What is included in the author profiles in Communication and Mass Media Complete (CMMC) and Business Source Complete?

The Communication and Mass Media Complete (CMMC) and Business Source Complete databases include thousands of author profiles. These include the most prolific, most cited, and most searched for authors in the databases. Additionally, profiles for authors whose work has made a significant impact in their respective field but might not be prolific, are also included.

Each author profile includes biographical data and bibliographical information, which together enable a user to quickly understand the author’s areas of expertise and academic/professional focus. The biographical data includes name, title, institutional affiliation, contact information and URL for the author’s personal web page. The bibliographical information, derived from EBSCO’s extensive content repository, includes the journals in which the author has been published, the subjects, geographics, NAICS codes, people and products that are connected to that author.