



JAMES J. HILL CENTER GUIDE TO USING FORBES

80 West Fourth Street | Saint Paul, MN 55102
PH: (651) 265-5500 | EMAIL: info@jjhill.org
www.jjhill.org

"Guide to Using Forbes" is a proprietary product of the James J. Hill Center. Updated January 2017. © Copyright 2017. All rights are reserved.

INTRODUCTION

Forbes is a periodical that has been published bi-weekly since 1917. The James J. Hill Center has some print copies of *Forbes* from 1918 onward, and electronic access to all issues from 1990 onward. Articles in *Forbes* focus on finance, industry, marketing, and investing.

For further information call 651-265-5500 or email info@jjhill.org.

GETTING STARTED

Access *Forbes* through the *Database List* page.

READING A SPECIFIC ISSUE

To read a specific issue of *Forbes*, click on the year of the issue on the right-hand side to expand it, then click on the issue you're looking for.

The screenshot shows a database record for the publication "Forbes". On the left, under "Publication Details For 'Forbes'", the following information is listed: Title: Forbes; ISSN: 0015-6914; Publisher Information: Forbes Inc., 60 Fifth Avenue, New York NY 10011, United States of America; Bibliographic Records: 01/08/1990 to present; Full Text: 01/08/1990 to present; Publication Type: Periodical; Subjects: Business (General); Description: For corporate officers and other major executives in business interested in developing management insight through review of the nation's largest corporations; Publisher URL: http://www.forbes.com/forbes/; Frequency: 27; Peer Reviewed: No. On the right, under "All Issues", there is a list of issues with a red box around the year "2016". The issues listed are: Vol. 198 Issue 9 - 12/30/2016; Vol. 198 Issue 8 - 12/20/2016; Vol. 198 Issue 7 - 11/29/2016; Vol. 198 Issue 6 - 11/8/2016; Vol. 198 Issue 5 - 10/25/2016; Vol. 198 Issue 4 - 10/4/2016; Vol. 198 Issue 3 - 9/13/2016; Vol. 198 Issue 2 - 8/23/2016; Vol. 198 Issue 1 - 7/26/2016; Vol. 197 Issue 9 - 6/29/2016; Vol. 197 Issue 8 - 6/21/2016; Vol. 197 Issue 7 - 5/31/2016; Vol. 197 Issue 6 - 5/10/2016; Vol. 197 Issue 5 - 4/19/2016.

To view a specific article, click either the HTML or PDF link under the article's name.

Searching: Business Source Premier | Choose Databases

JN "Forbes" AND DT 20161129 Select a Field (optional) Search Clear

AND Select a Field (optional)

AND Select a Field (optional) + -

Basic Search Advanced Search Search History

Refine Results

Current Search

Boolean/Phrase:

JN "Forbes" AND DT 20161129

Limit To

Full Text

References Available

Scholarly (Peer Reviewed) Journals

Search Results: 1 - 10 of 40 Date Newest Page Options Share

1. **Seizing Our Brand's Destiny.**

By: D'VORKIN, LEWIS. *Forbes*. 11/29/2016, Vol. 198 Issue 7, p16-16. 1p.

Subjects: BRAND name products -- Management; TECHNOLOGY; SOCIAL aspects; NEWS websites -- Social aspects

Periodical HTML Full Text PDF Full Text (105KB)

2. **THE COLLAPSE OF OBAMACARE WHAT TO DO NOW.**

By: FORBES, STEVE. *Forbes*. 11/29/2016, Vol. 198 Issue 7, p19-20. 2p.

Subjects: CONSUMERS' preferences; HEALTH insurance -- Costs; TAX deductions; TAXATION; UNITED States; DEMOCRATS -- Attitudes; NATIONAL health services -- United States; REPUBLICANS -- Attitudes; HEALTH insurance premiums; UNITED States. Patient Protection & Affordable Care Act -- Economic aspects

Periodical HTML Full Text PDF Full Text (237KB)

To email an article to yourself, click on the Email icon to the right of the article text and follow the prompts to enter your email address and send the article to yourself. Click on "Result List" to be taken back to the list of articles in the issue you were reading.

Result List Refine Search Download PDF Sign In Folder Help

Seizing Our Brand's Destiny

Page: 1 of 2 Automatic Zoom

EBSCOhost

Detailed Record

PDF Full Text

Source: Forbes

Date: November 29, 2016

Inside this work

Full Text Contents

1 - 5 | 6 - 10 | 11 - 15 | >>

Seizing Our Brand's ... 16

THE COLLAPSE OF OBAM... 19

Shark Tank's Toothle... 24

LeaderBoard. 28

Sartorialists. 28

Forbes

EDITOR-IN-CHIEF
Steve Forbes

CHIEF PRODUCT OFFICER
Lewis D'Vorkin

FORBES MAGAZINE
EDITOR
Randall Lane

EXECUTIVE EDITOR
Michael Heer

ART & DESIGN DIRECTOR
Robert Mansfield

FORBES DIGITAL
VP, INVESTING EDITOR
Matt Schifrin

VP, DIGITAL CONTENT STRATEGY
Couture Bateman

INSIDE SCOOP

Seizing Our Brand's Destiny

BY LEWIS D'VORKIN

FROM WHERE I SIT, the news business is changing again—potentially in more seismic ways than it has over the past few years, impossible as that may sound. New opportunities and stress points arise every day. Consumers can't get enough news. That's good. More and more,

SEARCHING FOR SPECIFIC ARTICLES

Click "Search Within This Publication" in the upper left of the screen.



Database: Business Source Premier -- Publications
EBSCOhost

Publications
Previous Record | Next Record

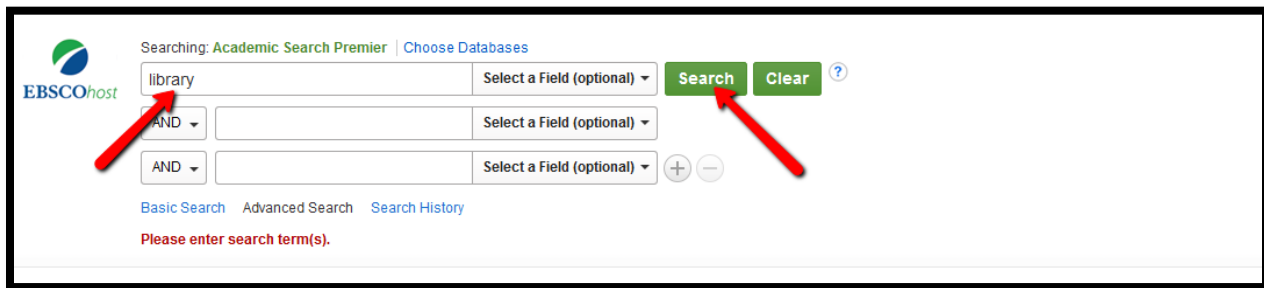
Search within this publication

Publication Details For "Forbes"

Title: Forbes
ISSN: 0015-6914
Publisher Information: Forbes Inc.
60 Fifth Avenue
New York NY 10011
United States of America

All Issues
+ 2017
+ 2016
+ 2015
+ 2014
+ 2013
+ 2012
+ 2011

Type your search terms into the search box that comes up, then hit "Search." View and save articles using the steps previously outlined.



Searching: Academic Search Premier | Choose Databases

library Select a Field (optional) Search Clear ?

AND Select a Field (optional)

AND Select a Field (optional) + -

Basic Search Advanced Search Search History

Please enter search term(s).

Questions?

651-265-5500 / www.jjhill.org / info@jjhill.org