Searching for Industry Essays in the Database *Business Insights: Global*

**About Business Insights: Global**

*Business Insights: Global* is good for finding history on an industry. For current trends and developments, use *S&P Capital IQ* (formerly *S&P NetAdvantage*) or *Business Source Complete*.

**How to Connect to the database Business Insights: Global**

- Start with the Library’s databases page: http://www.ohiodominican.edu/library/databases
- Select Business from the “Filter by Subject” menu

- Select *Business Insights: Global*

**How to Search for History on an Industry in Business Insights: Global**

1. From the top of your screen, click **Industries** then click **All Industries** from the drop-down menu options that appear.

2. Then type in your industry in the search box to the left of the screen. Example: **textbook publishing**
Click on the magnifying search button, which has a magnifying glass icon.

3. Look through your results for an essay on your industry.

   ![Search by Industry Name (or 6-digit NAICS 2012 code): textbook publishing]

   If your industry is among the results, click on your industry.
   
   If your industry is not in the results, as in the image above, you may have the option to select a broader industry and then find information about your industry within that larger sector.

4. Once you’ve selected your industry, the **Industry Essays** will load. This may take a few moments. You will see the following:
   a. Brief overview of the industry at the top
   b. Additional options on the left (articles, case studies, etc.)
   c. Industry Essays in the center of the screen
Once you see an industry essay that you might use, scan the result before clicking:

- **Book Publishing**
  - Industry overview: *Encyclopedia of American Industries, 2014*
  
  This category includes establishments primarily engaged in publishing, or in publishing and printing, books and pamphlets. In the mid-2010s, it seemed likely that the transformation of the publishing industry that marked ...
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Citing an Industry Essay from Business Insights: Global? For resources to help with citing business sources, visit ODU Library’s Quick Reference at www.ohiodominican.edu/library/quickref and click on APA, MLA, & Other Styles.

Need Assistance Using this Database?
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