Searching Business Source Complete

Try as many search terms as you like, using quotation marks around common phrases:

“automobile parts” sales
“consumer behavior” Canada
Starbucks marketing branding

Use the asterisk (*) to capture all the possible endings of a word:

“automotive” sales – finds automobile and automotive
“consumer behaviour” Canada – finds Canada, Canadian, Canadians
Starbucks marketing brand* – finds brand and branding

You may also limit your search to certain types of information. Below the search box on the home screen, you can tell the database to retrieve such publications as Industry Profiles, Market Research Reports, and SWOT Analyses:

Once you’ve found some relevant results, take a look at the attached Subject Headings. A given subject heading will be tagged on to every article that has to do with that subject. These headings can help you perform a more targeted search.