

General Guidelines for Frost and Sullivan Marketing Reports

Authorized users of the Frost and Sullivan reports may access the Library's Frost & Sullivan site via an authenticated web link off of the KBAL's A-Z database site.

A. The reports are only to be used to support research and/or educational activities at the Ross School of Business. They are not to be used for personal or commercial gain and may not be provided to any company unless that company is affiliated with a Ross School of Business MAP Project.

B. Authorized users are currently affiliated faculty, students, staff of the Ross School of Business including summer interns, and Executive MBA's.

C. Librarians are authorized to supply full text documents to the authorized users after confirming the user understands the following:

- The report is to be only used for research/education activity at the Ross School of Business.
- The report is not to be used for any commercial activities/gain.
- The user will not share the full report with any company (unless it is affiliated with a Ross School MAP project).

D. Librarians may mount the full text Frost and Sullivan report(s) on a CourseTools server that restricts access to authorized Ross School of Business users.

E. Users may include quotations, paragraphs, data, charts, etc as part of their reports/presentations. All Frost and Sullivan content used in the ways listed above, must properly cite Frost and Sullivan as the source.

Guidelines for MAP use of Frost and Sullivan Reports:

1. Kresge Librarians are authorized to provide MAP participants the full text of Frost and Sullivan Reports in PDF format. The Frost and Sullivan reports may be mounted on the CourseTools server. Access to this content is restricted to authorized MAP participants.
2. Librarian supplied Frost and Sullivan reports are NOT for MAP participant's personal or corporate use. The reports are only to be used by the MAP participants in completing their MAP assignments.
3. The PDF reports are not to be distributed in any form outside of the MBA MAP project/program.
4. The Frost and Sullivan reports may be shared with the participating MAP Company. However, reports are not to be disseminated to a company's other units, divisions, etc who are not participating in the MAP project. In no cases are the reports to be distributed outside of the company.
5. Once completing the MBA MAP project, team members are not to retain or distribute any personal copies of the Frost and Sullivan reports.
6. Frost and Sullivan reports may be retained and incorporated into the MAP team final report. The use restrictions outlined above still apply to the Frost and Sullivan content included in the final reports.