

MBS Library Service Business Source Premier: Management Literature

Introduction

Business Source Premier is a comprehensive database of business and management literature, produced by EBSCO Publishing (a world leading information provider). The database provides coverage for a wide range of subjects, including:

Management	Economics	Marketing
Accounting	Finance	Human Resource Management
International Business		

The database allows you to access, and download, the full text of articles from over 2,300 publications. These include:

- **Academic journals:** Business Source Premier provides you with exclusive access to content from a number of the top-rated peer-reviewed publications. These include the *Harvard Business Review*, *California Management Review*, *Journal of Finance* and the *Academy of Management Review*.
- **Business Magazines:** Includes all the top weekly publications such as *Business Week*, *Fortune* and *Forbes*. You can also access articles from trade publications such as *Marketing Week* and *Management Today*.
- **Reports:** You can also access market research reports, industry reports, country reports, company profiles and SWOT analyses from the database. These are produced by leading information providers such as Datamonitor and the EIU (Economist Intelligence Unit).

How can Business Source Premier help me?

Business Source Premier provides you with access to the full-text of articles from many of the leading peer-reviewed Business & Management journals. For top-rated publications the coverage often stretches all the way back to the first issue, giving you ready access to important historical material (e.g. Mintzberg's pioneering articles on leadership (published in the *Harvard Business Review* in the 1970s), alongside all the latest cutting-edge material.

These articles, together with all the other content available (news, reports etc) can be used to great effect within your essays / literature reviews, and will demonstrate that you have thoroughly researched and engaged with your subject material.

Accessing Business Source Premier

Business Source Premier can be accessed via the eResources section of the MBS Library Website:

<http://www.mbs.ac.uk/library>

- Select "**Databases - Management Literature – E-journals & journals databases**"
- Click on the "**EBSCOhost Web icon**"



[EBSCOhost Web](#)

- Click the checkbox next to Business Source Premier and click "**Continue**"

Note: Your University "Central" username and password is required for off-campus access

<http://www.mbs.ac.uk/library>

Searching Business Source Premier

Searching the database

- Use the **Advanced search** to get the full range of searching options.
- Search for articles by entering straightforward keyword(s) or phrase(s) into the search boxes - Try to think of words or phrases which most accurately describe what you are looking for.
N.B. Business Source Premier will automatically search for multiple terms as a phrase e.g. "change management".
- You can broaden your searches by using the "OR" operator, and the truncation "*" features, within an individual search field. e.g. "mobile phone* or cell phone*" will return many more results than "mobile phones" alone.
- Use the "AND" and "NOT" operators to link concepts together and retrieve articles relevant to your needs

An example of an **Advanced Search** is given below:

Using the "or" operator within a search field allows you to include synonyms or similar phrases within your search.

Adding "*" allows you to include multiple word endings in your search. e.g. This search will include retail, retailing, retailers etc.

Searching: **Business Source Premier** | Choose Databases »

economic crisis or recession or credit crunch in Select a Field (optional) [v] Search Clear ?

AND [v] retail* or shop* or high street in Select a Field (optional) [v]

NOT [v] usa or united states or america in Select a Field (optional) [v] Add Row

Basic Search | **Advanced Search** | Visual Search | Search History

Use the AND operator to link concepts together and narrow your search results. This search will retrieve articles which mention both the economic crisis and the retail industry

Similarly, you can use the NOT operator to exclude concepts. So in this example the search will disregard any articles which make reference to the United States.

Applying limits to your searches

Applying limits to your searches is a very good way to improve the quality of your search results. The first way to do this is to use the drop down menus next to each individual search box and make appropriate selections.

In the example below we have made use of the Abstract, Subject and Publication limiters (N.B. There are many other useful limiters such as "Company" also available).

We will only retrieve results that mention "brand(s) / branding or trademark(s)" in the article "Abstract" (a short description of the articles full content – This is an excellent limiter to use to improve relevancy of results)

Searching: **Business Source Premier** Choose databases »

brand* or trademark* in AB Abstract or Author-Supplied Abstract

AND marketing in SU Subject Terms

AND harvard business review or califo in SO Publication Name

Basic Search | Advanced Search | Visual Search | Search History

The "Subject Terms" limiter allows us to specify articles on Marketing

"Publication Name" allows us to return articles from specific publications – in this case *Harvard Business Review* and *California Management Review*

A range of further limiting options are available underneath the Search Term boxes including Dates, Type of Publication (e.g. peer review), and Document Type.

You can also add / remove these limits after you have run a your search. Look for the "Refine your results" options on the left hand side of the screen.

As you can see, you can easily alter dates searched by using the sliding bar, and specify Peer-reviewed publications by using the check box.

Click on **Update** to add these new limiters to your original search.

Refine your results

Full Text

References Available

Peer Reviewed (Refereed Journal)

1981 Publication Date 2011

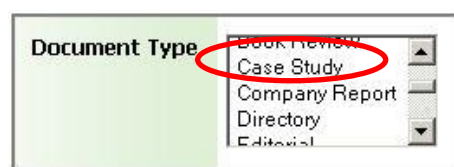
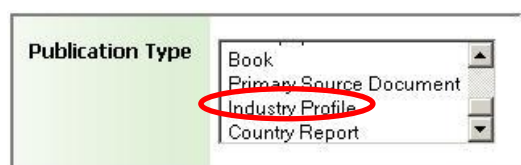
Update Cancel | Show More »

Accessing special reports

You can access a variety of special reports within Business Source Premier. These include:

- Company Profiles
- Case Studies
- Industry Profiles / Industry Overviews
- Country Reports
- SWOT Analyses
- Market Research Reports
- Product Reviews

Searches can be limited by these categories on the **Advanced Search** page via **Publication Type** and **Document Type**:



Company Profiles

Company Reports can also be accessed directly using the **Company Profiles** button located at the top of the screen.

Company Name	PDF Complete Report	Location	Industry
Caribou Coffee Company, Inc.	Datamon		
Carillion plc	Datamon		
Carl Schenck AG	Datamon		

DATAMONITOR

Caribou Coffee Company, Inc.

Company Profile

Publication Date: 15 Oct 2009

www.datamonitor.com

Datamonitor USA
245 29 Avenue
4th Floor
New York, NY 10018 Datamonitor Europe
Chancery House
100-110 Princes Road
London W1D 2JL Datamonitor Germany
Industriepark
Postfach Einfeld 1
69127 Mannheim Datamonitor Hong Kong
2302-2303 Admiralty Centre
Tower 1
18 Harbour Road

Viewing / Downloading results

Results will display as in the diagram below. You can click on an individual title to read the articles abstract and access download options. You can also “mark” multiple items which will be added to a Folder for later viewing.

Click the title to view article abstract & download options.

You can access the full text directly by clicking the PDF icon

The “Add to Folder” icon works similarly to the Shopping Basket feature on commercial websites. You can add up to 100 articles from any set of results -

Not all articles are available in full text – The “Findit@JRUL” icon will tell you if the article is available in full-text on another database

Click the  icon to view marked items:

Either “Select all” or mark items individually using the check-boxes. You can then Print / Email or Save in bulk using the options on the right.

You can also export the bibliographic details of selected articles to EndNote, using the “Export” button.

Research support & contact details

Further Support

A full research and enquiry service is available across the Eddie Davies Library & Precinct Library during core hours. You can contact us in person, or alternatively by telephone or email.

Eddie Davies Library

Manchester Business School (West)
Booth St. West.
Manchester
M15 6PB
Telephone: +44 (0)161 275 6507

Email: libdesk@mbs.ac.uk
Web: <http://www.mbs.ac.uk/library>

Precinct Library

Manchester Business School (Crawford House)
Oxford Rd.
Manchester
M13 9QS
Telephone: +44 (0)161 306 3200

Alternatively try our **Business Answers 24/7**, a searchable database of frequently asked questions, providing guidance on the library databases or our **Business Research Plus** blog providing useful tips on business research topics.

Manchester Business Answers 24/7: <http://www.mbs.ac.uk/bizlib247>
Business Research Plus: <http://bizlib247.wordpress.com>



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