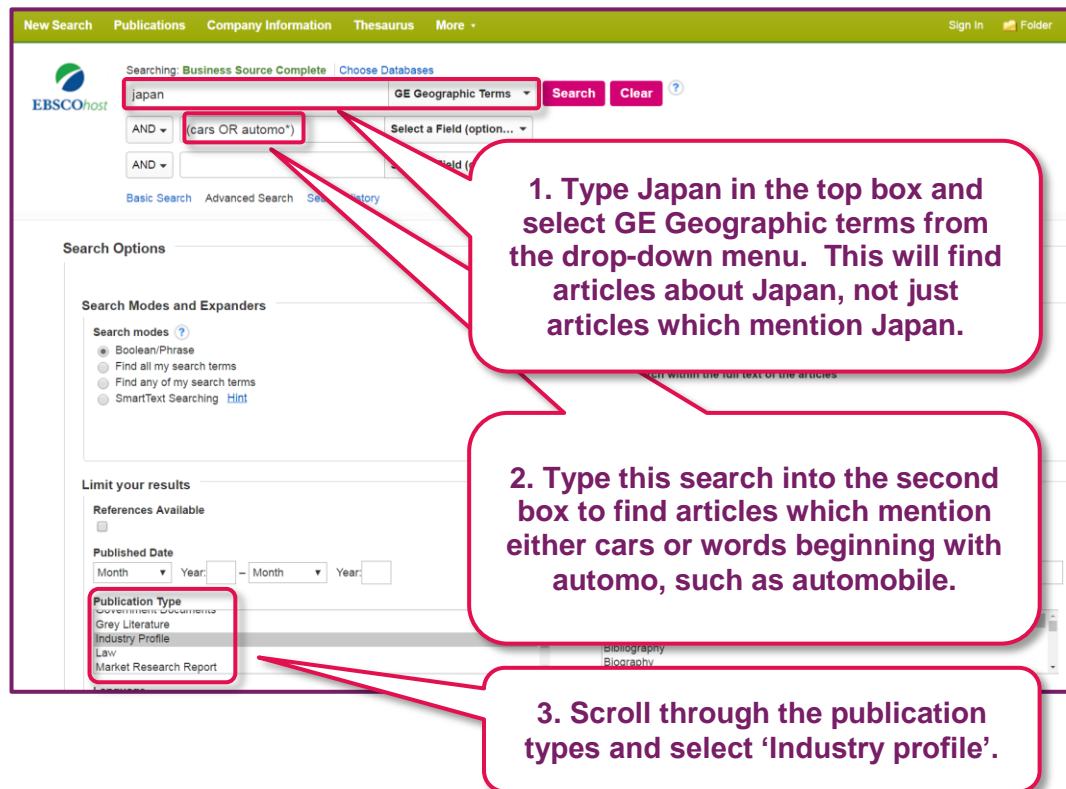


Industry and Market reports in Business Source Complete

There are thousands of industry and market reports covering many products and services in different countries, by continent and globally available in Business Source Complete.

Connect to **Business Source Complete** through the [moodle database course](#) or the [library website](#).

The first screen that appears in Business Source Complete should be the **Advanced search** screen. Follow the instructions and reproduce the screenshots below to see how to find reports for yourself.



Make sure that you type the search in the second box exactly as it is shown – (cars or automo*).

If you entered your search using the drop down menus as japan AND cars OR automo* you would get many more results. The results would include anything that mentioned a word starting automo, but might have nothing to do with Japan.

You can use these searching tools to find journal articles as well as industry profiles and other reports. At the moment we are only interested in industry profiles so we select this as the publication type.

The screenshot shows the EBSCOhost search interface. The search term 'Japan' is entered in the search box. Below the search box, there are filters for 'AND' and 'OR' with a search button. A callout box points to the search results area with the text: "4. Scroll through the results to find the best." Another callout box points to the 'Refine Results' section, specifically to a date range slider set from 2002 to 2016, with the text: "6. You can limit the results to only the most recent using this slider." A third callout box points to the 'New Cars Industry Profile: Japan' result, with the text: "5. Check the date of the profile, do you think the situation might have changed since this report was published?" A fourth callout box points to the 'PDF Full Text' link for the selected report, with the text: "7. Click here to open the profile."

Look out for MarketLine reports (these used to be known as Datamonitor) which are particularly helpful.

The screenshot shows a detailed view of a MarketLine report titled 'Motor Insurance in Japan'. The report is dated October 2013. A callout box points to the report title with the text: "8. This is a MarketLine report, these are particularly good for your assignments." Another callout box points to the 'Print' and 'Save' buttons in the top right corner of the report viewer, with the text: "9. Use these buttons to print or save the report." The report content includes a sub-header 'MarketLine Industry Profile' and the text 'an informa business'.