1. Describe your topic in one or two sentences

2. Identify the main concepts (keywords) from your topic description

3. Brainstorm for synonyms for each concept. Use the Thesaurus or list of Subjects in your favorite business article database (e.g., ABI/Inform Global or Business Source Complete) to look up additional search terms (synonyms, broader terms, or narrower terms)

   ABI/Inform Global: ______________________________________________

   Business Source Complete: _______________________________________

4. Connect keywords together using Boolean (logical) operators. Use quotation marks around phrases

   AND finds both terms  [this narrows your results]
   OR finds either term  [this broadens your results]
   NOT excludes term  [this narrows your search by excluding concepts]

   (marketing OR advertising OR promotion) AND “word of mouth”