



## Searching for Company Reports

The knowledge to research a company is an important aspect of any business education. “**Business Source Premier**”, an EBSCO database is the premier tool for business and company information.

- Connect to **Blackboard**
- Click on the **Library** tab
- Select **Electronic Resources** from the menu at the left
- **Login** to your account

From the list of resources list select EBSCO and then Business Source Premier

[Business Source Premier](#)  
 Business Source Premier is the industry's most used business research database, providing full text for more than 1,100 peer-reviewed titles. Business Source Premier is superior to the c of business, including marketing, management, MIS, POM, accounting, finance and economi EBSCOhost.

[Title List](#) [More Information](#) [Enhanced Business Searching Interface](#)

From the main screen you can search for magazine or journal articles about a company or for specific corporate information, ignore the basic search box and click on the tab labeled “**Company Profiles**”

**EBSCO** Research  
 HOST Databases

Basic Search | Advanced Search | Visual Search | Choose Databases

New Search | Keyword | Publications | **Company Profiles** | Thesaurus

Find:  Search Clear

in: Business Source Premier  
 (Searching: Business Source Premier)

Refine Search Results

- Type your company name into the browse box and hit **browse**.

base: Datamonitor Company Profiles Authority

Company Profiles

Browse for:  Browse

Alphabetical  Match Any Words

*Ford Motor Company appears first.*

- To access the corporate information simply click on the “**Datamonitor Report**”.

Company Profiles

Browse for:  Browse

Alphabetical  Match Any Words

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Company Name	PDF Complete Report
<a href="#">Ford Motor Company</a>	<a href="#">Datamonitor Report</a> (204K)

*It will come up as a PDF file with a menu on the left for easy navigation. Scroll through the entire report or click on the sections that interest you.*

- Company Overview
- Key Facts
- Business Description
- History
- Key Employees
- Key Employee Biographies
- Major Products and Services
- Revenue Analysis
- SWOT Analysis
- Top Competitors

Print the report by using the Printer icon within the PDF frame or email it with the link at the top. For additional information, contact a **Reference Librarian**.