

# SEARCH STRATEGY BASICS

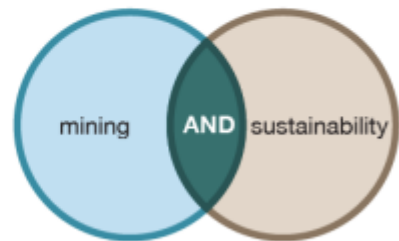
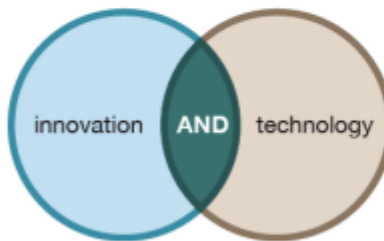


Search business article databases like a pro with the following tips.

## SEARCH OPERATORS

AND

Combines your distinct concepts  
Narrows your search  
Retrieves **ALL** of the keywords



OR

Combines your synonyms  
Broadens your search  
Retrieves **ANY** of the keywords



## SEARCH MODIFIERS

“ ”

Use when keyword is longer than one word  
Locates the keyword as an **EXACT PHRASE**

“corporate social responsibility”

“Income Tax Act”

\*

Broadens your search  
Finds **variant endings** of a keyword

Techno\*

technology  
technological  
technologies  
technical  
etc.