Resources for SWOT Analyses

SWOT Analyses: Used to analyze a corporation or industry, especially emerging ones.
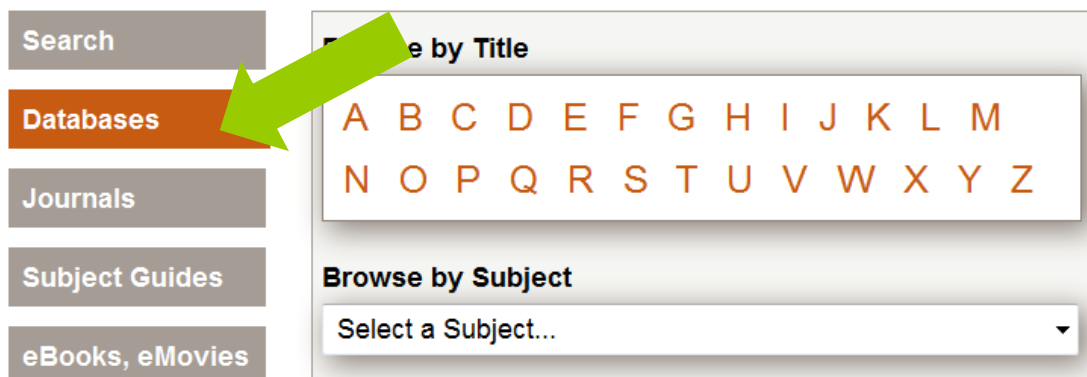
Strength
Weakness
Opportunity
Threat

Use the database Business Source Complete, to get SWOT analyses.

From the library's web page www.utdallas.edu/library click on the "Databases" tab in the left screen.
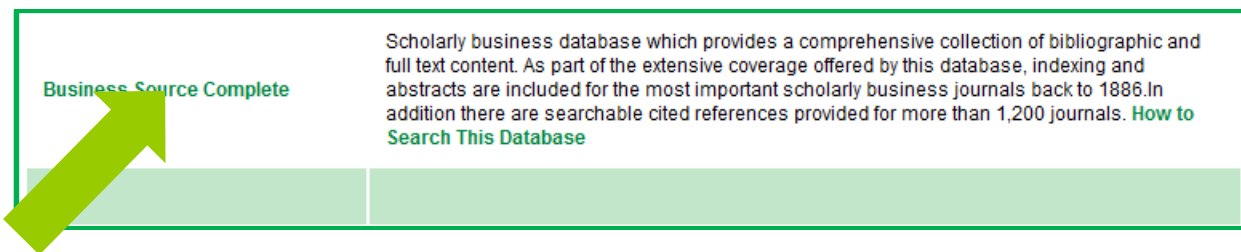
Remember that from off campus you will be prompted to enter your **Net-ID** and **password** to access the electronic resources.

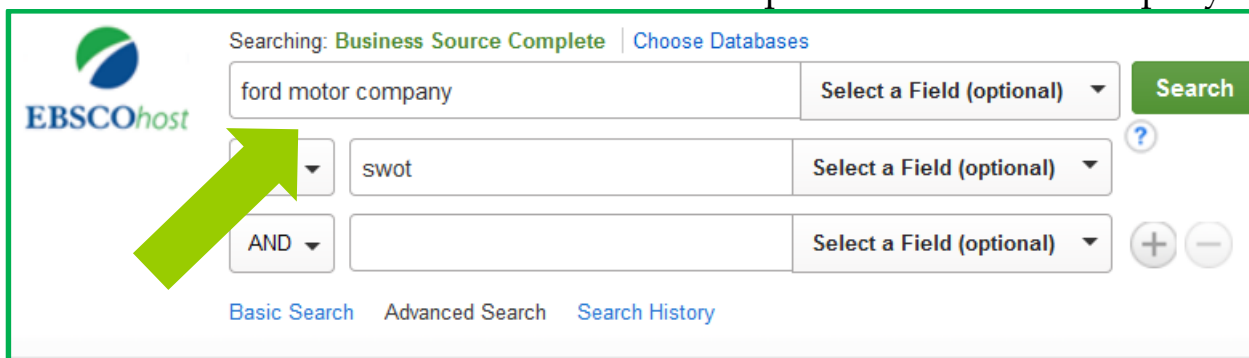Click on the letter B for Business Source Complete.

Select the resource from the list.

Business Source Complete

Scholarly business database which provides a comprehensive collection of bibliographic and full text content. As part of the extensive coverage offered by this database, indexing and abstracts are included for the most important scholarly business journals back to 1886.In addition there are searchable cited references provided for more than 1,200 journals. How to Search This Database

In Business Source Complete enter the company name in the first box and SWOT in the second and then click search. Our example is Ford Motor Company.

EBSCOhost

Searching: Business Source Complete | Choose Databases

ford motor company   Select a Field (optional) ▼   Search

▼   swot   Select a Field (optional) ▼   ?

AND ▼   Select a Field (optional) ▼   ⊕ ⊖

Basic Search   Advanced Search   Search History

Results:

15 Results for…

lean/Phrase:
d motor company AND swot

Refine your results

Full Text

References Available

1.   Ford Motor Company SWOT Analysis. 📨
Ford Motor Company SWOT Analysis. Nov2012, p1-9. 9p.
Subjects: SWOT analysis; AUTOMOBILE industry; BRAND image; PRODUCT recall; COMPETITION
States; FORD Motor Co.; HYBRID electric vehicles

Database: Business Source Complete

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Click on the title of the article in the center of the screen to view the full text. Note that a PDF link is also available.

For additional assistance with this or other databases contact the Jindal School of Management Library Liaisons:

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