

BUSINESS SOURCE ELITE INDUSTRY & TARGET MARKET RESEARCH

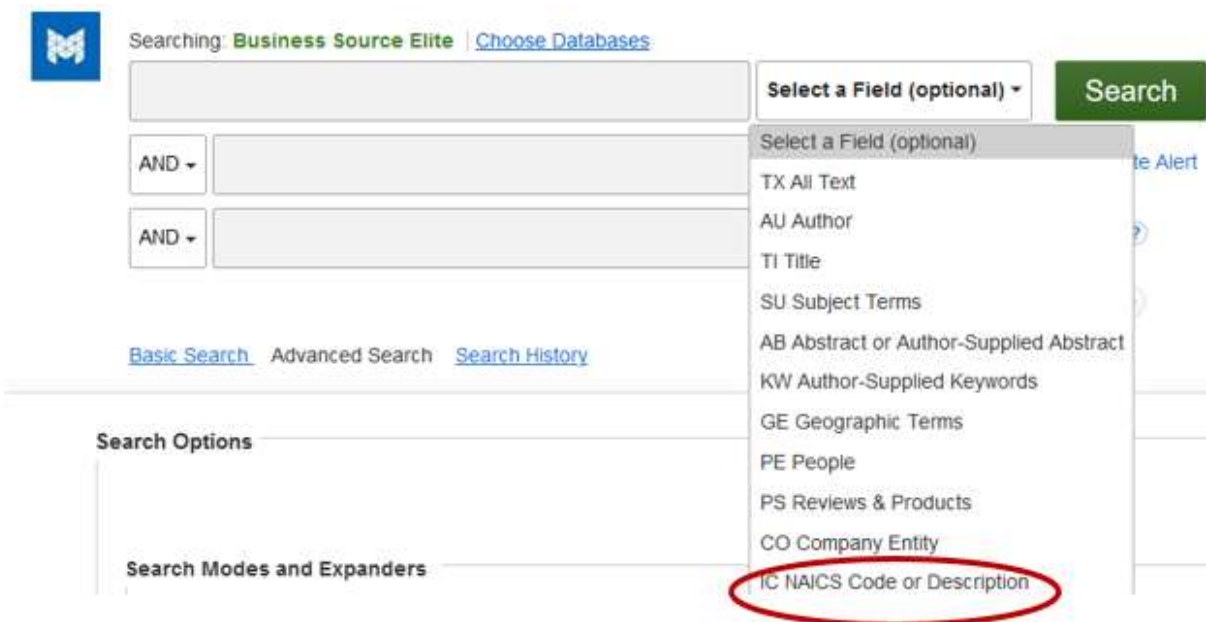
To access **Business Source Elite** go to the MCC library website, click on the **Databases** tab, then use the **Databases by Title** menu to select **Business Source Elite**.

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.



The screenshot shows the search interface for Business Source Elite. At the top, it says "Searching: Business Source Elite" with a link to "Choose Databases". Below this is a search box and a "Search" button. To the right of the search box is a dropdown menu labeled "Select a Field (optional)". The dropdown menu is open, showing a list of search fields: TX All Text, AU Author, TI Title, SU Subject Terms, AB Abstract or Author-Supplied Abstract, KW Author-Supplied Keywords, GE Geographic Terms, PE People, PS Reviews & Products, CO Company Entity, and IC NAICS Code or Description. The "IC NAICS Code or Description" option is circled in red. Below the search box are two more search boxes, each preceded by an "AND" dropdown menu. At the bottom, there are links for "Basic Search", "Advanced Search", and "Search History".

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.

The screenshot shows the top navigation bar of the Business Source Elite website. The bar is blue and contains the following links: 'New Search', 'Publications', 'Company Profiles', 'Thesaurus', 'Images', and 'More'. The 'Thesaurus' link is circled in red. Below the navigation bar is a search form. On the left is a blue logo with a white 'M'. To the right of the logo is the text 'Searching: Business Source Elite' and a link 'Choose Databases'. Below this is a search bar with three rows of input fields. Each row has an 'AND' dropdown menu on the left and a 'Select a Field (optional)' dropdown menu on the right. To the right of the search bar are three buttons: 'Search' (green), 'Create Alert' (blue), and 'Clear' (blue) with a question mark icon.

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.



The screenshot shows a search interface with three search rows. The first row has the search term "craft beer" in quotation marks. The second row has the search term "trends". The third row is empty. A red oval highlights the "craft beer" search term, and another red oval highlights the "Search" button. The interface also includes a "Business Source Elite" logo, a "Choose Databases" link, and options for "Select a Field (optional)", "Create Alert", and "Clear ?".

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.



The screenshot shows a detailed record for an article. The title is "Beer that tastes like beer but doesn't get you buzzed is booming." The authors are "Ruxley, Thomas (AUTHOR)". The source is "Boombeng.com 4/18/2019, p#1 PAG-N PAG-1p". The document type is "Article". The subject terms are "Beer", "Beer tasting", "Non-alcoholic beer", "Indulgent Beer", and "Alcohol drinking". The NAICS/Industry Codes are "445210 Beer, Wine, and Liquor Stores", "312120 Breweries", "424810 Beer and Ale Merchant Wholesalers", "413220 Alcoholic beverage merchant wholesalers", and "720110 Drinking Places (Alcoholic Beverages)". The abstract is "Like Nirvana, brewers worldwide are discovering it's OK to mix suds with sobriety as demand for no- and low-alcohol beer soars. While growth of the broader craft beer market is slowing and sales of college beer-pong staples such as Bud Light and Coors stagnate or fall, lower-alcohol brews are the hottest trend. [Extracted from the...]"

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

Detailed Record

Result List Refine Search 26 of 171

Beer that tastes like beer but doesn't get you buzzed is booming.

Beer that tastes like beer but doesn't get you buzzed is booming

Listen

(Bloomberg Businessweek) — No-Buzz Beer Booms for Big Brewers Who Can Simulate Real Thing

Beer That Tastes Like Beer But Doesn't Get You Buzzed Is Booming

As a recovering alcoholic, Becky Kean's father had a hard time hanging out at the pub. He still loved the atmosphere, but he was frustrated sipping his mineral water while his mates sampled endless parade of new flavors such as bitter pale ales, smooth nitrogen stouts, or tropical fruit sours. So three years ago, Kean founded Nirvana Brewery, aiming to create nonalcoholic beer every bit as tasty and trendy as craft brews. Today, she makes a half-dozen no- or ultra-low-alcohol brews with names such as Kosmic, Karma, and Tantra in an industrial district in northeast London. "It was a huge privilege for me to make him feel part of the social circle again," Kean says. "With something he could enjoy—not just a standard thing he has to have, but what he would choose to have."

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

Detailed Record

Result List Refine Search 28 of 171

A sense of style.

Authors: [JACOBSEN, JESSICA](#)

Source: [Beverage Industry](#), Mar2019, Vol. 110 Issue 3, p30-30. 1p. 1 Chart.

Document Type: Article

Find Similar Results using SmartText Searching.

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

Detailed Record

Result List Refine Search 5 of 171

Trends for 2021: Garage Beer.

Authors: [Stange, Joe](#) (AUTHOR)

Source: [Craft Beer & Brewing Magazine](#), Dec2020/Jan2021, Issue 42, p89-89. 2/3p. 1 Color Photograph

Flipster Digital Magazine

Full Text Finder

- 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

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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.

The screenshot shows a search interface for Business Source Elite. The search term is "craft beer" and the results are filtered by "trends". The search results list two items:

- 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](#)
- 2. The ascent of Alaska breweries: 2020 loss a likely blip, as we hadn't yet hit saturation.**
By: FRED, NEAL. *Alaska Economic Trends*. Jun2021. Vol. 41 Issue 6. p4-10. 3p.
Subjects: Breweries, Craft beer, Alaska, Breweries
Periodical
[Request this item through interlibrary loan](#)

The "Refine Results" sidebar on the left includes a "Limit To" section where the "Full Text" option is selected and circled in red. Other options include "Peer-Reviewed" and "Cover Story".