

Durham County Library

Business Source Premier

Contains more than 2300 business journal titles, as well as company profiles from Data Monitor (includes SWOT analysis), industry profiles both domestic and foreign, country profiles which include etiquette, economic outlook, and almost anything else you can think of for doing business in a foreign country.

Access: NC LIVE password (call 560-0110 or email librarywebmaster@durhamcountync.gov for current password)

Search Options:

Basic:

- Type your keywords in the search box.
- Click the check box next to Full Text if you only want to see articles which you can read online. If you do not check this box, you will get both articles which you can read online and citations to articles which you would need to get the paper copy in the library or through interlibrary loan (call 560-0110 if you have any questions).
- Click the checkbox next to Scholarly (Peer Reviewed) Journals if you must have scholarly works for an assignment.
- If you want to search through a particular journal or magazine title and you know the exact name, type the name next the Publication box.
- Click on Search.
- You will see a list of articles. If you click where it says HTML Full Text or PDF Full Text you can read the article.
- If you click on the title of an article that looks like it matches what you want from the list, you will see an abstract for the article and its subject headings. You can either click on a subject heading, or do a keyword search using the same wording as several of the subject headings to get better results.
- For example, let's say that you're searching for articles about the buying habits of Generation Y and you use "buying habits generation y" as your keyword search. When you click on an article that looks right, you will see that the subject headings are "consumer behavior" and "generation y." You can search with those words to get better results.

Advanced:

- Click on Advanced Search if you want to search by more than option at a time. For example, you want to search by the author and the exact title of an article at the same time.

Special Features:



Company Profiles

- Click on Company Profiles in the Upper left corner and type the name of the company for which you would like to see the SWOT (Strengths, Weaknesses, Opportunities, and Threats), company history, and more.

Foreign Travel

- Probably the easiest way to get to the country review articles is to click on Advanced Search, change the first drop box to SO Publication Name, then type the name of your country followed by "country review". For example, if I type "Senegal Country Review" I will get back all the articles in this publication which will include the economic, political, social outlook, business etiquette and specific travel advice.

RSS Feeds

- What is an RSS Feed? It is a subscription to different websites, blogs, or other online content which lets you see updates from many sources in one place at one time by using an online aggregator. My Yahoo, Google Reads and Bloglines are all free aggregators you can use.
- You can subscribe to any search that you do in an Ebsco database as an RSS Feed. If you have signed up with an aggregator and want to receive all the new articles in a particular magazine or journal as they are published, do a Basic Search, leaving the keywords blank with the name of the magazine typed in the Publication box. You will get a long list of articles. Click on the orange  at the top of the screen. You will get a link to copy and paste in your aggregator to get the articles as they are published.
- If you have signed up with an aggregator and want to receive all the new articles for a certain topic, do any search you like in either Basic or Advanced. Click on the orange  at the top of the screen. You will get a link to copy and paste in your aggregator to get the new articles as they are published.

If you need more help, please ask a librarian at the reference desk or call 560-0110. We are here to help you.