



Business Source Complete



Overview

Business Source Complete provides access to more than 1'200 journals in full-text covering all areas of business. It contains the Harvard Business Review, California Management Review and other important journals. Also offers access to industry and market research reports from Datamonitor and country reports from EIU, Countrywatch and Business Monitor. This subscription also includes access to the databases: Regional Business News, Lista, EJS E-journals.


Type of information

- **Company information** (Features Articles, Company profiles)
- **Country information** (Country Profiles)
- **Industry information** (Features articles)
- **Business and Management Literature** (Academic articles)


A. Getting started


1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Business Source Complete** then click on **Direct access to: Business Source Complete** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Business Source Complete** and then choose EBSCOhost Web.
Select **Business Source Complete** and click on .
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Business Source Complete** and then choose EBSCOhost Web.
Select **Business Source Complete** and click on .

B. Searching





1. Using the **Basic Search** screen, type your keyword(s) in the **Find** box. Unless the keywords form a phrase, you should use the word **and** to separate the words.
You may limit your search using the options shown in the lower box. For example: **Scholarly (Peer Reviewed) Journals** only, or **Publication** if you know the title of the publication.
Using the **Advanced Search** screen, you can limit each word and/or phrase of your search using the field selectors and Boolean Operators. As for the basic search, the narrower you make your search terms the fewer and more accurate results you will obtain.
Don't forget to use the  to help you find the right keyword.
You may review your **Search History**, revise it and build on it further at any time. Click on **Search History/Alerts**, then point and click on the **View Results** button and your list of results will be displayed.

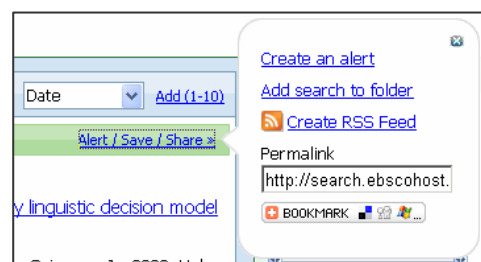
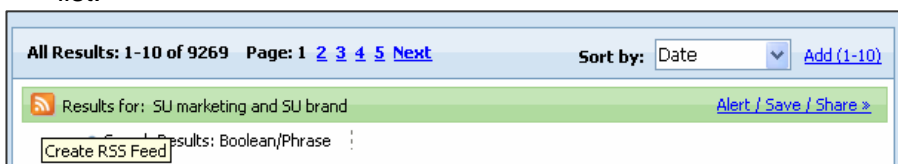
C. Displaying Results


1. The list of results is displayed in sets of ten. You may scroll through the pages using the **Previous** or **Next** buttons at the bottom of the screen.
2. By rolling over the small icon next to the title of the article , you will get a summary of the bibliographic details and the beginning of the abstract.

- By clicking on the article title, you will obtain the bibliographic data in full along with the complete abstract. To go back, use the **Result List** button instead of the **Back** button from your navigator.
- Above this data there will be a list of the different formats available for this particular article. You can click on the format, for example  **PDF Full Text** and the article will be displayed as it appears in the paper journal.



D. Marking, Saving and RSS Feeds

- You may select articles from the results list by clicking on **Add to folder** to add them to a folder. You may click on the right-hand side on **Go to: Folder View** at any time to display the contents.
- From the folder you may save all the articles at once by selecting them and by clicking .
- Select the save options you would prefer and then click on the button **Save**.
- Business Source Complete will then display the articles and instruct you how to save them using the buttons on the browser toolbar. **N.B. This is not for .PDF format.**
- To save a .pdf, click on the option  PDF Full Text from the results list. The article will be displayed and can be saved using the  icon on the Adobe toolbar (NOT the browser toolbar).
- You can create an **RSS feed** on a specific request by clicking on  button at the top of the results list.




- By clicking on the link **“Alert/Save/Share”** you will be able to create an alert (email), save your search, create an RSS field feed as well as sharing the permanent link to your request.
- Within the “Publications” tab, you may also create an RSS feed specifically for one journal. Enter the name of the journal and use the  button

E. Printing

- From the results list: By clicking on an article title, the article will be displayed. Click on  and you will be taken to a screen that specifies your selection. Click on **Print** and select the printer from the ones offered.
- From your folder: Click on  and you will be taken to a screen that specifies your selection. Click on **Print** and select the printer from the ones offered.
- From the Adobe screen when viewing a .pdf: Click on the printer icon from the Adobe toolbar and select the printer from the ones offered.

F. Hints and Tips

- If your results are not what you expect, try and use synonyms eg. car/automobile/vehicle.
- Be as specific as you can with your keywords and only start to broaden your terms if you get few results.
- Don't forget to use the online help screen offered at all stages throughout the database.
- Avoid using the back button on the browser unless told to do so. Always use the **Back** offered by Business Source Complete, this will avoid any loss of data.
- The database is American, so be careful of spellings and terminology.
- When looking at a particular article, or your folder list, you have the option to email the results to yourself. Click on  and complete the fields shown on the screen.
- If you have any problems using this database please contact the Infodesk

Infodesk@imd.ch

Tel +41 21 618 0366
Fax +41 21 618 0631