

Business Source Ultimate



The New Standard in Business Research

Unparalleled Journal Content

Providing students with a global perspective in their research, Business Source Ultimate (BSU) allows students to track business trends and topics worldwide with expanded international content. In addition, BSU offers access to *Harvard Business Review*, *Academy of Management Journal*, *Academy of Management Review*, *Management Science*, *Marketing Science*, *MIS Quarterly*, *Bloomberg Businessweek*, *Forbes*, *Fortune*, and many others.

Essential Industry Information

Business students can delve into case studies, country economic reports, SWOT analyses and company profiles, as well as interviews with executives. Researchers can access the Company View feature, which provides industry specifics for over 1.1 million companies worldwide. To round out research, supplemental access is provided for Regional Business News Plus, with regional U.S. & Canadian business publications. Research is enhanced with more than 66,000 videos from industry leaders, including Harvard Business Publishing, IGI Global, Kiplinger and others, plus more than 75,000 Associated Press videos.

Subjects Covered:

- Accounting
- Administration
- Banking
- Economics
- Finance
- Human resources
- Leadership
- Management
- Marketing
- Sales

	Active Full-Text Peer-Reviewed Journals	Active Full-Text Peer-Reviewed Journals with No Embargo
Business Source Elite	326	166
Business Source Premier	668	316
Business Source Complete	1,233	740
Business Source Ultimate	2,584	1,915



Business Searching Interface

EBSCO's new Business Searching Interface (BSI) offers a clean, modern look to make business research more intuitive and efficient. With improved navigation and a visually appealing design, the new BSI delivers a unique search experience.

Students, faculty and researchers can easily browse leading business journals and magazines, search specific topics and easily locate country economic data, company profiles, industry information, and market research.

Features include:

- Discover Popular Topics
- Explore Featured Content
- Company Profile Reports
- Country Reports
- Industry Reports
- SWOT Analyses
- Featured Collections
- Browse Featured Business Magazines
- Spotlight On

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Business
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Accounting & Finance
Journals



Management
Journals



Marketing & Sales
Journals



MIS & POM
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Country



Company
Profiles by
Industry



Country
Reports



Industry
Reports



SWOT
Analyses



Case Studies



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Transcripts



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Business Continuity