

Searching *Business & Industry*

What is this database?

Business & Industry is a database for those looking for company, industry, market and product information. This database includes content from over 1000 trade and industry publications, regional, national and international newspapers, business dailies and newsletters. It focuses on facts, figures, events and market information about companies, industries, products and markets. It covers all industries and is international in scope. Materials covered in *Business & Industry* run from 1994 to the present.

How do I get to it?

From the library's homepage at <http://www.usfca.edu/library>

- Click Database List A to Z.
- Select *Business & Industry* from the list.
- The next page you click on is a brief introduction to the database.
- Click the link to access the database. This takes you to the main search page.

Does it contain the full text of articles?

Yes, you will find full-text in *Business & Industry*.

Searching Tips

This database offers one search screen with many ways to limit your search. You can either choose one of the databases to search by clicking in its check box,

In Database: B&I™ BaMP™ TableBase™ or click in each box to search both Business and Industry, and another database called *TableBase*. Following is a description of each of the categories of search fields.

The screenshot shows a search interface with the following fields and options:

- Words and Phrases:** A text input field with a "Search" button and a "Clear/Reset" button.
- Works in Title:** A text input field.
- In Database:** Three checkboxes: B&I™, BaMP™, and TableBase™. Below this, it says "Optionally, you may restrict your search by using the following criteria:".
- Date:** "Date from" and "to" fields with a "(month/day/year)" format.
- Company:** A text input field.
- Concept Term:** A dropdown menu with "Any" selected. Below it are "Ad budget", "Affluent market", and "African American market". To the right are radio buttons for "And" and "Or".
- Marketing Term:** A dropdown menu with "Any" selected. Below it are "Account activity", "Ad inserts", and "Ad recall". To the right are radio buttons for "And" and "Or".
- Industry:** A dropdown menu with "Any" selected. Below it are "Advertising Agencies", "Aerospace & defense", and "Ag chemicals". To the right are radio buttons for "And" and "Or".
- Document Type:** A dropdown menu with "Any" selected. Below it are "Brokerage Report", "Custom Wire", and "Electronic Journal". To the right are radio buttons for "And" and "Or".
- SIC/Product:** A dropdown menu with "Any" selected. To the right is a "Find SIC..." button.
- Geo Region:** A dropdown menu with "Any" selected. Below it are "Afghanistan", "Africa", "Albania", and "U.S.A.". To the right are radio buttons for "And" and "Or".
- From a specific source:** A dropdown menu with "Any/Source" selected. Below it is a "Lookup..." button.

Words and Phrases: Enter here words and/or phrases that you'd like to search (ex. "total sales").

Words in Title: Each table has a title assigned to it. Terms you enter here will be searching those titles.

In Database: Choose which database you'd like to search by putting a check in the box.

Company: Type in the name of the company you are researching. Leave blank if you are not seeking company information.

Note: For the following pull down menus, it is possible to select more than one item in each search field. When using a PC, holding down the *Ctrl* or *Shift* keys on your keyboard while clicking in the text-box with your mouse allows multiple selections. When using a Mac, holding the *Apple* key while clicking your mouse allows multiple selections.

You can also use the radio buttons to the side of each pull down menu window to choose "and" or "or." "And" will find tables with all of the terms selected, and "or" means you want to find tables where at least ONE of your terms is mentioned.

Choose "Any" when you don't want to search for specific terms in a search category.

Concept Term: Here you can select a variety of terms relating to concepts of markets, industries, and companies.

Marketing Term: Here are listed a variety of terms relating to marketing.

Industry: Listed here are a number of industries to search.

Document Type: Here are listed a variety of document types, so you can choose the source of the information you receive. Examples of document types include custom wires, electronic journals, reports, surveys, and trade association surveys.

SIC/Product: Use this function when you want to search by SIC product codes. Use the "Find SIC" button to find codes for your specific product or products, then click the link for the code you'd like to search. This will take you back to the main search screen, where the code you selected will be added.

Geo Region: Choose here the specific geographic region or regions on which you'd like to focus. To choose the United States, click on the box next to "U.S.A." that appears outside the pull down menu, in the lower right corner.

From a specific source: This function is used when you would like your search done in a specific journal. Use the "Lookup" button to view which journals and sources are available in this database, and then put a check in the boxes next to each journal you'd

like included in your search. When you are finished selecting, click on “Add to your search,” and your choices will be added to the main search screen.

How do I print or email a record?

To Print Your Article

Click the **Print** button on the browser's tool bar, or, click **Print** on the **File** menu.



To E-mail Your Article

Click the **Send E-mail** button that appears at the top of the article display screen.

Enter a single valid E-mail address and click **SEND**.

Questions?

- Search or browse the **Help** topics for other hints or tips. The **Help** button is at the top of the screen, right side.
- Contact the Reference Department at 415-422-2039 or at reference@usfca.edu

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