

Searching EBSCO's Business Source Complete @ the Library

library.mcm.edu

The screenshot shows the homepage of the Jay-Rollins Library. On the left, there are three vertical navigation menus. The top menu, 'Library Home', includes links for 'Library Services For Faculty', 'Interlibrary Loans', 'Off Campus & Mobile Access', 'Library Staff Directory', and 'About the Jay-Rollins Library'. The middle menu, 'Relevant Links', includes 'Catalog', 'Check Your Account', 'Library Calendar & Hours', 'Location', and 'Facebook'. The bottom menu, 'Learning Commons', includes 'AEC', 'M.O.V.E.', and 'Java City'. The main content area features the library's name 'Jay-Rollins Library' and a navigation bar with links for 'Multi-Search', 'Books & more', 'Databases', 'Full Text Finder', and 'West Texas Digital Archives'. Below this is a search interface with a 'Keyword' input field, a 'Search' button, and checkboxes for 'Scholarly (Peer Reviewed)' and 'Full-Text (online)'. An 'Advanced Multi-Search' button is also present. To the right of the search area, contact information is provided: 'Circulation (325) 793-4692', 'Reference (325) 793-4683', and 'Research Question? Ask a librarian'. Library hours for January 20-March 7 are listed: Monday-Thursday 7:30am-10:00pm, Friday 7:30am-5:00pm, Saturday closed, and Sunday 2:00pm-10:00pm. 'Additional Resources' include 'Library Internet Bookmarks', 'Texas State Library', 'Area Libraries Directory', and 'Library Services for Online Students'. At the bottom of the page, there is a silhouette of a building and trees.

Library Home

- Library Services For Faculty
- Interlibrary Loans
- Off Campus & Mobile Access
- Library Staff Directory
- About the Jay-Rollins Library

Relevant Links

- Catalog
- Check Your Account
- Library Calendar & Hours
- Location
- Facebook

Learning Commons

- AEC
- M.O.V.E.
- Java City

Jay-Rollins Library

[Multi-Search](#) | [Books & more](#) | [Databases](#) | [Full Text Finder](#) | [West Texas Digital Archives](#)

Search many databases all at once for articles, ebooks, and book titles.

Keyword

Scholarly (Peer Reviewed) Full-Text (online)

Circulation (325) 793-4692
Reference (325) 793-4683
Research Question? Ask a librarian

Library Hours January 20-March 7
Monday-Thursday 7:30am-10:00pm
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Additional Resources
Library Internet Bookmarks
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Area Libraries Directory
Library Services for Online Students

Jay-Rollins Library

Multi-Search | Books & more | **Databases** | Full Text Finder | West Texas Digital Archives

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Keyword



Search

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Advanced Multi-Search

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[Area Libraries Directory](#)
[Library Services for Online Students](#)

Library Hours January 20-March 7

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Saturday closed
Sunday 2:00pm-10:00pm

Business Source Complete is part of our Multi-Search EDS but you may also search it as a separate database. To search Business Source Complete as an individual database: select the **DATABASE** tab on the Library homepage and look for it under Alphabetical or Subject List links.

New Search Publications Company Information Thesaurus More Sign In Folder Preferences Languages Help Exit

Searching: Business Source Complete Choose Databases MCMURRY UNIV

Sony CO Company Entity Search Clear

AND earnings forecast TX All Text

AND Select a Field (opti...)

Basic Search Advanced Search Search History

Search Options

Reset

Search Modes and Expanders

Search modes ?

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

Limit your results

Full Text

Scholarly (Peer Reviewed) Journals

Publication

Document Type

- All
- Article
- Bibliography
- Biography

Number Of Pages

All

References Available

Published Date

Month Year - Month Year

Publication Type

- All
- Academic Journal
- Book
- Case Study

Language

- All
- Bosnian
- Chinese
- Czech

Cover Story

We'll begin by conducting a search using the guided style **Find** fields in Advanced Search. In the first **Find** field, we will enter *Sony* and select **CO Company Entity** from the **Select a Field** drop-down list to the right. This will restrict our results to those related to *Sony*. In the second **Find** field, we'll enter *earnings forecast* and select **TX All Text**. We'll also apply the **Full Text** limiter as well as the Apply related words expander to include more articles related to our terms. Next, we'll click **Search**.

Refine Results

Search Results: 1 - 19 of 19

Relevance Page Options Share Company

Enter company name
Go

Current Search

Boolean Phrase:
CO Sony AND TX earnings forecast

Expanders
Apply related words

Limiters
Full Text

Limit To

Full Text
 References Available
 Scholarly (Peer Reviewed) Journals

1997 Publication Date 2013
Show More

Options Set

Source Types

All Results
 Magazines (10)
 Trade Publications (9)

Subject: Thesaurus Term

corporate profits (6)
 financial performance (4)
 sales (3)
 chief executive officers (2)
 corporate reorganizations

1. TIME FOR **SONY** TO CALL THE TV REPAIRMAN.
By: Hall, Kenji; Edwards, Cliff. BusinessWeek. 8/15/2005, Issue 3947, p51-51. 1p. 2 Color Photographs, 1 Graph.
Subjects: TELEVISION equipment industry; FINANCIAL performance; CORPORATE profits; CORPORATE reorganizations; SONY Corp. -- Management; Home entertainment equipment merchant wholesalers; Audio and Video Equipment Manufacturing; TELEVISION sets; STRINGER, Howard
Periodical
HTML Full Text PDF Full Text (1MB) Check to see if the library has this item.

2. Reduce your portfolio risk with overseas blue chips.
By: Cheney, Karen. Money. Aug1997, Vol. 26 Issue 8, p57. 1p. 1 Color Photograph.
Subjects: FOREIGN investments; ALCATEL Alstom SA; GLAXO Wellcome PLC; SONY Corp.; International Trade Financing
Periodical
HTML Full Text Check to see if the library has this item.

3. **Sony, NEC Trim Forecasts.** (cover story).
Wireless Week. 10/1/2001, Vol. 7 Issue 40, p1. 1/9p.
Subjects: WIRELESS telecommunication services industry; CORPORATE profits; SEPTEMBER 11 Terrorist Attacks, 2001; JAPAN; SONY Corp.; NEC Corp.; Wireless Telecommunications Carriers (except Satellite)
Periodical
HTML Full Text PDF Full Text (390KB) Check to see if the library has this item.

4. The Silver Lining.
By: Glassman, James K. Kiplinger's Personal Finance. Aug2008, Vol. 62 Issue 8, p18-20. 2p. 1 Chart.
Subjects: RECESSIONS; GROSS domestic product; INVESTMENTS; UNITED States; DREW Industries Inc.; SONY Corp.; Miscellaneous Financial Investment Activities; Investment Advice; UNITED States -- Economic conditions
Periodical
HTML Full Text PDF Full Text (992KB) Check to see if the library has this item.

5. Asia's Top 1000 Brands.
Campaign Asia-Pacific. Jul2013, p64-64. 1p.
Subjects: NEW product development; STOCKS (Finance)-- Prices; CORPORATE profits; SONY Corp.; SAMSUNG Electronics Co. Ltd.; APPLE Inc.; Marketing Consulting Services
Periodical
HTML Full Text Check to see if the library has this item.

6. For **Sony** TVs, a New Downscale Front.
By: Hall, Kenji. BusinessWeek Online. 5/16/2008, p17-17. 1p.
Subjects: SALES forecasting; RECESSIONS; SONY Corp.; Audio and Video Equipment Manufacturing; Home entertainment equipment merchant wholesalers; LIQUID crystal display television sets; FLAT screen television sets; TELEVISION sets
Periodical

List defaults to showing All Results and can be filtered to view results by **Thesaurus Term** or other options under the column on the left side. You can refine your search by using the limiters featured in the **Limit To** section, or by clicking the **Show More** link found under the date slider feature.

The screenshot displays a search interface with a main search area on the left and a 'Search Options' window in the center. The main search area includes a search bar with the text 'Sony AND earnings forecast', a 'Refine Results' sidebar, and a 'Search Results' list. The 'Search Options' window is titled 'Search Options' and contains several sections: 'Search Modes and Expanders' with radio buttons for 'Boolean/Phrase', 'Find all my search terms', 'Find any of my search terms', and 'SmartText Searching'; 'Apply related words' (checked); 'Also search within the full text of the articles' (unchecked); 'Limit your results' with checkboxes for 'Full Text' (checked) and 'References Available' (unchecked); 'Scholarly (Peer Reviewed) Journals' (unchecked); 'Published Date' with month and year dropdowns; 'Publication' text input; 'Publication Type' dropdown (set to 'All'); 'Document Type' dropdown (set to 'All'); 'Language' dropdown (set to 'All'); 'Number Of Pages' dropdown (set to 'All'); 'NAICS/Industry Code' text input; 'Duns Number' text input; 'Cover Story' (unchecked); 'Product Name' text input; 'Company/Entity' text input; and 'Ticker Symbol' text input. The background shows a search results list with items like '1. TIME FOR SON...', '2. Reduce your po...', '3. Sony, NEC Trim...', and '4. The Silver Lini...'. The top navigation bar includes 'New Search', 'Publications', 'Company Information', and 'Thesau...'. The right side of the interface shows 'MCMURRY UNIV' and a 'Company' search field.

In the **Search Options** window, it is easy to limit or expand your search criteria and click **Search** to generate a new result list.

New Search Publications Company Information Thesaurus More Sign In Folder Preferences Languages Help

EBSCO
Searching: Business Source Complete | Choose Databases

Sony CO Company Entity Search Clear ?

AND earnings forecast TX All Text

AND Select a Field (opti... + -

Basic Search Advanced Search Search History

◀ Result List Refine Search 3 of 19 ▶

Sony, NEC Trim Forecasts. (cover story)

Source: [Wireless Week](#). 10/1/2001, Vol. 7 Issue 40, p1. 1/9p.

Document Type: Article

Subject Terms: *WIRELESS telecommunication services industry
*CORPORATE profits
*SEPTEMBER 11 Terrorist Attacks, 2001

Geographic Terms: JAPAN

Company/Entity: [SONY Corp.](#)
[NEC Corp.](#) DUNS Number: 606594670 Ticker: NIPNY

NAICS/Industry: 517210 Wireless Telecommunications Carriers (except Satellite)
Codes:

Abstract: Focuses on the decision of Sony Corp. and NEC Corp., two Japanese wireless communications companies, to lower their earnings forecast for the 2001 fiscal year. Impact of the September 11, 2001 terrorist attacks on the earnings of the companies; Forecast of NEC on the slowdown of personal computer and semiconductor markets.

Full Text Word Count: 94

ISSN: 1085-0473

Accession Number: 5534415

Choose Language Translate

[SONY, NEC TRIM FORECASTS](#)

Tools

- Add to folder
- Print
- E-mail
- Save
- Cite
- Export
- Create Note
- Permalink
- Share
- Listen
- Translate

Detailed Record

MARC Record

HTML Full Text

PDF Full Text (390KB)

Check to see if the library has this item.

Find Similar Results using SmartText Searching.

You can print, email, save, cite or export a single result from the detailed display when you click on the corresponding icon. You can also add multiple results to the folder, then print, email, save, cite or export them from inside the folder. Folder contents can be saved by clicking on the **Sign In** link, then setting up a personalized folder account at no charge.

Searching: **Business Source Complete** Choose Databases

Sony

CO Company Entity

Search

Clear



AND

Select a Field (opti...

AND

Select a Field (opti...)

[Basic Search](#) [Advanced Search](#) [Search History](#)

Search Options

Reset

Search Modes and Expanders

Search modes ?

- Boolean/Phrase
 Find all my search terms
 Find any of my search terms
 SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

Limit your results

Full Text



Scholarly (Peer Reviewed) Journals

Publication

Document Type

- All
Article
Bibliography
Biography

References Available

Published Date

Month Year: - Month Year:

Publication Type

- All
Academic Journal
Book
Case Study

Language

- All
Bosnian
Chinese
Czech

Using Business Source Complete, you can also search for certain types of documents. For example, let's say you would like to read a SWOT Analysis of Sony Corp., outlining the company's strengths, weaknesses, opportunities and threats. From the Advanced Search screen, enter *Sony* in the **Find** field and select **CO Company Entity** from the drop-down menu. Apply the **Full Text** limiter and click **Search**.

The image shows a search interface with a 'Source Types' modal window open. The modal window has a title 'Source Types' and a close button 'X'. It contains a table with the following data:

Name	Hit Count
<input checked="" type="checkbox"/> All Results	
<input type="checkbox"/> Trade Publications	8,082
<input type="checkbox"/> Magazines	3,994
<input type="checkbox"/> Product Reviews	1,536
<input type="checkbox"/> Industry Profiles	429
<input type="checkbox"/> Academic Journals	172
<input type="checkbox"/> Market Research Reports	69
<input type="checkbox"/> Newspapers	68
<input type="checkbox"/> SWOT Analyses	20
<input type="checkbox"/> Books	4

At the bottom of the modal, there are 'Update' and 'Cancel' buttons. The background interface shows search filters on the left, including 'Boolean/Phrase', 'Limiters', 'Limit To', 'Publication Date', and 'Source Types'. The 'Source Types' filter is expanded, showing a list of source types with their hit counts. The 'SWOT Analyses' option is highlighted with a red box. The 'Show More' button is also highlighted with a red box. The main search results are visible in the background, including a list of articles and a 'Company' search box on the right.

A result list is displayed. Under **Source Types** on the left side, click Show More, check **SWOT Analyses**, and click **Update**.

References Available

Scholarly (Peer Reviewed) Journals

1972 Publication Date 2015

[Show More Options set](#)

Source Types

All Results

Trade Publications (8,082)

Magazines (3,994)

Product Reviews (1,536)

Industry Profiles (429)

Academic Journals (172)

[Show More](#)

Subject: Thesaurus Term

Subject

Publication

Company

Geography

NAICS/Industry

PDF Full Text (4.3MB) [Check to see if the library has this item.](#)

3. [FEATHERWEIGHT CHAMPIONS.](#)

By: Dinneen, Steve. Business Traveller (UK/Europe Edition). Nov2014, p84-87. 4p.

Subjects: TABLET computers; SAMSUNG Electronics Co. Ltd.; APPLE Inc.; **SONY** Electronics Inc.; EVALUATION; SAMSUNG Galaxy S (Smartphone) -- Evaluation; IPAD (Computer) -- Evaluation

Periodical **PDF Full Text** (891KB) [Check to see if the library has this item.](#)

4. [LIFE THROUGH ALENS.](#)

Televisual. Nov2014, p51-56. 4p.

Subjects: COOKE Corp.; **SONY** Corp.; ZEISS (Company); Optical Instrument and Lens Manufacturing; Glass Product Manufacturing Made of Purchased Glass; Motion Picture and Video Production; MOTION pictures -- Production & direction -- Equipment & supplies; LENSES

Periodical **PDF Full Text** (2.6MB) [Check to see if the library has this item.](#)

5. [Why Your Smartphone Camera Isn't Good Enough.](#)

By: FISHER, JIM. PC Magazine. Nov2014, p19-32. 14p.

Subjects: NIKON Corp.; **SONY** Corp.; PANASONIC Corp.; NIKON digital cameras -- Evaluation; **SONY** digital cameras -- Evaluation; PANASONIC cameras -- Evaluation

Periodical **PDF Full Text** (33.6MB) [Check to see if the library has this item.](#)

6. [Sony Corporation SWOT Analysis.](#)

Sony Corporation SWOT Analysis. May2014, p1-10. 10p.

Subjects: ELECTRONIC industries; BUSINESS enterprises -- Finance; BUSINESS cycles; SWOT analysis; FINANCIAL performance; CORPORATE profits; CORPORATIONS -- Growth; **SONY** Corp.; All other non-depository credit intermediation; Other Electronic Component Manufacturing; Appliance, television and other electronics stores; Semiconductor and other electronic component manufacturing

PDF Full Text (926KB)

7. [4K acquisition review IBC2014.](#)

By: Pennington, Adrian. TVB Europe. Oct2014, p32-36. 5p.

Subjects: ARRI Inc.; **SONY** Corp.; RED Digital Cinema (Company); INTERNATIONAL Broadcasting Convention -- Congresses; Photographic Equipment and Supplies Merchant Wholesalers; Camera and photographic supplies stores; Electronics Stores; Photographic equipment and supplies merchant wholesalers; Photographic and Photocopying Equipment Manufacturing; Commercial and service industry machinery manufacturing; DIGITAL cameras -- Evaluation; CAMERAS -- Evaluation

[Research and Markets: Ent... \(Business Wire \(English\), 530 days ago\)](#)

[Research and Markets: Glo... \(Business Wire \(English\), 288 days ago\)](#)

[Find More](#)

Company ▾

Your results are limited to those containing SWOT Analyses or other types of analyses. Click on the **PDF Full Text** link to read the article.

Basic Search Advanced Search Search History ▶

Refine Results

Current Search

Boolean Phrase:
CO Sony

Limiters
Full Text

Limit To

Full Text
 References Available
 Scholarly (Peer Reviewed) Journals

1972 Publication Date 2015

Show More
Options set

Source Types

All Results
 Trade Publications (8,082)
 Magazines (3,994)
 Product Reviews (1,536)
 Industry Profiles (429)
 Academic Journals (172)

Show More

Search Results: 1 - 20 of 12,938 Relevance ▼ Page Options ▼ Share ▼

- Did Sony Do The Right Thing When It Pulled 'The Interview'?**

By: Adams, Susan. Forbes.com. 12/19/2014, p7-7. 1p. 1 Color Photograph.

Subjects: CYBERTERRORISM; **SONY** Pictures Entertainment Inc. -- Management; **SONY** Pictures Entertainment Inc. -- Officials & employees; MOTION pictures -- Censorship; INTERVIEW, The (Film : 2014); LYNTON, Michael

Periodical [HTML Full Text](#)
- Broadcast camera round up Mid-market movers.**

By: Fox, David. TVB Europe. Nov2014, p28-33. 6p.

Subjects: HITACHI Ltd.; PANASONIC Corp.; **SONY** Corp.; Commercial and service industry machinery manufacturing; Photographic and Photocopying Equipment Manufacturing; Photographic equipment and supplies merchant wholesalers; Photographic Equipment and Supplies Merchant Wholesalers; Electronics Stores; Camera and photographic supplies stores; CAMERAS -- Evaluation; PANASONIC cameras; **SONY** cameras

Periodical [PDF Full Text](#) (4.3MB) [Check to see if the library has this item.](#)
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Company Information ▼

[Sony Nordic \(Sweden\), Fil...](#)

[Sony Tv Industries \(M\) Sd...](#)

[Sony Czech, Spol. S R.O.](#)

[Find More](#)

Newsires ▼

[Research and Markets: Glo... \(Business Wire \(English\), 426 days ago\)](#)

[Research and Markets: Ent... \(Business Wire \(English\), 530 days ago\)](#)

[Research and Markets: Glo... \(Business Wire \(English\), 288 days ago\)](#)

[Find More](#)

Company ▼


Enter company name

[Go](#)

When searching *Business Source Complete*, you may see news feeds containing articles related to your search terms appear in the right column of the result list. Hold your mouse over the preview icon to view information about the article, or click the title link to read the full text of the article.

[New Search](#)
[Publications](#)
[Company Information](#)
[Thesaurus](#)
[More ▾](#)

[Sign In](#)
[Folder](#)
[Preferences](#)
[Languages ▾](#)
[Help](#)
[Exit](#)


 Searching: **Business Source Complete** | [Choose Databases](#)

[Basic Search](#)
[Advanced Search](#)
[Search History ▶](#)

Refine Results

Current Search

Boolean/Phrase:
 CO Sony

Limiters
 Full Text

Limit To

Full Text
 References Available
 Scholarly (Peer Reviewed) Journals

1972 Publication Date 2015

[Show More](#)
 Options set

Source Types

All Results

Search Results: 1 - 20 of 12,938

[Relevance ▾](#)
[Page Options ▾](#)
[Share ▾](#)

- Did Sony Do The Right Thing When It Pulled 'The Interview'?**

 By: Adams, Susan. Forbes.com. 12/19/2014, p7-7. 1p. 1 Color Photograph.
Subjects: CYBERTERRORISM; **SONY** Pictures Entertainment Inc. -- Management; **SONY** Pictures Entertainment Inc. -- Officials & employees; MOTION pictures -- Censorship; INTERVIEW, The (Film : 2014); LYNTON, Michael
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- LIFE THROUGH ALENS.**

 Television Nov2014, p51-56. 6p.

Company Information ▾

- [Sony Nordic \(Sweden\), Fil...](#)
- [Sony Tv Industries \(M\) Sd...](#)
- [Sony Czech, Spol. S R.O.](#)

[Find More](#)

Newsires ▾

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- [Research and Markets: Ent... \(Business Wire \(English\), 530 days ago\)](#)
- [Research and Markets: Glo... \(Business Wire \(English\), 288 days ago\)](#)

[Find More](#)

Company ▾

If available for your *Business Source Complete* database, the **Company Information** screen offers detailed company information including hierarchical corporate structures and access to company profiles. For more information on this feature, see the **Company View** tutorial, available on the EBSCO Support Site at <http://support.ebsco.com>.

New Search | Publications | Company Information | Thesaurus | More ▾ | Sign In | Folder | Preferences | Languages ▾ | New Features! | **Help**

EBSCO Help - Mozilla Firefox
support.ebscohost.com/help/?int=ehost&lang=en&feature_id=&TOC_ID=Always&SI=0&BU=0&GU=1&PS=0&ver=&db=plh

Print | Close

Enter keyword
All words ▾
Search

EBSCOhost Research Databases

EBSCOhost is a powerful online reference system accessible via the Internet. It offers a variety of proprietary full text databases and popular databases from leading information providers.



The comprehensive databases range from general reference collections to specially designed, subject-specific databases for public, academic, medical, corporate and school libraries.

EBSCO Support Site

EBSCO's [Support Site](#) is available 24 hours a day, 7 days a week. Our FAQ database, [tutorials](#), and user guides can provide answers to your technical questions.

EBSCO Customer Support Representatives are also available by [phone](#) and [e-mail](#) 24 hours a day, Monday through Friday, as well as Saturday and Sunday from 9 a.m. to 5 p.m. (US EST).

How to Use Help

- When the Help icon  appears, you can click the icon and help for the screen you are on will display.
- To obtain help for the database(s) you are searching, click the Help icon  to the right of the Find field and click on the Database name at the bottom of the left-hand side of the Help window. Database help is also available from the Choose Databases window.
- To view the entire Help System, click the [Help](#) link at the top right-hand corner of the screen.

Note: The recommended screen resolution for EBSCOhost is 1024 x 768.

[« Back](#)

Product | Zip Code

Demonstration Customer

Reset

At any time, click on the **Help** link to view the complete online Help system.



Jay-Rollins Library



Questions?
Contact library staff at 793-4692/793-4683
or library@mcm.edu.
We are here to help!