

RDS Business & Industry provides full text for over 75 percent of the titles available on the database. Use RDS Business & Industry when you need facts and figures for public and private companies, markets and products for manufacturing and service industries from companies around the world.

### Effective search techniques

#### Words/Phrases

- Searches table title, table text and table notes for an occurrence of the term(s).
- Provides automatic stemming so no manual truncation is needed.
- Words typed next to each other are searched as a phrase.
- Multi-select chooses one or more terms in the scroller boxes. PCs: click and hold the Control key. Macs: click and hold the Apple key.

### Boolean searching: and or not

Three logical Boolean operators that can be used to combine words or phrases.

### Adj

Finds words in a specified order within a stated proximity to each other. For example, **cellular adj5 telephones** finds documents where **telephones** follows **cellular** by five words or less.

### Near

Finds words within a stated proximity without regard to order. For example, **price near10 copper** finds documents where **price** and **copper** are within 10 words of each other in any order.

### Parentheses

Groups terms. For example, **price and (copper or steel)** finds documents that include the term **price** and either **copper** or **steel**.

## Sample question: How do you find the U.S. market share for M&M's?

Try this search using Advanced Search:

**Words/Phrases:** m&m

**Concept Term:** market share

**Industry:** candy

**Geo Region:** check box: U.S.A.

Notice it is not required that all fields be used in a search.

### Sample Advanced Search:

1 Words/Phrases:

In Database:  Business & Industry  Business & Management Practices  TableBase

Use CTRL to multi-select

2 Dated from:  to  (mm/dd/yyyy)

3 Company:

4 Concept Term:   And  Or

5 Marketing Term:   And  Or

6 Industry:   And  Or

7 Document Type:   And  Or  Must contain table [Browse SIC](#)

8 SIC/Product:

9 Geo Region:   And  Or  U.S.A.  Must contain table [Browse Sources](#)

10 From a specific source:  [Browse Sources](#)

### Sample Advanced Search Results:

11 Words/Phrases: m&m

12 Bookmark

13 Marked Items

14 Title List

15 Help

16 Search Results, matches 1-20 of 122

17 Check documents to save for viewing later via the Marked Items link

18 Basic Search | Advanced Search

- Words/Phrases:** words or phrases in the table, table title or table notes
- Dated from:** limit by date of publication
- Company:** limit by company
- Concept Term:** events, facts, markets or ideas; see the Concept Term list on reverse
- Marketing Term:** marketing/advertising concepts; see the Marketing Term list on reverse
- Industry:** limit by industry; see the Industry list on reverse
- Document Type:** limit by document type; see the Document Type list on reverse.
- SIC/Product:** limit by single product code
- Geo Region:** limit by specific countries or regions
- From a specific source:** choose specific publication source(s)

- Revise Search:** add or delete items from your search strategy
- Bookmark:** save the persistent URL for the Web page you are currently viewing
- Marked Items:** display all checked tables/documents
- Title List:** view a list of sources that comprise the database
- Help:** for detailed information about the product
- Selected search terms are shown with the Search Results
- Check documents to save for viewing later via the **Marked Items** link (located at the top of the screen)
- Basic Search** and **Advanced Search:** return you to a blank search screen

Concept Term	Marketing Term	Industry	Document Type
<p><b>Concept Term</b> finds articles that deal with a range of events, facts, markets or ideas. All records in <i>Business &amp; Industry</i> are indexed to one or more <b>Concept Terms</b>. Select terms from the <b>Concept Term</b> text box. Choose one or more terms using multi-select. Using these <b>Concept Terms</b> will provide more focused results than using <b>Words/Phrases</b>.</p>	<p><b>Marketing Term</b> deals with the advertising or marketing of consumer products or services. Select terms from the <b>Market Term</b> text box. Choose one or more terms using multi-select.</p>	<p><b>Industry</b> searches all product codes (SICs) within a specific industry. This is especially effective for multi-product industries or industries with both a manufacturing and service component. Select terms from the <b>Industry</b> text box. For single products use the <b>SIC/Product</b> code field. Choose one or more terms using multi-select.</p>	<p><b>Document Type</b> describes both publication types, and the nature or structure of the information within the record. Select terms from the <b>Document Type</b> text box.</p>
<ul style="list-style-type: none"> <li>Ad budget</li> <li>Affinity marketing</li> <li>African American market</li> <li>Baby Boomer market</li> <li>Blogs</li> <li>Capacity</li> <li>Capital expenditures</li> <li>Case studies</li> <li>Cause related</li> <li>Celebrity product endorsements</li> <li>Chief marketing officer</li> <li>Cinema advertising</li> <li>College market</li> <li>Communications license</li> <li>Company forecasts</li> <li>Competitive strategies</li> <li>Consumption</li> <li>Corporate strategy</li> <li>Demographics</li> <li>Distribution license</li> <li>Divestiture</li> <li>Downsizing</li> <li>E-Commerce</li> <li>Energy use</li> <li>Ethnic market</li> <li>Exploration</li> <li>Exports</li> <li>Facility closings</li> <li>Financial statistics</li> <li>Foreign operations</li> <li>Franchising</li> <li>Generation X</li> <li>Global brands</li> <li>Global markets</li> <li>Governmental assistance</li> <li>Government finance</li> <li>Green market</li> <li>Guerilla marketing</li> <li>Hispanic market</li> <li>Imports</li> <li>Industry forecasts</li> <li>Intellectual property</li> <li>Inventory</li> <li>Joint venture</li> <li>Labor relations</li> <li>License agreements</li> <li>Litigation</li> <li>Market share</li> <li>Market size</li> <li>Marketing campaign</li> <li>Marketing innovation</li> <li>Materials use</li> <li>Mergers &amp; acquisitions</li> <li>Mobile marketing</li> <li>Mystery shopping</li> <li>Name change</li> <li>Neuromarketing</li> <li>New company</li> <li>New laws</li> <li>New media</li> <li>New process</li> <li>Number outlets</li> <li>Online gambling</li> <li>Online gaming</li> <li>Orders</li> <li>Output</li> <li>Outsourcing</li> <li>Patents</li> <li>Pollution</li> <li>Privatization</li> <li>Product development</li> <li>Product discontinued</li> <li>Product introduction</li> <li>Product recalls</li> <li>Public radio</li> <li>Public relations</li> <li>Public television</li> <li>Qualitative research</li> <li>Quality</li> <li>Quantitative research</li> <li>R&amp;D expenditures</li> <li>Sales</li> <li>Securities</li> <li>Shipments</li> <li>Small business</li> <li>Sports marketing</li> <li>Tax rates</li> <li>Test marketing</li> <li>Trade issues</li> <li>Trade promotions</li> <li>Traditional media</li> <li>Trends</li> <li>Urban market</li> <li>Users</li> <li>Wartime advertising</li> <li>Wireless advertising</li> <li>Youth market</li> </ul>	<ul style="list-style-type: none"> <li>Account activity</li> <li>Ad inserts</li> <li>Ad recall</li> <li>Ad tip ins</li> <li>Ad volume</li> <li>Agency self-regulation</li> <li>Association advertising</li> <li>Brand equity</li> <li>Business-to-business</li> <li>Cable TV advertising</li> <li>Campaign awards</li> <li>Campaign design</li> <li>Campaign effectiveness</li> <li>Campaign slogan</li> <li>Campaign spokesperson</li> <li>Campaign theme</li> <li>Catalogs</li> <li>Character symbol</li> <li>Cobranding</li> <li>Community advertising</li> <li>Consumer behavior</li> <li>Contests</li> <li>Cooperative campaign</li> <li>Corporate advertising</li> <li>Corporate sponsorship</li> <li>Corrective ads</li> <li>Coupons</li> <li>Crisis communications</li> <li>Direct mail</li> <li>Direct response TV marketing</li> <li>Distribution channels</li> <li>General agency</li> <li>General campaign</li> <li>General media</li> <li>General product marketing</li> <li>General research</li> <li>Global campaign</li> <li>Infomercials</li> <li>Interactive</li> <li>Line extensions</li> <li>Loyalty</li> <li>Magazine advertising</li> <li>Media costs</li> <li>Media-buying service</li> <li>Movie theater</li> <li>NAD review</li> <li>National campaign</li> <li>Network TV advertising</li> <li>New campaign</li> <li>Newspaper advertising</li> <li>Online</li> <li>Other general</li> <li>Outdoor</li> <li>Placement</li> <li>Point-of-purchase</li> <li>Political advertising</li> <li>Positioning-repositioning</li> <li>Premium-luxury products</li> <li>Print ad coupons</li> <li>Print advertising</li> <li>Professional advertising</li> <li>Public opinion</li> <li>Public service advertising</li> <li>Radio</li> <li>Regional campaign</li> <li>Sales promotion</li> <li>Sampling</li> <li>Sports campaign</li> <li>Teaser campaign</li> <li>Telemarketing</li> <li>TV advertising</li> <li>Umbrella marketing</li> <li>Yellow pages</li> </ul>	<ul style="list-style-type: none"> <li>Advertising agencies</li> <li>Aerospace &amp; defense</li> <li>Ag chemicals</li> <li>Agriculture</li> <li>Airline</li> <li>Alcoholic beverages</li> <li>Apparel</li> <li>Applications software</li> <li>Automotive</li> <li>Baked goods</li> <li>Banking</li> <li>Beer</li> <li>Beverage</li> <li>Broadcasting</li> <li>Building products</li> <li>Business services</li> <li>Candy</li> <li>Chemical</li> <li>Coal</li> <li>Computer</li> <li>Construction</li> <li>Consumer electronics</li> <li>Dairy products</li> <li>Department stores</li> <li>DIY</li> <li>Electronic components</li> <li>Energy</li> <li>Entertainment</li> <li>Fast foods</li> <li>Financial services</li> <li>Food</li> <li>Footwear</li> <li>Forest products</li> <li>Frozen prepared foods</li> <li>Glass packaging</li> <li>Health care delivery</li> <li>Home furnishings</li> <li>Household appliances</li> <li>Household cleaners</li> <li>Industrial machinery</li> <li>Information industry</li> <li>Inorganic chemicals</li> <li>Insurance</li> <li>Mail order</li> <li>Marine transportation</li> <li>Medical devices &amp; diagnostics</li> <li>Metal packaging</li> <li>Metals</li> <li>Mining</li> <li>Mobile communications</li> <li>Network hardware and software</li> <li>Nonalcoholic beverages</li> <li>Office equipment</li> <li>Oil &amp; gas</li> <li>Online services</li> <li>Organic chemicals (industrial)</li> <li>Packaging</li> <li>Paints &amp; varnishes</li> <li>Paper packaging</li> <li>Paper products</li> <li>Payment cards</li> <li>Personal care products</li> <li>Personal computers</li> <li>Pet food</li> <li>Pharmaceutical</li> <li>Pipeline distribution</li> <li>Plastic packaging</li> <li>Plastics</li> <li>Portable computers</li> <li>Professional management services</li> <li>Publishing</li> <li>Railways</li> <li>Real estate</li> <li>Recording</li> <li>Restaurants</li> <li>Retailing non-food</li> <li>Sanitary paper products</li> <li>Securities</li> <li>Semiconductors</li> <li>Snack foods</li> <li>Software</li> <li>Sporting goods</li> <li>Supermarkets</li> <li>Telecom equipment</li> <li>Telecom services</li> <li>Telecommunications</li> <li>Textiles</li> <li>Tobacco</li> <li>Toys &amp; games</li> <li>Transportation</li> <li>Travel &amp; leisure</li> <li>Trucking</li> <li>Utilities</li> </ul>	<ul style="list-style-type: none"> <li>Column</li> <li>Company overview</li> <li>Cover story</li> <li>Directory list</li> <li>Executive overview</li> <li>Geographic profile</li> <li>Industry overview</li> <li>Interview</li> <li>Ranking</li> <li>Survey</li> </ul>