Searching for Company Information in the Database Business Source Complete

About Business Source Complete

Business Source Complete is a terrific source for business articles and industry and company information. You can search for company profiles, company SWOTs, articles on companies in trade publications, & related information.

How to Connect to the database Business Source Complete

- Start with the Library’s databases page: www.ohiodominican.edu/library/databases
- Select Business
- Select Business Source Complete

Logging in from off campus?

You will need (1) your last name and (2) the last 7 digits of your ODU ID.

Need help? Go to https://www.ohiodominican.edu/library/off-campus-access.

How to Search for Company Information in Business Source Complete

There are 3 Ways to Search for Company Information:

- Company Profiles
- Company Information Search
- Company Search

This guide will guide you through the three ways to search for company information.

For more detailed assistance with search strategies, visit www.ohiodominican.edu/library/help or ask a librarian for assistance.
Method #1: Company Profiles

1. At the top of the screen, click on More then Company Profiles.

2. Type in your company in the box and click Browse.

   TIP: Be careful with punctuation & spacing!
   Example: J.C. Penney:
   - J.C. Penney pulls up no results
   - JC Penney pulls up no results
   - J. C. Penney works! (You sometimes need a space after the period, sometimes not)

3. Find you company in the list of results.
   Click on MarketLine Report to get the company profile in a PDF from the publisher MarketLine.
Method #2: Company Information Search

1. At the top of the screen, click on **Company Information**

2. Type in your company in the search box & click on **Search**.

   **TIP:** Be careful with punctuation and spelling!
   Example: P.F. Chang's:
   - P.F. Chang pulls up no results
   - PF Chang’s pulls up no results
   - P.F. Chang’s works!

3. Choose your company from the list of results based on name, location, & revenue.

   ![Table with company information](image)

   Click on the company name.

4. This will give you a portal to the information in this database on the company, excluding the company profiles.

   ![Company information portal](image)

   Choose from the options on the left, which vary from company to company.
Library Reference & Instruction Services

The following options are often available for company information:

- Academic Journals (scholarly articles) – in-depth research articles
- Trade Publications – articles from publications that provide related news, trends, and issues and in some cases focus on particular industries. Great resource for company & industry information!
- Newspapers – news articles if the company has made the headlines, good or bad
- SWOT – Company SWOTs

**Method #3: Company Search**

1. From the database homepage, type in **your company** in the search box and (2) choose **CO Company Entity** from the drop-down menu.

   ![Search Bar Example](image)

   Then click **Search**.

2. You may also find it useful to search for specific products or issues the company is dealing with.

   ![Search Bar Example](image)

   ![Search Bar Example](image)

   ![Search Bar Example](image)

   **TIP:** If you use a 2-word or 3-word phrase, add quotation marks to find more relevant results!
3. Using the left menu, limit your search to Trade Publications under Source Types.

   ![Source Types]

   **TIP:** Trade Publications give you current trends & issues for particular industries & companies. This is a great way to fill in more information once you’ve read company profiles and/or industry profiles.

   **TIP:** Sometimes you may need to focus on Newspapers (especially if your company is private) to find current activities. Sometimes you may have the option of a SWOT for the company from here. Click on **Show More** to find out!

4. When you see an article you would like, use one or more of these four options:
   - Scan the **Article Title** + **Journal Title** + **Subjects** listed for a quick idea of the article’s content, focus, & perspective(s)
   - Click on the **Magnifying Glass** icon to read an abstract, or summary, of the article
   - Click on the **PDF Full Text** or **HTML Full Text** to read the full article
   - Click on the **Article Title** to get the abstract + full text + citation information + other options

5. **Beefing up menus.**
   - **Subjects:** CONSUMERS; RESTAURANTS; All other building equipment contractors; Full-Service Restaurants; Commercial and Institutional Building Construction; Red meat and meat product merchant wholesalers; Rendering and meat processing from carcasses; Animal (except Poultry) Slaughtering; Meat Processed from Carcasses; BEEF -- Sales & prices; HAMBURGERS; STEAK (Beef)
   - **HTML Full Text**
5. Use the tools at the top of your Search Results to organize & save your search results.

You can sort by relevance or by date, depending on what you need.

Or limit by a range of years.

You can also save a link back to your search if you need to: Click on Share & copy and paste the Persistent link provided to a Word document or email.

Citing a document from Business Source Complete?
For resources to help with citing business sources, visit ODU Library’s Quick Reference at www.ohiodominican.edu/library/quickref & click on APA, MLA, & Other Styles.

Need Help Developing Search Strategies, Navigating this Database, or Help with Results?

Ask a Librarian: 614.251.4754 | 888. 681-8044 | refdesk@ohiodominican.edu
http://www.ohiodominican.edu/library/help/ask