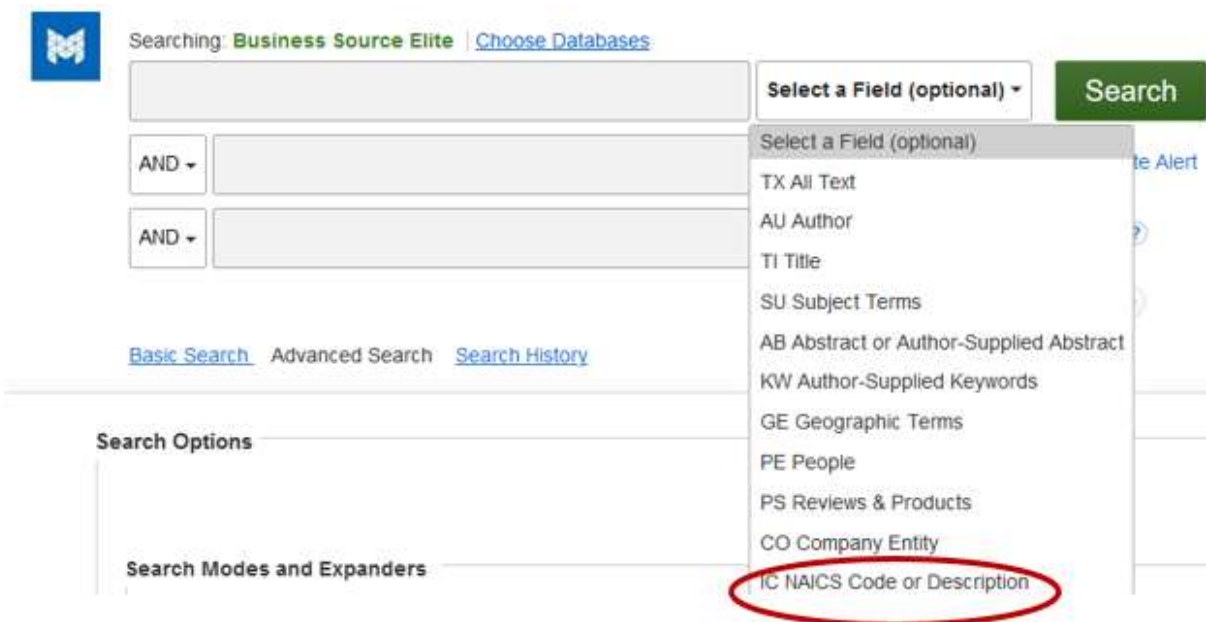## BUSINESS SOURCE ELITE INDUSTRY & TARGET MARKET RESEARCH

*To access **Business Source Elite** go to the MCC library website, click on the **Databases** tab, then use the **Databases by Title** menu to select **Business Source Elite**.*

Business Source Elite contains many articles from leading business publications with information on industries as well as market trends and consumer preferences.

To search for articles related to an industry, product, or a target market, type the **name of the industry/product** or **NAICS code** in the top search box.

*If you search by **NAICS** code, be sure to change the **Select a Field** menu to **IC NAICS Code or Description**.*

NOTE: Not all records have been assigned a NAICS code so a NAICS code search won't retrieve all relevant articles.

Then add another term in the second box. To find records containing both terms make sure the box separating the two search boxes is labeled "**AND**" (the default setting).

For **industry** research use terms such as:

- Industry

- Sales
- Revenue
- Forecasting
- Financial performance
- Trends
- Profits
- Outlook

For **target market** research use terms such as:

- Consumer behavior
- Consumers' preferences
- Consumers
- Consumer profiling
- Attitudes
- Trends
- Lifestyle
- Market
- Market segmentation
- Marketing research
- Market surveys

You can also browse/search the **Thesaurus**, an alphabetical list of the search terms used in **Business Source Elite**. To access it, click on **Thesaurus** on the **blue bar** across the top of the screen.

Sample search

Suppose you are interested in learning about trends in the craft beer industry.

1. Type **"craft beer"** in the top box and **trends** in the second box. Because **craft beer** is a phrase, be sure to enclose it within quotation marks.

   The word **AND** in between the search terms instructs the database to find records containing **both** search terms.

2. The next screen displays a list of **Search Results**. Click on an **article title** to open a **Detailed Record** containing an **abstract** (brief summary of the article) and information about the original **source** (magazine, newspaper, etc.) the article was taken from.

3. If a record is labeled **HTML Full Text**, scroll down the **Detailed Record** to view a web version of the article.

4. If it's labeled **PDF Full Text**, click on **PDF Full Text** to open a scanned copy of the original print version.

5. If the record includes a **Flipster Digital Magazine** link, click on it to open a digital version of the article.

6. If a record isn't labeled **Full Text** at all, click the **Request this item through interlibrary loan** link to submit an interlibrary loan request to library staff. This service is free and it usually takes only about 24 hours for you to receive the article.

1. TOP **TRENDS** IN **CRAFT BEER** IN 2022.

By: SWARTZ, KYLE. *Beverage Dynamics.* Jan/Feb2022, p28-29. 2p.

Subjects: **Craft beer**; **Beer** industry; Online shopping; **Beer**, Wine, and Liquor Stores; Alcoholic beverage merchant wholesalers; **Beer** and Ale Merchant Wholesalers; Breweries; Mail-Order Houses; Electronic Shopping; Electronic shopping and mail-order houses; Non-alcoholic **beer**

Periodical

Request this item through interlibrary loan

7. You can limit your results to **Full Text** records only by selecting the **Full Text limiter** on the far left side of the results screen.