾ Year: - Month ▾ Year:

Publication Type

All

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**.

Refine Results

Current Search >

Limit To

Full Text

References Available

Scholarly Journals

1997 Publication Date 2013

[Show More Options set](#)

Source Types

All Results

Trade Publications (15)

Magazines (13)

Subject: Thesaurus Term

corporate profits (7)

financial performance (4)

corporate reorganizations (3)

sales (3)

chief executive officers (2)

consolidation & merger of corporations (2)

[Show More](#)

Search Results: 1 - 10 of 28 Relevance ▾ Page Options ▾ Share ▾

- Asia's Top 1000 Brands.**

Campaign Asia-Pacific. Jul2013, p64-64. 1p.

Periodical

The article offers information on the top brands in various categories in 2013. It mentions that Samsung Electronics Co. Ltd. has been producing hit product with the pace of innovation with campa...

Subjects: NEW product development; STOCKS (Finance) -- Prices; CORPORATE profits; SONY Corp.; SAMSUNG Electronics Co. Ltd.; APPLE Inc.; Marketing Consulting Services

[HTML Full Text](#)
- Sony, NEC Trim Forecasts. (cover story).**

Wireless Week. 10/1/2001, Vol. 7 Issue 40, p1. 1/9p.

Periodical

Focuses on the decision of Sony Corp. and NEC Corp., two Japanese wireless communications companies, to lower their earnings forecast for the 2001 fiscal year. Impact of the September 11, 2001 t...

Subjects: WIRELESS telecommunication services industry; CORPORATE profits; SEPTEMBER 11 Terrorist Attacks, 2001; JAPAN; SONY Corp.; NEC Corp.; Wireless Telecommunications Carriers (except Satellite)

[HTML Full Text](#) [PDF Full Text \(390KB\)](#)
- For Sony TVs, a New Downscale Front.**

By: Hall, Kenji. BusinessWeek Online. 5/16/2008, p17-17. 1p.

Periodical

The article reports that on May 14, 2008, Sony Corp., Japanese electronics and entertainment company, has predicted a big jump in unit sales of flat-screen televisions (TVs) despite the prospect ...

Subjects: SALES forecasting; RECESSIONS; SONY Corp.; Audio and Video Equipment Manufacturing; Home entertainment equipment merchant wholesalers; LIQUID crystal display television sets; FLAT screen television sets; TELEVISION sets

[HTML Full Text](#)

Company ▾

Enter company nar

Go

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.

Search Options

X

Reset Search

Search Modes and Expanders

Search modes [?](#)

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

Limit your results

Full Text

Scholarly Journals

References Available

Publication Date

Month Year: -
Month Year:

Publication

Publication Type

All
Academic Journal
Periodical
Trade Publication

Document Type

All
Abstract
Article
Bibliography

Language

All
Bosnian
Chinese
Czech

Number of Pages

All

Cover Story

Product Name

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



Searching: **Business Source Corporate Plus** | [Choose Databases](#)

Demonstration Customer

sony CO Company Entity **Search** **Create Alert** **Clear** ?

AND earnings forecast TX All Text

AND Select a Field (optional) + -

[Basic Search](#) [Advanced Search](#) [Search History](#)

[Result List](#) | [Refine Search](#) | 2 of 28

Sony, NEC Trim Forecasts. (cover story)

Source: [Wireless Week](#); 10/1/2001, Vol. 7 Issue 40, p1, 1/9p

Document Type: Article

Subject Terms: [*WIRELESS telecommunication services industry](#)
[*CORPORATE profits](#)
[*SEPTEMBER 11 Terrorist Attacks, 2001](#)

Geographic Terms: [JAPAN](#)

Company/Entity: [SONY Corp.](#)
[NEC Corp.](#) DUNS Number: : 606594570 Ticker: : NIPNY

NAICS/Industry Codes: [517210](#) Wireless Telecommunications Carriers (except Satellite)

Abstract: Focuses on the decision of **Sony Corp.** and **NEC Corp.**, two Japanese wireless communications companies, to lower their **earnings forecast** for the 2001 fiscal year. Impact of the September 11, 2001 terrorist attacks on the **earnings** of the companies; Forecast of NEC on the slowdown of personal computer and semiconductor markets.

Full Text Word Count: 94

Detailed Record

HTML Full Text

PDF Full Text (390KB)

[Find Similar Results](#)
using SmartText Searching.

Tools

Add to folder

Print

E-mail

Save

Cite

Export

Create Note

Permalink

Bookmark

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.



Searching: [Business Source Corporate Plus](#) | [Choose Databases](#)

Demonstration Customer

AND ▾

AND ▾

[Basic Search](#) | [Advanced Search](#) | [Search History](#)

Search Options

Search Modes and Expanders

Search modes

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

Limit your results

Full Text

Scholarly Journals

Publication

References Available

Publication Date

Month ▾ Year: - Month ▾ Year:

Publication Type

- All
- Academic Journal
- Periodical
- Trade Publication

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**.

Current Search

Limit To

- Full Text
- References Available
- Scholarly Journals

1972 Publication Date 2013

Show More Options set

Source Types

- All Results
- Trade Publications (10,462)
- Magazines (5,034)
- Product Reviews (1,645)
- Industry Profiles (389)
- Academic Journals (176)
- Show More

Subject: Thesaurus Term

- music industry (727)
- sound recording industry (708)
- marketing (520)
- motion picture industry (506)
- advertising (497)

1. Sony Corporation of America.
Corporate Philanthropy Report. Apr2012, Vol. 27 Issue 4, p6-7. 2p.
The article focuses on the philanthropic endeavors undertaken by Sony Corp. It reports that the company funds a large number of non-profit groups and causes. Sony and its

Source Types

<input type="checkbox"/>	Trade Publications	10,462
<input type="checkbox"/>	Magazines	5,034
<input type="checkbox"/>	Product Reviews	1,645
<input type="checkbox"/>	Industry Profiles	389
<input type="checkbox"/>	Academic Journals	176
<input type="checkbox"/>	Market Research Reports	73
<input type="checkbox"/>	Newspapers	55
<input checked="" type="checkbox"/>	SWOT Analyses	17
<input type="checkbox"/>	Books	4
<input type="checkbox"/>	Country Reports	4

Update Cancel

4. Sony's Top-FlightAndroid Tablet.
By: KIM, EUGENE. PC Magazine. Aug2013, p49-55. 7p.

Sony Nordic (Sweden), Fil...
Sony Disc Manufacturing
Sony Global Treasury Serv...
Find More

News (AP, UPI, etc.)

Poehler, Theron shed tear... (AP English Worldstream - ..., 17 days ago)
Poehler, Theron shed tear... (AP Top News Package, 17 days ago)
Poehler, Theron shed tear... (AP English Worldstream - ..., 17 days ago)
Find More

Web News

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

Related Images

Find More

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

Source Types

- All Results
- 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)

[PDF Full Text](#) (921KB)[tear...](#) (AP Top News Package, 17 days ago)[Poehler, Theron shed tear...](#) (AP English Worldstream - ..., 17 days ago)[Find More](#)

Web News

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

Related Images

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Company

Enter company name

[Go](#)[Hide this area](#)

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

Refine Results

Current Search >

Limit To ▾

Full Text

References Available

Scholarly Journals

2003 Publication Date 2013

[Show More](#)
Options set

Source Types ▾

All Results

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)

Search Results: 1 - 10 of 17

Relevance ▾ Page Options ▾ Share ▾

1. Sony Mobile Communications AB SWOT Analysis.

Sony Ericsson Mobile Communications AB SWOT Analysis. Sep2013, p1-7. 7p.

A company profile of mobile phone manufacturing company **Sony** Mobile Communications AB is presented. An overview of the company is given, along with key facts including contact information, number...

Subjects: CELL phone equipment industry; BUSINESS enterprises -- Finance; BUSINESS cycles; INDUSTRIAL location; FINANCIAL performance; CORPORATE profits; CORPORATIONS -- Growth; **SONY** Mobile Communications AB; All other non-depository credit intermediation; Other Electronic Parts and Equipment Merchant Wholesalers; Electronic components, navigational and communications equipment and supplies merchant wholesalers

[PDF Full Text](#) (911KB)

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...

Company Information ▾

[Sony Nordic \(Sweden\), Fil...](#)

[Sony Disc Manufacturing](#)

[Sony Global Treasury Serv...](#)

[Find More](#)

News (AP, UPI, etc.) ▾

[Poehler, Theron shed tear... \(AP English Worldstream - ..., 17 days ago\)](#)

[Poehler, Theron shed tear... \(AP Top News Package, 17 days ago\)](#)

[Poehler, Theron shed tear... \(AP English Worldstream - ..., 17 days ago\)](#)

[Find More](#)

Web News ▾

[Research and Markets: Ent... \(Business Wire Technology ..., 67 days ago\)](#)

Related Images ▾

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.



Searching: **Company Information** | [Choose Databases](#)

Demonstration Customer

Company Name ▾ Company Name

Search

Create Alert



Search Options

Reset

Search Modes and Expanders

Search modes ?

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Limit your results

Executive Name

Revenue

All
Less than 500,000
500,000 to 1,000,000
1,000,001 to 5,000,000

U.S. Company Type

 Public Private

Employee Number

All
Less than 50
51 to 100
100 to 500

Year Founded

 -

Location Type

 Headquarters Single Location

City

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>.

EBSCO Help - Mozilla Firefox
support.ebscohost.com/help/?int=ehost&lang=en&feature_id=&TOC_ID=Always&SI=0&BU=0&GU=1&PS=0&ver=&db=plh

Print Close

Enter keyword
All words ▾
Search

EBSCOhost Research Databases

EBSCOhost is a powerful online reference system accessible via the Internet. It offers a variety of proprietary full text databases and popular databases from leading information providers.



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How to Use Help

- When the Help icon  appears, you can click the icon and help for the screen you are on will display.
- To obtain help for the database(s) you are searching, click the Help icon  to the right of the Find field and click on the Database name at the bottom of the left-hand side of the Help window. Database help is also available from the Choose Databases window.
- To view the entire Help System, click the [Help](#) link at the top right-hand corner of the screen.

Note: The recommended screen resolution for EBSCOhost is 1024 x 768.

[« Back](#)

Demonstration Customer

Reset

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



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