

Research Guide

Searching Business Databases

George Mason University

Locating accurate and reputable Business information is a relatively straightforward procedure. By using the databases provided through the University Libraries both scholarly and popular articles can be found on virtually every topic. The most often used databases are: ABI-Inform, Business & Company Resource Center, Business Index ASAP, Factiva, and LexisNexis. This guide takes these five databases and gives basic examples of how to select and prepare effective search strategies.

All the databases illustrated can be accessed both on campus and remotely. The address for the databases page is:

<http://library.gmu.edu/resources/databases.html>

The first portion of the guide lists the most frequently asked questions and the databases that specialize in that type information.

The second portion provides sample pages from the databases, the steps to be taken in initiating a search and the results of the search.

Any questions about business research should be directed to:
Michael Killian Business/Economics Librarian.
Telephone 703-993-2213 or by email mkillian@gmu.edu

Frequently Asked Questions

Information Need	Resource
Beta Number	<i>Value Line</i> (print resource) <i>Standard & Poor's Stock Report</i> (print resource)
Company Financials	<i>Factiva</i> <i>LexisNexis Academic</i> (look for reports from Disclosure)
Company History (Subsidiaries)	<i>Business & Company Resource Center</i> <i>Factiva</i> <i>International Directory of Company Histories</i> (print resource) Mergent Manuals (print resource)
Industry Information (financial)	<i>Factiva</i> <i>LexisNexis Academic</i> <i>Standard & Poor's Industry Surveys</i> (paper source)
Industry Information (overview)	<i>Business & Company Resource Center</i> <i>Standard & Poor's Industry Surveys</i> (print resource)
Industry Forecast	<i>ABI-Inform</i> (search using industry forecast) <i>Business Index ASAP</i> (search using industry trend)
Industry Trend	<i>Business Index ASAP</i> (use industry trend in search statement)
International Country Background	<i>EIU Country Information</i> (Country Profile and Country Report) <i>STAT-USA</i> GLOBUS & NTDB (Country

International Finance	Commercial Guides) <i>EIU Country Information</i> (Country Profile and Country Report) <i>STAT-USA GLOBUS & NTDB</i> (Country Commercial Guides) <i>International Financial Statistics</i> (paper resource)
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International Investment Climate	<i>EIU Country Information</i> (Country Profile and Country Report)
Recent Developments	<i>EIU ViewsWire</i>

International Transportation and Communication	<i>EIU Country Information</i> (Country and Country Report) <i>STAT-USA GLOBUS & NTDB</i> (Country Commercial Guides)
Recent Developments	<i>EIU ViewsWire</i>

Investment Reports	<i>Business & Company Resource Center</i> (Search by Company name under the company icon)
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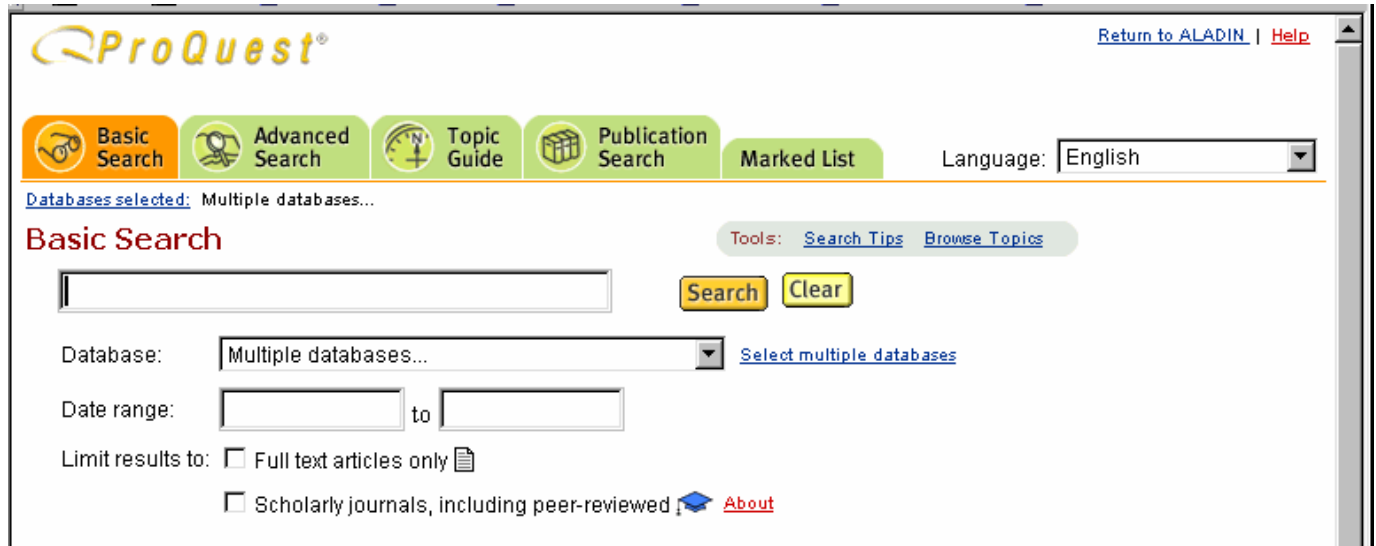
Market Share	<i>ABI-Inform</i> <i>Business & Company Resource Center</i> <i>Factiva</i> <i>LexisNexis Academic</i> <i>Market Share Reporter</i> (print resource)
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Niche Markets	<i>ABI-Inform</i> <i>Business & Company Resource Center</i> <i>Factiva</i> <i>LexisNexis Academic</i>
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Notes

ABI-Inform

Select **ABI-Inform** from the menu. On the opening page click on the green box Advanced Search



Below is the opening screen for the Advanced Search

<p>Advanced Search</p> <p>Tools: Search Tips Browse Topics</p> <p>Search boxes: [] [Citation and abstract] [] [Citation and abstract] [] [Citation and abstract]</p> <p>Database: Multiple databases... Select multiple databases</p> <p>Date range: [] to []</p> <p>Limit results to: <input type="checkbox"/> Full text articles only <input type="checkbox"/> Scholarly journals, including peer-reviewed About</p> <p>AND [] Publication title: [] Browse publications About</p> <p>AND [] Subject: [] Browse subjects</p> <p>AND [] Company: [] Browse companies</p> <p>AND [] Person: [] Browse people</p> <p>AND [] Location: [] Browse locations</p>		<p>Each of the search boxes is set to search Citation and abstract</p> <p>This means that any word(s) that are entered in the boxes will be searched in the citation and abstract only.</p> <p>The drop down menu shows all the fields in the record that can be searched.</p> <p>The results of the search can be limited to full text article and/or Scholarly journals</p> <p>Searching can also be limited to a particular journal</p>
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For assignments requiring articles from Scholarly Journals click in the box by Scholarly journals.

ABI-Inform

Below is the results of a search using **Advertising** as a **Subject**.

Results of a search showing items that are full text within the database and those that must be located elsewhere.

The tabs across the top of the results indicate the types of publications available for this search. If only Scholarly Journals are to be used then click on the tab for Scholarly Journals. The Trade Publications brings mixed results; so watch carefully about the items used from this listing.

All sources
Scholarly Journals
Magazines
Trade Publications
Newspapers
Reference/Reports

[Mark / Clear](#) all on page | [View marked articles](#) | [Full text articles only](#) | Sort results by:

1. [Sponsoring the slopes](#)
Paul Tolme. Newsweek. New York: Dec 8, 2003. Vol. 142, Iss. 23; p. 10
[Find a copy](#) [Abstract](#)

2. [Kucinich, Dean top sweepstakes for coveted artist endorsements](#)
Wes Orshoski. Billboard. New York: Dec 6, 2003. Vol. 115, Iss. 49; p. 1
[Text+Graphics](#) [Page Image - PDF](#) [Abstract](#)

If the full text is not available, copy the name of the publication and check it in the E-Journal Finder; if not there check in George Mason Library Catalog; if not here check in the WRLC catalog. If the journal is held in WRLC, then a copy of the article can be ordered from one of the WRLC Libraries and will be delivered to your MyALADIN account.

Below is an example article:

[Databases selected:](#) Multiple databases...

Article View
<< [Back to Results](#)
< [Previous](#) Article 2 of 199944 [Next](#) >
[Publisher Information](#)

[Print](#) [Email](#)
 Mark Article
[Abstract](#), [Full Text](#), [Text+Graphics](#), [Page Image - PDF](#)

Kucinich, Dean top sweepstakes for coveted artist endorsements

[Wes Orshoski. Billboard.](#) New York: [Dec 6, 2003](#). Vol. 115, Iss. 49; pg. 1

[» Jump to full text](#)

Subjects: [Presidential elections](#), [Political advertising](#), [Musicians & conductors](#), [Political campaigns](#), [Candidates](#)

People: [Kucinich, Dennis](#), [Dean, Howard B](#), [Moby \(musician\)](#), [Nelson, Willie](#)

Author(s): [Wes Orshoski](#)

Article types: News

Publication title: [Billboard](#). New York: [Dec 6, 2003](#). Vol. 115, Iss. 49; pg. 1

Source Type: Periodical

ISSN/ISBN: 00062510

Note this article contains 5 Subject Terms. They serve as links to other articles on these topics.
 The complete citation for the article: **Billboard** volume 115 issue 49 Dec 6, 2003.
 If article contains charts and/or graphs it is best to print or download the PDF version of the article. By choosing PDF the charts and/or graphs will automatically be sized to fit a standard 8.5 x 11 sheet of paper.

Searching Business Databases, (12/03)

Business & Company Resource Center

Business & Company
RESOURCE CENTER

Help Search Tips Gale Databases List of Sources Powered by InfoTrac

Enter your search term(s): Company Search [Search Hist](#)

Additional Search Options:

Company Industry Articles Advanced Search

[Help](#) | [Search Tips](#) | [Gale Databases](#) | [List of Sources](#) | [Contact Gale](#) | [Comments](#)

THOMSON
GALE Copyright and Terms of Use

Advanced Search - Choose this option to begin search; select a content area to search, and enter terms into a search box and select the desired field for searching:

<p>Content Area: <input type="text" value="News/Magazines"/></p> <p><input type="text"/> in <input type="text" value="Keyword"/> <input type="text" value="AND"/></p> <p><input type="text"/> in <input type="text" value="Keyword"/> <input type="text" value="AND"/></p> <p><input type="text"/> in <input type="text" value="Keyword"/></p> <p>Document Number: <input type="text"/></p> <p><input type="button" value="SEARCH"/></p> <p>Limit the current search (optional)</p> <p>Limit by journal name: <input type="text"/></p> <p>Limit to:</p> <p><input type="checkbox"/> Full-text articles</p> <p><input type="checkbox"/> Peer-reviewed journals</p> <p><input type="checkbox"/> Newspapers & newswires</p> <p><input type="checkbox"/> Magazines & journals</p> <p>Limit by date of publication:</p> <p>from: D: <input type="text" value="*none*"/> M: <input type="text" value="*none*"/> Y: <input type="text" value="*none*"/></p> <p>to: D: <input type="text" value="*none*"/> M: <input type="text" value="*none*"/> Y: <input type="text" value="*none*"/></p>	<p>“Content areas” lists the different sources that may be searched. Examples: Newspapers/Magazines Company Profiles/ Products Investment Reports Industry Overviews</p> <p>The three search boxes have drop down menus which allow controlled searching.</p> <p>“Limit by Journal Name“ allows searching of one specific publication.</p> <p>“Limit to:” Limits results to: Full-text articles Peer Reviewed Journals Newspapers & newswires and Magazines and journals</p> <p>“Limit by date of Publication” permits searching within a specific time period.</p>
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Business & Company Resource Center

Company Search

<p>Company Name or Ticker Symbol <input type="text" value="General Motors Corp"/></p> <p><input checked="" type="radio"/> All Companies <input type="radio"/> Ultimate Parent</p> <p>Browse Companies</p> <hr/> <p>Industry Code/Description <input type="text"/></p> <p><input checked="" type="radio"/> SIC Code <input type="radio"/> NAICS Code</p> <p>Browse SIC Codes Browse NAICS Codes</p> <hr/> <p>Product/Brand Name <input type="text"/></p> <p>Product/Brand Type <input type="text"/></p> <hr/> <p>City <input type="text"/></p> <p>State/Country <input type="text"/></p> <hr/> <p style="text-align: center;"><input type="button" value="SEARCH"/> <input type="button" value="Clear Form"/></p>	<p>Type in the name of the company and then click on Search.</p> <p>(The next example shows the results of the search.)</p> <p>Note that searches can be limited to specific products or brand names/types.</p>
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Business & Company

[Help](#) [Gale Databases](#) [Powered by InfoTrac](#)
[Search Tips](#) [List of Sources](#)

SOURCE CENTER

Company Industry Articles Advanced Search

Term(s): Company Search

Your search (Company=General Motors Corp) returned the following results.
To view additional results for the current search, select any active tab.

Company Profile

News/Magazines

Histories

Investment Reports

Financials

Rankings

Suits and Claims

Products

Industry Overview

Associations

Profiles. Below are companies 1-7 of 7 found. Select a company to view related information.

Page#: 1

[Update Mark List](#)

Mark	Company Name	Location	Revenue ▼
<input type="checkbox"/>	General Motors Corp. (GM)	Detroit, Michigan	\$177,260.0 M Sales
<input type="checkbox"/>	General Motors Acceptance Corp.	Detroit, Michigan	\$152,361.00 M Total assets
<input type="checkbox"/>	Delco Chassis Div.	Dayton, Ohio	\$4,800.00 M Sales
<input type="checkbox"/>	Delco Remy International Inc.	Anderson, Indiana	\$1,053.50 M Sales
<input type="checkbox"/>	Rolls-Royce Corp.	Indianapolis, Indiana	\$697.70 M Sales

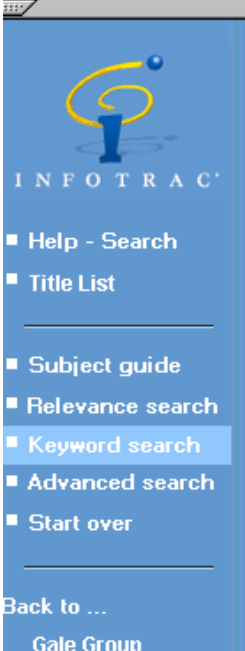
The search found seven entries for General Motors.

Selecting the first entry will present the information available for General Motors.

Business & Company Resource Center


 <p>The basic description for General Motors lists the address and other useful information. This is only a partial section of the page</p> <p>The tabs at the top of the screen indicate that there are many areas of important information also available from this one page.</p>	<p>The basic description for General Motors lists the address and other useful information. This is only a partial section of the page</p> <p>The tabs at the top of the screen indicate that there are many areas of important information also available from this one page.</p>
<p>Click on the Tabs at the top of the page for financial information, products, Industry Overview. The Industry Overview provides information on the areas that General Motors manufactures. The Association tab links to Associations covering the areas of interest. These may provide good resources not available from any other source.</p>	

Business Index ASAP

	<p>George Mason University Libraries Business Index ASAP</p> <p>Keyword search</p> <p>Click in the entry box and enter search term(s)</p> <p>Search for words <input checked="" type="radio"/> in title, citation, abstract <input type="radio"/> in entire article content</p> <p>Type words to search for. You can use AND, OR, NOT. Results are sorted by date.</p> <p>Limit the current search (optional)</p> <p><input type="checkbox"/> to articles with text</p> <p><input type="checkbox"/> to refereed publications</p> <p>by date <input checked="" type="radio"/> all dates <input type="radio"/> before <input type="radio"/> on <input type="radio"/> after</p> <p><input type="radio"/> between [] and []</p>	<p>Select Business Index ASAP from the menu and the opening screen will appear.</p> <p>For the best results choose the Advanced Search option from the left column.</p>
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Business Index ASAP

Advanced Search page




NFOTRAC

Help - Search
Title List

Subject guide
Relevance search
Keyword search
Advanced search
Start over

Back to ...
Gale Group
Databases
Library



George Mason University Libraries
Business Index ASAP

Advanced search

Click in the entry box and enter search expression

Key Word (ke)	<input type="text"/>	AND	
Key Word (ke)	<input type="text"/>	AND	
Key Word (ke)	<input type="text"/>	Search	

Select index then enter search term. Use AND OR NOT to connect the expression.

Limit the current search (optional)

to articles with text

to refereed publications

by date all dates before on after

between and

to the following journal(s)

The Advanced Search option has three dialog boxes.

There are also additional limits for articles with full text and refereed (scholarly) publications.

Search for Shampoo and Market Share

- Help - Search
- Dictionary
- Title List

- Subject guide
- Relevance search
- Keyword search
- **Advanced search**
- Start over

Back to ...

- Gale Group Databases
- Library

Click in the entry box and enter search expression

Key Word (ke)	shampoo	AND	
Key Word (ke)	market share	AND	
Key Word (ke)	<input type="text"/>	Search	

Select index then enter search term. Use AND OR NOT to connect the expression.

Limit the current search (optional)

to articles with text

to refereed publications

by date all dates before on after

between and

to the following journal(s)

Build searches one concept at a time. The example shows that there are 655 citations for shampoo.

Then by adding the concept, "market share"; the results show that there are 27 articles that include both the words shampoo and market share.


History

R2 (ke shampoo AND ke (market share))
[View](#) 27 Citations; [Modify](#) Search

R1 (ke shampoo)
[View](#) 655 Citations; [Modify](#) Search

Business Index ASAP

Drop down Menu



Advanced search

Click in the entry box and enter search expression

Key Word (ke)	<input type="text"/>	AND
Key Word (ke)	<input type="text"/>	AND
Date (da)	<input type="text"/>	Search

Enter search term. Use AND OR NOT to connect the expression.

Limit the current search (optional)

by date all dates before on after

between and

Each of the dialog boxes has a drop down menu listing the areas of the article that can be searched.

It is best to begin a search using the Key Word option. Check the articles for “Subject headings” and then these can be incorporated into the search. Remember to select “Subject” from the drop down menu so that the correct area of the record will be searched.

Limiting search to a specific publication

- Help - Search
- Dictionary
- Title List
- Subject guide
- Relevance search
- Keyword search
- Advanced search
- Journal search
- Start over
- Back to ...
- Gale Group Databases
- Library

Click in the entry box and enter search expression

Key Word (ke)	<input type="text" value="shampoo"/>	AND
Key Word (ke)	<input type="text" value="market share"/>	AND
Key Word (ke)	<input type="text"/>	Search

Select index then enter search term. Use AND OR NOT to connect the expression.

Limit the current search (optional)

to articles with text

to refereed publications

by date all dates before on after

between and

to the following journal(s)

History

R3 ((ke shampoo AND ke (market share)) and jn (advertising age))
[View](#) 6 Citations; [Modify](#) Search

Searches can be limited to a specific publication. In the example above the search has been limited to advertising age and 6 articles concerning shampoo and market share were retrieved.

Factiva

The screenshot displays the Factiva search interface. At the top left is the Factiva logo, and at the top right is the text "Dow Jones & Reuter". Below the logo is a navigation bar with tabs for "Search", "Track", "News Pages", and "Companies/Markets". Under "Search", there are sub-tabs for "Free-text/Indexing" and "Saved Searches", along with a "Support ?" link. A secondary navigation bar allows users to "Select Factiva Intelligent Indexing" by category: Industry, Region, Subject, Company, Source, and a "Look up" button with a magnifying glass icon, and an "Examples" link. The main search area features a vertical sidebar on the left with labels for "Industry", "Region", "Subject", "Company", "Source", "Language", and "Look up". The central search box contains the instruction: "Enter a term in the search box above. Your query will also search on alternative names, aliases and trading names." Below this is a "Look up" button. Further down, there are sections for "Indexing" (Source: (All Sources), Language: (English)), "Free text" (with a large input field and a "Run Search" button), and "Date" (set to "All Dates"). A "More Search Options" section includes a dropdown for "Search for free-text terms in:" (set to "Full Article"), checkboxes for "Exclude" (Republished news, Recurring pricing and market data, Obituaries, sports, calendars...), and a dropdown for "Sort results by:" (set to "Publication date, most recent first"). At the bottom are buttons for "Clear Search", "Save Search", and "Run Search".

Click on [Factiva](#) from the menu. The opening screen is shown above.

From the Free text box on this screen articles may be searched.

Source allows individual sources to be selected and added to the search being performed

Company and industry financial information may be obtained by clicking on [Companies/Markets](#)

interface language | company list | quotes list | preferences | logou

activa® Dow Jones & Reuter

Search Track News Pages **Companies/Markets**

Company Quick Search | Quotes | Charting | Company Screening Support ?

To retrieve company news and financial information, enter:

Symbol Name Or Select from:

The following companies match your search. Click on the company name or symbol to view your Company Quick Search results.

Company	Industry	Location	Listing Status
General Motors Corp ⓘ	Passenger Cars	USA	Quoted

Would you like to extend your search to [D&B Reports](#) ?

Companies/ Markets has been chosen for this search.

Put the name of the company in the dialog box and then click on Search.

The results are shown under Company. To retrieve the results of the search, click on the name of the company.

Reports

Financial Snapshot
 MEDIA GENERAL FINANCIAL SERVICES INC, 27 July 2002, (English)
 An executive summary of a company's stock and financial performance.

Financial Snapshot plus Profile
 MEDIA GENERAL FINANCIAL SERVICES INC, 27 July 2002, (English)
 Detailed financial and stock performance including balance sheet, income statement, cash flow, key financial ratios, stock price, share and dividend information, and company history where available.

Comparison Report
 MEDIA GENERAL FINANCIAL SERVICES INC, 27 July 2002, (English)
 Comparative financial performances between this company and the primary Factiva industry group to which it belongs.

This list will appear near the bottom of the page on the right hand side of the screen.

Financial Snapshot plus Profile is an excellent report containing both income statement and balance sheet information.

The Comparison Report compares a company with its industry.

Data current through 2 July 2003

GENERAL MOTORS CORP		Passenger Car Manufacturing
Factiva Industry Classification:	I35101	I35101
Stock Price		
Most Recent Close	35.94	1.151603
Currency of quote	USD	USD
52-Week High (Date)	60 (Jul 8, 2002)	4,056.79309
52-Week Low	29.75	0.000036
Pct of 52 week high	60%	0%
Pct of 52 week low	121%	N/A
3-Year High Price	94.62	4,056.79309
3-Year Low Price	29.75	0.000036
Price Change:		
Last 4 weeks	0.6%	-88.8%
Last 13 Weeks	3%	-87.4%
Last 26 weeks	-6.7%	-88.7%
Last 52 Weeks	-30.5%	-90.3%
Year-to-Date	-2.5%	-88.8%

Example of a Comparison Report.

The screenshot shows the LexisNexis website with a navigation bar at the top containing 'Home', 'Sources', 'How Do I?', 'Site Map', and 'What's New'. On the left, there are two main sections: 'Academic Search Forms' with sub-links for 'Quick Info', 'News', 'Business', 'Legal Research', 'Medical', and 'Reference'; and 'Search for Other Information' with sub-links for 'Congressional', 'Current Issues', 'Government', 'Periodicals Index', 'State Capital', and 'Statistical'. The main content area is titled 'Guided News Search' and contains five steps:

- Step One: Select a news category -- Entry Required**: A dropdown menu labeled 'Select a News Category'.
- Step Two: Select a news source -- Entry Required**: A dropdown menu and a link labeled 'Source List'.
- Step Three: Enter search terms -- Entry Required**: Three search input fields, each with a dropdown menu for search scope (e.g., 'Headline, Lead Paragraph(s), Terms').
- Step Four: Narrow to a specific date range -- Optional**: Radio buttons for 'Previous six months' (selected) and 'From: [] To: []'.
- Step Five: Search this publication title(s) -- Optional**: A text input field.

At the bottom right of the form are 'Search' and 'Clear Form' buttons.

There are four steps that must be completed before a search can run. **Step One.** Select a News Category. **Step Two** Select a news source. **Step Three** enter search terms. **Step Four:** Narrow the search to a specific date range.

Step One

This close-up shows the dropdown menu for 'Step One: Select a news category'. The menu is open, displaying a list of news categories. The top of the menu shows 'Select a News Category' with a dropdown arrow. Below it, the following categories are listed: 'General News', 'Today's News', 'U.S. News', 'World News', 'News Wires', 'News Transcripts', 'Arts & Sports News', 'Non-English Language News', and 'Business News'. The 'Source List' link from the previous step is visible to the right of the menu.

From the news categories listed, select the appropriate news category for the search. (Note General News is an excellent category for a beginning search.)

LexisNexis

Step Two	
<p>Reference</p> <hr/> <p>Search for Other Information</p> <p>Congressional</p> <p>Current Issues</p> <p>Government</p> <p>Periodicals Index</p> <p>State Capital</p> <p>Statistical</p>	<p>Step Two: Select a news source-- Entry Required</p> <p>Please select from list below Source List</p> <div style="border: 1px solid black; padding: 2px;"> <p>Please select from list below</p> <p>Major Papers</p> <p>Magazines and Journals</p> <p>Newsletters</p> <p>Abstracts</p> <p>Policy Papers</p> <p>Time Incorporated Publications</p> <p>Ethnic News</p> </div> <p>and <input type="text"/> in <input type="text"/> Headline, Lead Paragraph(s), Terms</p>

From the list of sources select the source that will be appropriate for the search

Step Three		
<p>Search for Other Information</p> <p>Congressional</p> <p>Current Issues</p> <p>Government</p> <p>Periodicals Index</p> <p>State Capital</p> <p>Statistical</p>	<p>Step Three: Enter search terms -- Entry Required</p> <p><input type="text"/> in <input type="text"/></p> <p>and <input type="text"/> in <input type="text"/></p> <p>and <input type="text"/> in <input type="text"/></p> <p>Step Four: Narrow to a specific date range -- Optional</p> <p><input checked="" type="radio"/> Previous six months <input type="text"/></p> <p><input type="radio"/> From: <input type="text"/> To: <input type="text"/></p>	<p>Enter the search term(s) in the dialog box.</p> <p>Then from the drop down menu select the area of the record that will be searched.</p>

Step Four	
<p>Step Four: Narrow to a specific date range -- Optional</p> <p><input checked="" type="radio"/> Previous six months <input type="text"/></p> <p><input type="radio"/> Today</p> <p>Previous week</p> <p>Previous month</p> <p>Previous six months</p> <p>Previous year</p> <p>Previous two years</p> <p>Previous five years</p> <p>Previous ten years</p> <p>All available dates</p> <p>Publication title(s) -- Optional</p> <p><input type="text"/></p> <p><input type="button" value="Search"/> <input type="button" value="Clear Form"/></p> <p>LexisNexis, a division of Reed Elsevier Inc. All Rights Reserved</p>	<p>The automatic default is for the previous six months.</p> <p>The time period can be selected from the menu.</p>