Business Source Premier is a database that covers over 6,800 magazines and journals in the fields of business, management, economics, banking, finance, accounting and much more. For over 3,000 of these publications, the complete text of the article, along with any accompanying photographs or graphs, is available in the database. Using this database, you can find and read articles from popular business publications such as Business Week, Fortune, and Money, as well as specialized industry publications such as Sporting Goods Business, Farm Industry News, and Forest Products Journal. Full text backfiles go as far back as January of 1965. This database is updated daily.

Use Business Source Premier to read articles from business magazines like Business Week or to look up articles on specific topics like business plans.

Business Source Premier is part of the Alabama Virtual Library.

Alabama Success Story

Business Source Premier is part of a family of databases called EBSCOhost from EBSCO Publishing, a division of EBSCO Industries, located in Birmingham. EBSCO Industries was founded by Elton B. Stephens of Alabama in 1943. According to the company’s Web site, EBSCO has 4,500 employees, with 2,000 in manufacturing operations and 600 outside the United States, and is one of the 200 largest private companies in the country. The term EBSCO is derived from Elton B. Stephens Co.
Connect to the database

Connect to the Alabama Virtual Library at http://www.avl.lib.al.us/ and log in using your password. From the list of databases, choose Business Source Premier. (For help with using the AVL, see our "Guide to the Alabama Virtual Library."

Searching for articles

Basic Search

Tip: Use the Basic Search to look for articles on a specific topic or industry.

After opening the database you may type your search words in the blank box at the top of the search screen page while using the Basic Search tab and the Keyword button.

Example: find articles on automobile manufacturing plants in Alabama
1. type Alabama and automobile in the box
2. select Keyword by clicking on the button next to it
3. click Search
Publication Search

Tip: Use **Publication Search** to read articles in the latest issue of your favorite business magazine.

In order to find a particular publication you can click **Publication** and enter the source name, for example, *Time* or *Business Week*.

Two additional ways to search:
1. Enter a title in the "Browse for:" box and click **Browse** to retrieve the list of titles that match.
2. Select the first letter of the title, then scroll through the list and find the title you need.

Select a title in the results list by clicking on it.
The next screen gives information about the title and a list of issues. Click on the plus sign next to any year to see the issues for that year.

Here's an example using Consumer Reports:

Now you can click on the issue you want, and you will see a list of articles from that issue arranged in the order in which they appeared in the issue.

There's more!

There are other ways to search for information in Business Source Premier. Try using the Subject button instead of the Keyword button to search by subject headings.

Other types of information are also included in Business Source Premier. Try out the Company Profiles button to discover what other resources are available.
Industry Information

To locate industry analysis reports, click on Industry Profiles on the Basic search screen.

On the next screen, browse for your industry of interest by entering a name or scrolling through the list. When you select a category, you will be shown a list of reports for the industries in that category. These reports can be useful, often providing an overview of trends, projections and other related profile data.
Viewing your results

Once you have done your search, the results are displayed. The top of the screen contains the search box so you can edit your search if needed. You may need to scroll down to see your results.

Here is a sample of the results from our keyword search on *Alabama and automobiles*.

At the beginning of the list of results, you are shown how many articles matched your search terms. Articles are listed 10 to a page. You can move to different pages by clicking on the page numbers at the top and bottom of the list.

For each article, you are shown the title, authors, publication, issue information, number of pages, and any illustrations. You can click on the article title to view an abstract (summary) of the article. If the full text of the article is available, you can click on the title or on the *HTML Full Text* link to read it. In some cases you can click on *PDF Full Text* to view an image of the actual page in the magazine where the article appeared. (To view a PDF document, you will need the free Adobe Acrobat Reader installed on your computer. See the "Tools for Your Computer" section of the AERN Web site for more information.)
Printing, Emailing, and Saving Results

You can print an article, email it to yourself (or anyone else), or save it to your computer. Just open the article and click on the link at the top or bottom of the page and follow the instructions.

Have more questions?

If you have more questions about Business Source Premier or need other help finding business information, please contact the Angelo Bruno Business Library. You can go to the AERN Web site at http://aern.cba.ua.edu and click on "Ask a Business Librarian" and send us a message. We'll respond within two business days.

9/26/05 pb/kc