

Power Search Tips

Dialog Profound

Dialog Profound has more than 201,000 market research reports. Try these tools to retrieve more relevant results.

Operator	Description	Example	Use In
AND alternate: +	all terms required	internet + advertis*	all search fields
OR alternate: ,	at least one term required	cancer* or neoplasm*	all search fields
NOT alternate: -	first term but not second term	finance - stock market	all search fields
" "	ignore operator; search as literal character	"non-profit"	all search fields
&	first term within 20 words of second term	proteomics & forecast*	Search Text and Title fields
*	add to word to allow for different endings	telecom*	all search fields
()	control order in which terms are searched	(kidney, renal) failure	all search fields

Tips:

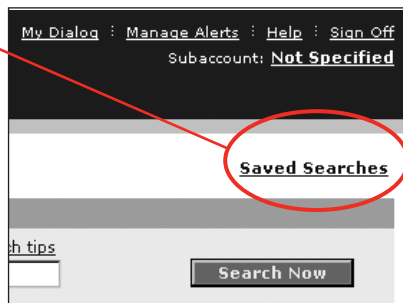
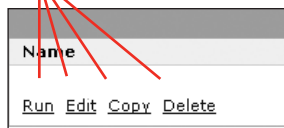
- Operators are not case-sensitive
- Phrases are searched as adjacent words
- Up to 150 words can be entered into a search box
- Variant word endings in English, German and Spanish are automatically searched (automatic stemming)

Saved Searches

Save the searches that work well, whether for ongoing or recurring information needs, and save time and energy. Create a search, and then click the **Save Search** button. Give it a name and it's permanently saved under your User ID.

To reuse your search, click the **Saved Searches** link on the main search page.

Click **Run** to execute the search, **Edit** to make changes, **Copy** to use this search as the basis for a different one, or **Delete**.



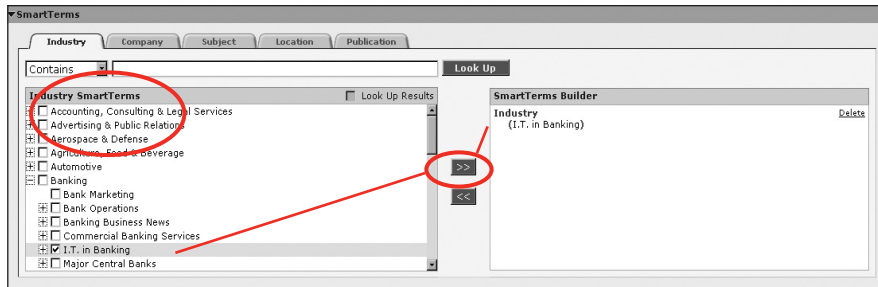
SmartTerms

Search with SmartTerms to ensure precise results. The SmartTerms taxonomy includes more than 180,000 business-related subject terms assigned to news and market research documents. The subject facets (Industry, Subject, Location) are complemented by authority files for Company and Publication names. Industry covers markets and classes of products, such as banking or palmtop computers. Subject relates to business events that are not specific to any one industry, such as mergers, new product launches, earning reports, etc.

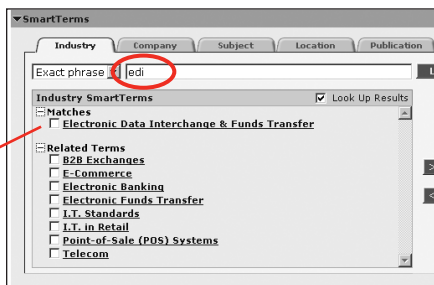
(continued on back)

SmartTerms (continued)

Browse through a hierarchy by clicking the plus **+** symbol next to a term. Indented terms represent more specific topics (narrower). Click the checkbox next to the best term(s), then the **>>** button to move it into the SmartTerms Builder.



SmartTerms are extensively cross-referenced. If you're not sure where in the hierarchy your topic may lie, search the term by entering it into the box above the term list. Searching the Industry hierarchy for "edi" as an exact term retrieves the correct SmartTerm "Electronic Data Interchange & Funds Transfer." Related Terms guide you to more relevant aspects of the topic.



Add additional SmartTerms from other hierarchies to fine-tune your search; for example, "Regulatory" from Subject and "Europe" from Location.

SmartTerms Builder	
Industry (Electronic Data Interchange & Funds Transfer)	Delete
Subject (Regulatory)	Delete
Location (Europe)	Delete

Tips:

- When a SmartTerm appears as a hyperlink, click it to display the term within its hierarchy
- To delete selected terms from the SmartTerms Builder, click the "Delete" link on the same line (Note all terms from the same hierarchy will be deleted)
- When multiple terms are selected from the same hierarchy, if appropriate, click the **or** operator to change it to **and** or **not**
- Begin your search with a basic keyword search in the Search Text box; then click the more precise SmartTerms that appear at the end of each document to retrieve better results

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Within North America: 1 (800) 3 DIALOG (334 2564)
Outside North America: +1 (800) 33 DIALOG (33 34 2564)
E-mail: customer@dialog.com
Online Support: support.dialog.com