

Company Profiles:

The screenshot shows a web browser window displaying the EBSCOhost Company Profiles database. The search term 'Apple' is entered in the search box. A red box highlights the search results table, and a red callout box provides instructions on how to use the database. The table lists various companies, with 'Apple Inc.' highlighted in a red box. The table columns are 'Company Name', 'PDF Complete Report', 'Location', and 'Industry'.

This is a search using the Company Profiles Database. You can see that I am conducting a search for information on Apple. To find company information, place the name of the company into the search box and click "Browse".

Next, you can click on the MarketLine Report (PDF) to get company information: history, financials, SWOT analysis....

Company Name	PDF Complete Report	Location	Industry
Apple Inc.	MarketLine Report (1022K)	United States	TECHNOLOGY
Applebee's International, Inc.	MarketLine Report (945K)	United States	LEISURE
Appliance Recycling Centers of America, Inc.	MarketLine Report (138K)	United States	BUSINESS SERVICES
AppliChem, Inc. (formerly Akron Biotechnology, LLC)	Life Science Analytics Report (40K)	United States	BIOTECHNOLOGY
Applied Biophysics Inc	Life Science Analytics Report (52K)	United States	MEDICAL DEVICES AND DIAGNOSTICS
Applied Computational Technologies, LLC	Life Science Analytics Report (64K)	United States	HEALTHCARE
Applied Extrusion Technologies, Inc.	MarketLine Report (113K)	United States	PACKAGING
Applied Food Sciences, Inc.	Life Science Analytics Report (56K)	United States	PHARMACEUTICALS
Applied Genetic Technologies Corporation (AGTC)	Life Science Analytics Report (103K)	United States	BIOTECHNOLOGY
Applied Industrial Technologies, Inc.	MarketLine Report (1010K)	United States	AUTOMOTIVE

The image shows a web browser window with a blue background. The main content area displays the text "COMPANY PROFILE" in a smaller white font, followed by "Apple Inc." in a large, bold white font. On the left side, there is a vertical sidebar menu with a list of items, each preceded by a small blue icon. Three red arrows point from the sidebar items to the main content area: one points to "Company Overview", another to "History", and a third to "Revenue Analysis".

Bookmarks

- Company Overview
- Key Facts
- Business Description
- History
- Key Employees
- Key Employee Biographies
- Major Products and Services
- Revenue Analysis
- SWOT Analysis
- Top Competitors
- Company View
- Locations and Subsidiaries

COMPANY PROFILE
Apple Inc.

Using Business Source Complete to find product or brand information:

The screenshot shows the EBSCOhost Advanced Search page. At the top, there are search input fields with the text "iPad" entered in the first field. Below the search fields are buttons for "Search" and "Clear". A red box highlights the search area with the following text: "Here is a search using the Business Source Complete database. You can also find company information here by searching the company name: Apple, Inc., Kraft Foods, Ford Motor Co. In addition you can find information on products and brands. This example search is on the iPad."

The "Search Options" section is expanded, showing various filters. A red box highlights the "Limit your results" section with the following text: "You can enter your search terms into the boxes at the top of the page. In the boxes below, you may want to check off or use the following options: *Full text (to return articles you can read immediately). *Publication Dates - to limit your search to articles published in recent years *Scholarly articles - to return articles published in scholarly journals rather than popular or trade publications." Red arrows point from this text to the "Full Text" checkbox, the "Scholarly (Peer Reviewed) Journals" checkbox, and the "Published Date from" fields.

The "Limit your results" section includes the following options:

- Full Text
- Scholarly (Peer Reviewed) Journals
- Publication: [Text Input]
- Document Type: [Dropdown: All, Article, Bibliography, Biography]
- Number Of Pages: [Dropdown: All]
- Apply related words:
- Also search within the full text of the articles:
- References Available:
- Published Date from: [Month Year] to [Month Year]
- Publication Type: [Dropdown: All, Academic Journal, Periodical, Trade Publication]
- Language: [Dropdown: All, Bosnian, Chinese, Czech]
- Cover Story:
- Product Name: [Text Input]

Firefox - EBSCOhost: Result List: iPad

web.ebscohost.com/ehost/resultsadvanced?vid=76c47e97-dd4d-4b96-8055-cdfb30b4cba%40sessionmgr115&vid=2&hibs=107&bquery=iPad&bdetail=imRPUW0aCZjbGwPUZUimNudjA9WSZjbGwPURIUMSZjbHYyPTk

Most Visited Getting Started Latest Headlines Post to LibGuides

All Results
Academic Journals
Trade Publications
Magazines
Newspapers
Country Reports

Subject: Thesaurus Term

All Results
TABLET computers
APPLICATION software
COMPUTER software
CIEP executive officers
CELL phones
SALES

Subject

All Results
IPAD (Computer)
IPHONE (Smartphone)
MOBILE device applications
JOBS, Steven, 1955-2011
ELECTRONIC books
IPAD (Computer) -- Software

Publication

Company

All Results
APPLE Inc.
RESEARCH In Motion Ltd.
ONLINE Inc.
MICROSOFT Corp.
PDIAR (Company)
AMAZON.COM Inc.

3. **Twitter, Google, iPhone/iPad, and Facebook (TGIF) and Smart Technology Environments: How Well Do Educators Communicate with Students via TGIF?**
By: Shim, J. P.; Deklewa, Sasha; Chengqi Guo; Mettlerman, Daniel. Communications of AIS. 2011, Vol. 2011 Issue 29, p657-672. 16p. 2 Color Photographs, 1 Diagram, 2 Charts.
Subjects: SOCIAL networks; GOOGLE Inc.; Other Individual and Family Services; Internet Publishing and Broadcasting and Web Search Portals; TEACHER-student communication; MOBILE communication systems in education; SOCIAL media; BLOGS; IPHONE (Smartphone); IPAD (Computer); TWITTER (Web resource); FACEBOOK (Web resource)
Database: Business Source Complete

4. **IPAD: THE SAVIOR OF DIGITAL PUBLISHING?**
By: Anderson, Helen. Journal of Internet Law. 2011, Vol. 14 Issue 10, p15-20. 6p.
Subjects: PUBLISHERS & publishing; PIRACY (Copyright); UNITED States; IPAD (Computer)
Database: Business Source Complete

5. **The teardown: iPad.**
Engineering & Technology (17509637). Jun2012, Vol. 7 Issue 5, p90-91. 2p. DOI: 10.1108/09646461211252800
Subjects: RETAIL industry; WIRELESS LANs; CONSUMER price indexes; COST effectiveness
Database: Business Source Complete

6. **Life, death, and the iPad.**
By: Bell, Genevieve. Communications of the ACM. Dec2011, Vol. 54 Issue 12, p24-25. 2p. DOI: 10.1145/2043174.2043205.
Subjects: TECHNOLOGY; APPLE Inc.; IPAD (Computer); ELECTRONICS -- Social aspects; FUNERAL rites & ceremonies; IPHONE (Smartphone); SOCIAL aspects; SYMBOLISM; JOBS, Steven, 1955-2011
Database: Business Source Complete

Once you get the results from your initial search, scroll down the page just a bit and expand the boxes titled SUBJECT. Browse the terms listed to see if there is anything you can add to your search to return more precise results. You can also expand the COMPANY or GEOGRAPHY boxes to see if there is anything else you can add to your search.

Next, Skim the titles in your results list to see if anything looks relevant to your research. Click on the title of the article to access the record.