

BUSINESS SOURCE ELITE: INDUSTRY & TARGET MARKET RESEARCH

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

This guide is divided into three sections:

Part 1: Search Terms (pp. 1-2)

Part 2: Sample Search (pp. 3-4)

Part 3: Searching by NACICS Code (p. 5)

PART 1: SEARCH TERMS

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 search box. See **Part 3 below** for instructions on searching by NAICS code.

Then add another term to your search. To find records containing both terms be sure to separate them with **AND**.

Example: construction industry AND outlook

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 **Subjects**, an alphabetical list of the search terms used in **Business Source Elite**.

To access it, click **Advanced search** (upper right of search box).



Then click **Subjects** (below the search boxes).

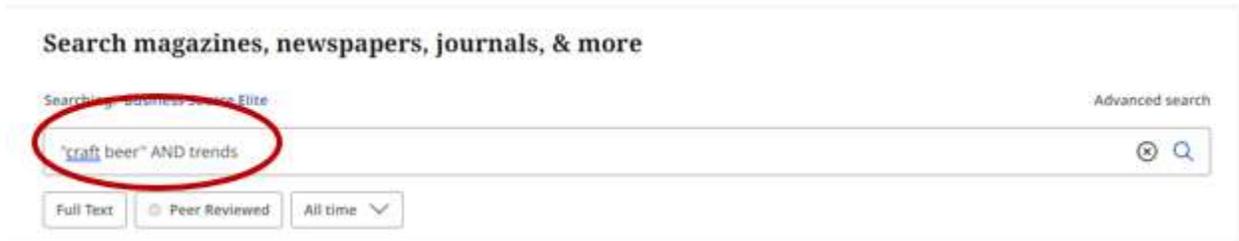


PART 2: SAMPLE SEARCH

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

1. Type “**craft beer**” **AND trends** in the search 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.



Search magazines, newspapers, journals, & more

Searching Business Source Elite Advanced search

"craft beer" AND trends

Full Text Peer Reviewed All time

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 details about the original **source** the article was taken from (magazine, newspaper, etc).

Abstract

The article discusses the challenges faced by craft beer breweries and the declining market, questioning if this marks the end of the craft beer movement. Various industry experts, including Nick Riley and Martin Hayes, provide insights on market trends and changes. Successful brewers like Ed Mason and Russell Bisset share their strategies for thriving in the market, while SIBA's Andy Slee and beer writer Pete Brown offer perspectives on the future. The article also includes humor and encourages readers to tune in to the podcast for more information. [Extracted from the article]

Source

[Morning Advertiser \(2398-2853\)](#). 10/24/2024, pN.PAG-N.PAG. 1p.

3. **Access Now** means the full text of the article is available in Business Source Elite. Click it to open the article.

Access now (PDF) opens scanned pages from the original print copy of the article.



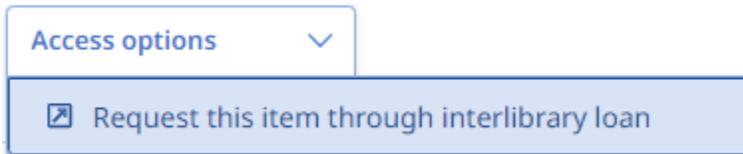
Access now (Online full text) opens a web transcription of the article.

 Access now (Online full text)

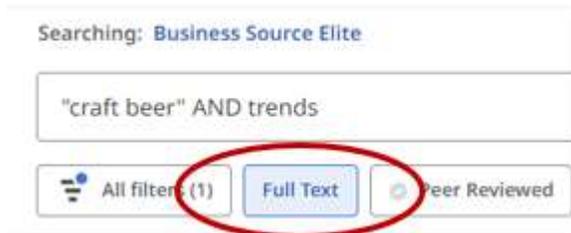
- 4. Not all records include the full text article. Other **Access** options include:

Request this item through interlibrary loan:

You can request a copy of the article through the library’s interlibrary loan service. Click the link to complete and submit a request form. This service is free and it usually takes only about 24 hours to receive the article.



- 5. You can limit your results to full text records only by selecting the **Full Text** limiter beneath the search box.



PART 3: SEARCHING BY NAICS CODE

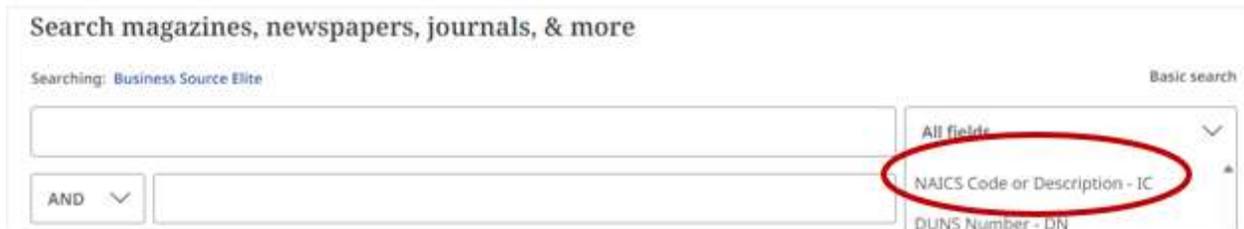
NOTE: Not all records have been assigned a NAICS code so a NAICS code search might not retrieve all relevant articles.

1. Click **Advanced search** (upper right of search box).



The screenshot shows the top of a search page titled "Search magazines, newspapers, journals, & more". Below the title, it says "Searching: Business Source Elite". There is a search input field with the placeholder text "Search articles, books, journals & more". In the upper right corner of the search box area, there is a button labeled "Advanced search" which is circled in red.

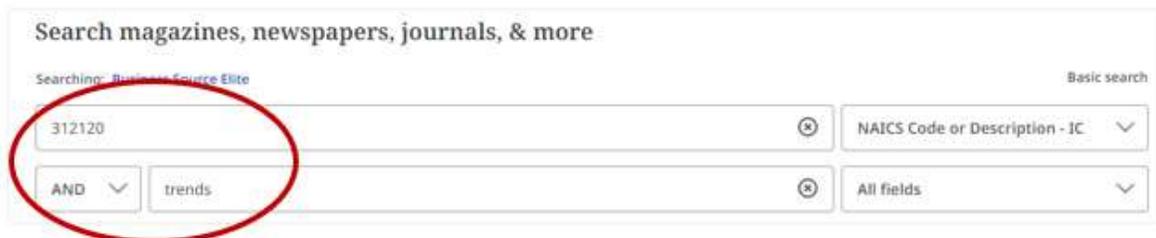
Change the **All fields** menu on the right to **NAICS Code or Description**.



The screenshot shows the search interface with a search input field and a dropdown menu on the right. The dropdown menu is currently set to "All fields" and is circled in red. Other options visible in the dropdown are "NAICS Code or Description - IC" and "DUNS Number - DN". The search box also contains the word "AND" and a second empty search input field.

2. Enter the **NAICS Code** in the search box. Add another search term in the second search box to narrow your search.

NOTE: The two search boxes are already separated by the word **AND**, meaning the database will find records containing both the NAICS Code and your search terms.



The screenshot shows the search interface with the search input field containing "312120" and the second search input field containing "trends". Both search terms are circled in red. The dropdown menu on the right is now set to "NAICS Code or Description - IC". The word "AND" is visible between the two search boxes.