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Johnson Graduate School of Management Library

www.library.cornell.edu/johnson

What is Business Source Premier?

Business Source Premier is a comprehensive, business periodical database that includes scholarly journals and business periodicals covering topics such as management, economics, finance, accounting, international business and much more. It provides cumulative indexing and abstracts for 4132 business journals (1661 peer-reviewed) and cumulative full text for 3298 journals (1032 peer-reviewed). The peer-reviewed full-text content in Business Source Premier is unmatched, and full-text backfiles are available for many journals back to 1990.

When Should You Use Business Source Premier vs. Another Article Service?

- When you want to search an exclusively business-oriented article database.
- When you are looking for in-depth articles; *Business Source Premier* allows you to eliminate newspapers from your search.
- When searching for academic journal articles; *Business Source Premier* allows you to restrict your search to peer-reviewed journals.
- When you want the tables, graphs, and charts from an article, or need an exact image of the original article.
- For articles from **Harvard Business Review** or **McKinsey Quarterly** – full-text access to articles from these sources can't be found in any other electronic library resource.

Business Source Premier

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How to Connect to Business Source Premier

1. Go to the *Management Library web page*, available at: www.library.cornell.edu/johnson.
- In the **Top Business Databases** pull-down menu, scroll down to and click *Business Source Premier*.

Sample Search #1

Find a Recent Issue of a Specific Journal

Display the Table of Contents and read an article from the most recent Harvard Business Review.

1. On the initial search screen, click the **Publication** button under the *Basic Search tab*.
2. Type **Harvard Business Review** in the *Browse Publications* box and click **Browse**. Click the textual link to **Harvard Business Review**.
3. An expandable list of Harvard Business Review issues will appear on the right-hand side of the page. Select the current year to expand the list and then select the current issue.
4. Click either the HTML or PDF link to view the full-text article. If none of these are listed for an article, then only the citation/abstract for that article is available.

As noted previously, Business Source Premier is the only library resource that provides full-text articles from **Harvard Business Review.*

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Sample Search #2 Find a Specific Article

Find the article "How Stock Splits Affect Trading" by Johnson School Professor Maureen O'Hara.

1. Click the **Advanced Search** tab and click the **Keyword** button.
2. Type **o'hara** in the first search box and select **AU Author** from the adjacent pull-down menu.
3. Type **stock splits** in the second search box and select **Ti Title** in the adjacent pull-down menu.
4. Click **Search**.
5. Click the **PDF Full Text** link to view the entire article. Business Source Premier also provides links to **References** and **Times Cited** at the end of the citation.

Sample Search #3 Find Articles on a Topic from Academic Journals

Find articles on conflict of interest in companies providing both auditing and consulting services.

1. Click **New Search** in the upper right section of the page.
2. Type **conflict* and audit* and consult*** in the *Find* box. The * allows a search on variant word endings (e.g. *consulting* or *consultants*)
3. In the middle of the screen, click the box next to *Peer-Reviewed*. Click **Search**.
4. From the results set, click on **PDF Full Text** (when available).

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Sample Search #4 Search for Articles by NAICS Code

Search for articles using 72211, the NAICS code for full-service restaurants.

1. Click **Advanced Search** tab and click the **Keyword** button.
2. Delete any text from the search box which remains from previous searches.
3. Scroll down to the *Limit Your Results* box and type **72211** in the *NAICS/Industry Code* box.
4. Click **Search**.

**NAICS codes are part of a numerical industry classification system used by North America. Searching by NAICS returns articles about a particular industry. If you don't know the NAICS for your industry, you can look it up at: www.census.gov/epcd/www/naics.html*

Saving, E-Mailing, & Printing

You may mark articles for saving, e-mailing or printing by clicking the **Add** link next to each article, then clicking your **Folder** at the top of the page. When the articles in your folder are displayed, click the **Save to Disk**, **E-mail**, or **Print** button at the top of the screen.

**In order to save or print articles in the PDF Full Text format, you first need to display them, then use Adobe's save and print options.*

Need More Help?

Reference help is available in the library, via e-mail (mgtref@cornell.edu) or by telephone: 255-3389.