

Given this:

A

Searching: **Specific Databases, Sho**

"location analysis" in

AND retail* in

AND chain in

Basic Search | Advanced Search | Visual Search

B

Searching: **Business Source Compl**

"location analysis" in

AND "united states" in

AND franchis* OR chain* in

Basic Search | Advanced Search | Visual Search

C

Searching: **Business Source Comp**

"location analysis" in

AND "united states" in

AND luggage in

Basic Search | Advanced Search | Visual Search

D

Searching: **Business Source Comp**

"location analysis" in

AND "united states" in

AND retail* in

Basic Search | Advanced Search | Visual Search

E

Searching: **Business Source Complete** | Choose Databases >>

"location analysis" **Search**

Basic Search | Advanced Search | Visual Search | Search History

Limit your results

Full Text

References Available

Published Date from

Month Year to

Month Year

Publication Type

- All
- Academic Journal
- Periodical
- Trade Publication

And this →

Decide this:

Which search strategy produces results that are the best match for the assignment?

A few questions to consider:

1. Where in the results are your search terms appearing? What does that tell you?
2. Does the number of results relate to the quality of the results?
3. What is the age range of the articles in the results?