**Google: Search Tips for Topics in Business**

Check the source of the information you find on the Web! Is it reliable, authoritative, recent? What are the author's credentials? Does the author cite other sources? Does the information represent only one point of view? What is the purpose of the website? Is it written for researchers, for a general audience, for elementary school students? Are the authors of the web site trying to sell you something?

Remember this acronym to help you evaluate the resources you find: CRAP

C is for currency
R is for reliability
A is for authority
P is for purpose or point of view

**Some general tips:**

**Try the Advanced Search screen.** Do a search in Google. Look at the bottom of the screen for Advanced Search to help you structure your search.

**Try Search Help.** Do your search. Look at the bottom of the screen for Search Help for more tips including "search results options and tools", "verbatim tool", etc.

**Look at Special Search Features.** [http://www.google.com/help/features.html](http://www.google.com/help/features.html)

**Limit your search by time periods.** Do your search. Look for "show search tools" on the left side of the screen. Limit by "past hour", "past 24 hours," "past week", "past year", etc.

**Be prepared to brainstorm alternate search terms:**

- economic incentives OR business incentives OR business climate
- Tampa AND (economic incentives OR business incentives OR business climate)

**Boolean operators:** Use AND, OR, NOT to add or subtract words to limit results by inclusion/exclusion:

- Example: “international litigation” AND ministry of external relations AND brazil

Use quotation marks to ensure that single word terms are included in your results and around phrases to ensure that Google searches for your terms in their exact order:

- "burger" site:www.mcdonalds.com
- "fast food restaurants" ("sustainable" OR "green")

**Domain:** Search within a given domain such as .edu or .gov (for U.S. government) or a particular site
site:.gov "corporate social responsibility"

site:.gov "globalization"

Searching for information on Brazilian government sites

site:gov.br “insert keyword(s) here”, e.g. site:gov.br "recession"

**Tilde (~)** (The tilde is usually found on your keyboard to the left of the numbers on the keyboard - or right under the Esc key) Use the tilde to search for specific words and their synonyms. Use the tilde to search for specific words such as "statistics" and their synonyms.

“brazil trade”~statistics

Search for statistics in table form:

“sustainable innovation”~data/~statistics/~table

“ibm”~statistics/~data/~table

**Website** search: Search for keyword(s) within a website

site:www.brasil.gov.br/ingles/ “inflation”

site:www.merck.com “responsible business”

**Website** search: Search for keywords within a website for a particular company or organization

site:http://www.tevapharm.com/pr/ “supply chain”

site: http://www.ibm.com/ “charitable giving”

site: http://www.worldbank.org/ “business ethics”

**Some other ideas:**
Search: company name AND (supply chain OR resources)

Search: product/service AND industry

   China AND mobile phones AND industry

   China AND cosmetics AND market share

Search: CEO’s name (for statements and interviews)

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When searching for business information on the Web, results may include expensive reports, but you may be able to find publicly available executive summaries.

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Some of these search ideas were gleaned from Thunderbird School of Global Management library guides. See http://thunderbird.libguides.com/
Many guides I looked at were done by librarian Wes Edens.
If you browse the Thunderbird guides, keep in mind that Thunderbird School of Global Management has some resources that are licensed for use by their students only.

Ilene Frank, February 2012