

Business Source Ultimate





1.

Přístup k předním obchodním časopisům

Obsah v Business Source Ultimate je sestaven odborníky na danou problematiku, aby byly zajištěny jen relevantní ekonomické informace.

- Získejte plný text k *Harvard Business Review*, *Fortune* a dalším předním obchodním časopisům.
- Přístup k nejlepším ekonomickým časopisům ze seznamu FT50 od *Financial Times*.

The screenshot displays the EBSCOhost search interface. At the top, there's a navigation bar with options like 'New Search', 'Publications', 'Company Information', 'Thesaurus', 'Cited References', and 'More'. The search bar contains the query 'corporate social responsibility AND sustainability'. Below the search bar, there are options to 'Select a Field (optional)' and a 'Search' button. The search results are displayed in a list format. The first result is titled '1. Moving the Needle on Sustainability.' and is from the 'Harvard Business Review' (Nov/Dec 2022, Vol. 100 Issue 6, p130-137, 8p, 2 Color Photographs). The subjects listed are 'Social responsibility of business', 'Environmental responsibility', 'Consumer behavior', 'Customer relations', 'Business planning', 'Branding (Marketing)', 'Fair trade goods', and 'Sustainability'. The second result is titled '2. SOCIAL-IMPACT EFFORTS THAT CREATE REAL VALUE.' and is from the 'Harvard Business Review' (Sep/Oct 2020, Vol. 98 Issue 5, p38-48, 11p, 3 Color Photographs). The subjects listed are 'Social responsibility of business', 'Organizational resilience', 'Economic competition', 'Investments', 'Investment Advice', and 'Miscellaneous Financial Investment Activities'. The interface also includes a 'Refine Results' sidebar on the left with options for 'Boolean/Phrase', 'Expanders', 'Publication', and 'Limit To'. The 'Limit To' section has checkboxes for 'Full Text', 'References Available', and 'Peer Reviewed'. The 'From' and 'To' date range is set to 1997 and 2022. On the right side, there are sections for 'Newsires' and 'Web News' with various article snippets.

2.



Získejte **spolehlivé** informace

Kromě předních odborných časopisů a magazínů přináší Business Source Ultimate jedinečný obsah, a to včetně:

- Případové studie
- SWOT analýzy
- Průzkumy v odvětví
- Zprávy o ekonomice zemí
- Příspěvky z konferencí
- Videá
- Rozhovory s vedením podniků
- 1,15 milionu záznamů o firmách

The screenshot displays the EBSCOhost search results for 'Exxon Mobil Corporation'. The search bar shows 'Company Name' and 'Exxon'. The results list includes articles such as 'Exxon Weighs Chemicals Output Boost as EVs Threaten Gasoline Use.' and 'Margin Squeeze to Hit'. A detailed view of 'Exxon Mobil Corporation' is shown, including its physical address, MSA Code, MSA Name, Phone, Web Site, Revenue, and Doing Business As. The company's financial data is also visible, including Net Profit, Dividend, and Fiscal Year End.

Exxon Mobil Corporation

Physical Address: 5959 Las Colinas Blvd, Irving, Texas 75039 USA

MSA Code: 1920

MSA Name: Dallas, TX

Phone: 9729406000

Web Site: <http://corporate.exxonmobil.com>

Revenue: \$413,680,000,000

Doing Business As: Exxonmobil; Exxonmobil Fuels Lubr Spc Mktg; Exxonmobil Gas Marketing Co; Exxonmobil Gas & Power Mktg Co; Exxonmobil Fuels & Lubr Co

Line of Business: Petroleum Refining Crude Petroleum Pipeline Gasoline Service Station Petroleum Bulk Station

Global Ultimate Parent: Exxon Mobil Corporation

Domestic Ultimate: Exxon Mobil Corporation

Headquarter/Parent: Exxon Mobil Corporation

On this page: [Financials](#), [Executives](#), [Industry](#), [More](#)

Company Data [Expand All](#) [Collapse All](#)

[Financials](#)

3.



Zůstaňte v obraze o **aktuálním dění**

Business Source Ultimate informuje studenty a vědeckou komunitu o nejnovějších poznatcích v oboru.

- U vybraných vydavatelů je k dispozici obsah ještě před tiskem.
- Newswires přinášejí nejnovější zprávy a informace z oboru.
- Obsah je do databáze přidáván denně.

The screenshot shows the EBSCOhost search interface. The search term is 'accounting'. The results page displays two main entries:

- The Eternal Debate Over Conservatism and Prudence: Conceptualization of Asymmetry in Financial Accounting Research**
L'éternel débat sur le conservatisme et la prudence : perspective de la comptabilité financière. By: ORTHAUS, SELINA; PELGER, Spring2023, Vol. 40 Issue 1, p41-88. 48p. DOI: 10.1111/1911-3828.12500
Subjects: Accounting; Conservatism (Accounting); Financial Services; Prudence; Conservatism; Engineering standards
PDF Full Text (1.7MB)
- Accounting for Carbon Offsets**
By: Kaplan, Robert S.; Ramanna, Karthik; Roston, Marc. H. Illustration, 2 Diagrams, 2 Charts.
Subjects: Carbon offsetting; Accounting; Markets; Green Accounting
Show all 5 images
HTML Full Text PDF Full Text (9.1MB)

The 'Newswires' sidebar on the right lists several recent news items:

- PICPA Kicks Off Accounting Research** (Business Wire (English), 1 days ago)
- The Institutes Now Affiliated with Accounting Research** (Business Wire (English), 1 days ago)
- Cislunar Infrastructure Investment** (Business Wire (English), 2 days ago)
- IMA encourages fraud awareness** (Risk Management Radar, 1424 days ago)
- Seattle accounting firm PricewaterhouseCoopers** (Venture Capital News - Venture Capital News, 1469 days ago)
- Seattle accounting firm PricewaterhouseCoopers** (Banking & Financial News, 1469 days ago)

4.

Využijte video obsahu

Tři klíčové kolekce videí v Business Source Ultimate poskytují vědeckým pracovníkům další kontext a pomáhají studentům upevnit si informace, které mohou použít ve svém výzkumu.

- 111 videí od předního vydavatele materiálů pro management
- 66 000 videí z kolekce Business & Economics
- 75 000 videí z Associated Press

The screenshot displays the Business Source Ultimate search interface. The search term 'Apple Inc' is entered in the search bar. The results page shows a list of search results, with a callout box highlighting video results. The callout box is titled 'Results from Video Providers (3 of 315)' and contains three video thumbnails:

- 1 Computer of the Future.** By WILSON, MARK. Fast Company. Sep2023, Issue 23. Subjects: Computers; Apple Inc.; Computer and software; Merchant Wholesalers; Computer, computer equipment manufacturing; Electronic; Computer Manufacture. Periodical. HTML Full Text. Flipster Digital Magazine.
- 2 Apple Inc. SWOT Analysis.** Apple Inc SWOT Analysis. 5/8/2023, p1-8. 8p. Subjects: High technology industries; SWOT analysis; Consumer Electronics Merchant Wholesalers; Consumer Electronics Stores; Household electronics. PDF Full Text (3.5MB).

The callout box also shows three video thumbnails with their respective titles and durations:

- Court hearing on trademark violation case against Apple...** (2:48)
- Apple Downgraded to Hold at HSBC on Slowing iPhone...** (2:48)
- China Used Tiny Chip in Hack That Infiltrated Amazon, Apple** (12:29)

The interface also includes a 'Refine Results' sidebar on the left with options for Boolean/Phrase, Expanders, Limit To, and Source Types. The top navigation bar includes links for New Search, Publications, Company Information, Thesaurus, Cited References, and More.

5.



Získejte globální perspektivu

Studenti mají přístup k mezinárodnímu obsahu z prvotřídních ekonomických časopisů, aby obohatili svůj výzkum o různé kulturní úhly pohledu.

- Globální perspektivy umožňují studentům rozšířit jejich znalosti o různých obchodních otázkách a souvislostech, což posiluje kreativitu a kritické myšlení.
- Tisíce časopisů z Asie, Oceánie, Latinské Ameriky a Evropy doplňují výzkum.

The screenshot shows the EBSCOhost search interface. The search term 'accounting' is entered in the search bar. The search results page displays a list of results, including 'The Eternal Debate Over Conservatism' and 'Accounting for Carbon Offsetting'. A dropdown menu is open over the 'Subject: Thesaurus Term' section, showing a list of subject terms and their corresponding counts. The 'Geography' section is highlighted, showing a list of countries and their counts.

| Subject | Count |
|----------------|--------|
| united states | 66,279 |
| united kingdom | 24,733 |
| australia | 7,527 |
| china | 5,591 |
| canada | 3,304 |
| new zealand | 3,261 |



Chcete více **informací?**

[Zažádejte o zkušební verzi](#) Business Source Ultimate

