

# Business Source Corporate Plus

The most comprehensive collection of premium business information



**Find world-class content for your research needs**

- Business magazines
- Business journals
- Company information
- Competitive intelligence
- Country economic reports
- Industry reports
- Market research reports
- Newspapers, newsfeeds and newswires
- SWOT analyses
- Trade publications

## **Customizable features make searching easy**

- Alerts and RSS feeds
- Mobile access
- Shared folders
- Workflow integration

## **Designed for use in every department**

- Accounting
- Banking and Finance
- Marketing
- Management
- Regional Business

Ask your librarian for details on how to access Business Source Corporate Plus within the library or remotely.

*See reverse side for features that make researching easier.*

# Features of Business Source Corporate Plus

## Search articles, books, journals & more

Searching: Business Source Corporate Plus

1

Advanced search

Search articles, books, journals & more



Full Text

Peer Reviewed

All time

2

EBSCOhost

Searching: Business Source Corporate Plus

MyEBSCO

YUM! Brands, Inc.



All filters (0)

Full Text

Peer Reviewed

All time

Source type

3

Advanced search

My dashboard

Projects

5

Saved

Recent activity

Holds & checkouts

Alerts

Research tools

New search

Publications

6

Additional Resources

Library Homepage

EBSCO Connect

Access through another institution

Results: 17,627

Relevance

SWOT Analysis

**Yum! Brands, Inc.** SWOT Analysis.

A SWOT analysis of **Yum! Brands, Inc.** is presented.

**Subjects:** Food industry; SWOT analysis; Louisville (Ky.); **Yum! Brands Inc.**; Perishable Prepared Food Manufacturing; All Other Miscellaneous Food Manufacturing

**Published in:** **Yum! Brands, Inc.** SWOT Analysis, 5/30/2024

**Database:** Business Source Corporate Plus

Access now (PDF) View details

Generate AI Insights

Company Profile

**MarketLine Company Profile: Yum! Brands, Inc.**

**Yum! Brands (Yum Brands** or 'the company')

is a global quick service restaurant company operating primarily through its three restaurant co...

**Subjects:** Restaurants; United States; **Yum! Brands Inc.**; Commercial and Institutional Building Construction;

All other building equipment contractors; Full-Service Restaurants

**Published in:** **Yum! Brands, Inc.** MarketLine Company Profile, 5/30/2024

**Database:** Business Source Corporate Plus

Access options View details

Generate AI Insights

- 1. Search Box:** Start your research by entering keywords to search full-text journals.
- 2. Search Modes:** Search using Basic or Advanced mode, or add filters such as Peer-Reviewed and Full Text.
- 3. Facets:** Filter search results by source type, related subjects and more.
- 4. Limit your results:** Refine your searches without navigating away from the results page.

- 5. Projects Folder:** Create a personal My EBSCOhost folder to save articles, links to searches, images and more.
- 6. Publications Browse:** Find articles by browsing publications available in Education Source.
- 7. Access Options:** Find article formats to view or download