SEARCH STRATEGY BASICS

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

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

- innovation AND technology
- mining AND sustainability

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

- non-profit OR not-for-profit
- staff OR employees
- OR
- OR
- OR
- charity OR workers

**SEARCH MODIFIERS**
- " " (double quotes)
  - Use when keyword is longer than one word
  - Locates the keyword as an EXACT PHRASE
  - "corporate social responsibility"
  - "Income Tax Act"

- * (asterisk)
  - Broadens your search
  - Finds variant endings of a keyword
  - technology, technological, technologies, technical, etc.