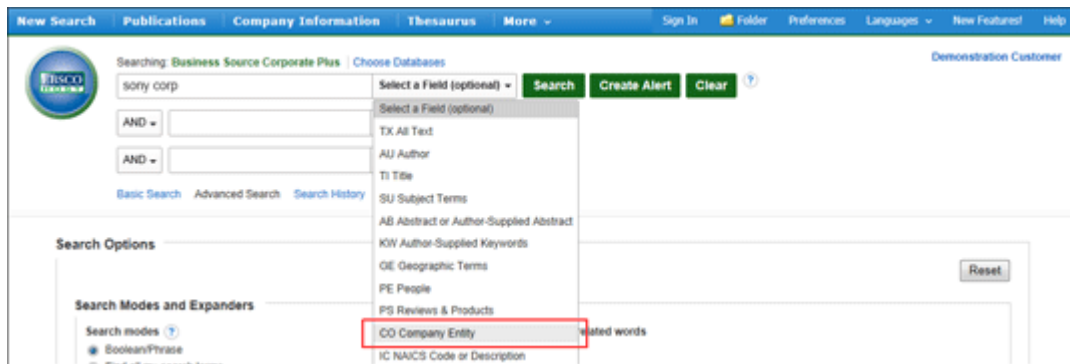


How to Find SWOT Analyses - Help Sheet

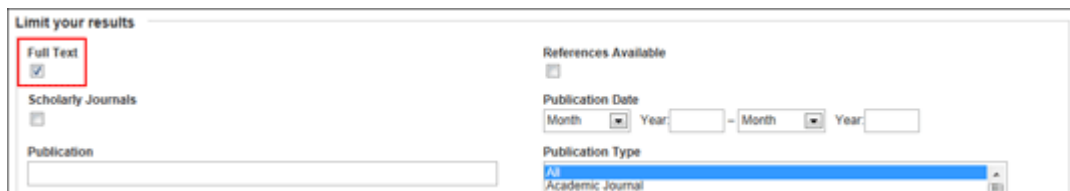
A SWOT Analysis provides detailed information about a company's strengths, weaknesses, opportunities, and threats. The SWOT Analysis data indexed in EBSCO*hostis* provided by MarketLine, a leading provider of online database and analysis services. MarketLine provides unbiased expert analysis and in-depth forecasts for seven industry sectors: Automotive, Consumer Markets, Energy, Financial Services, Pharmaceuticals and Healthcare, Technology, Transport, and Logistics.

To access a SWOT Analysis in a Business Source database:

1. On the Advanced Search Guided Style Screen, enter the name of a company in the **Find** field and select **CO Company Entity** from the **Select a Field** drop-down menu.



2. Select the **Full Text** limiter in the **Limit your results** area of the search screen and click **Search**.



3. The result list is displayed. Under **Source Types** in the left column, click **Show More**, check the **SWOT Analyses** box, and click **Update**.

Refine Results

Current Search

Limit To

- Full Text
- References Available
- Scholarly Journals

2007 Publication Date 2012

Show More Options set

Source Types

Search Results: 1 - 8 of 8 Relevance Page Options Share

1. **Sony Corporation SWOT Analysis.**

Sony Corporation SWOT Analysis. Oct2012, p1-10. 10p.

The article profiles consumer electronics manufacturer Sony Corp. It states that the company, which is headquartered in Tokyo, Japan, operates across Asia, Europe, and North America with around 1...

Subjects: HOUSEHOLD electronics industry; RESEARCH & development; FOREIGN exchange rates; COMPETITION (Economics); CORPORATE profits; **SONY Corp.**; Electronics Stores; SUSTAINABILITY – Economic aspects; REVENUE

PDF Full Text (936KB)

2. **DATAMONITOR: Sony Ericsson Mobile Communications AB.**

Sony Ericsson Mobile Communications AB SWOT Analysis. Mar2010, p1-9. 9p.

A company profile of Sony Ericsson Mobile Communications AB, which is a 50/50 joint venture of Sony Corp. and LM Ericsson, and is a provider of mobile devices, is presented. An overview of the co...

4. The SWOT analyses available for your desired company are displayed in the result list with the most recent available at the top.

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Industry Profiles	326
Academic Journals	125
Market Research Reports	27
Newspapers	18
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Update Cancel

5. Click the **PDF Full Text** link to read a SWOT Analysis.

Detailed Record

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Source: Sony Corporation SWOT Analysis

Date: October 1, 2012

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COMPANY PROFILE

Sony Corporation