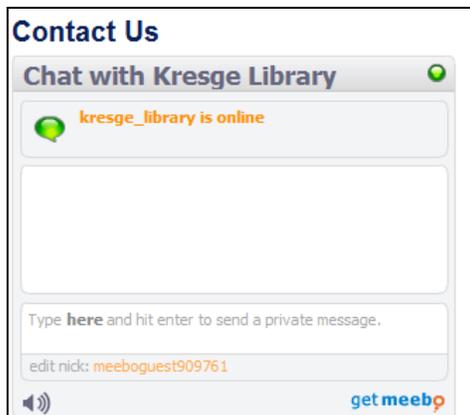


<http://www.bus.umich.edu/KresgeLibrary/>

### Library Assistance & News

- E-mail: [kresge\\_library@umich.edu](mailto:kresge_library@umich.edu)
- In person: Reference Desk (2<sup>nd</sup> floor)
  - ✓ Monday-Thursday 11:00am-7:00pm (summer may vary)
  - ✓ Friday 11:00am-5:00pm
- Phone: 734.764.9464
- **IM: Use the Kresge Library Chat box on the the library web page.**



### Key Library Web Pages & Services

- **A-Z Database Listing**  
<http://www.bus.umich.edu/kresgelibrary/resources/databases.htm>  
Listings of all our databases and relevant services from the main library
- **Kresge Library Wiki**  
<http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/>  
Growing resource – a great place to start your research
- **Kresge Library Catalog**  
<http://lib.bus.umich.edu/search.html>  
Search for books and electronic journals
- **Course Syllabi Archives**  
<http://www.bus.umich.edu/kresgelibrary/resources/syllabiarchive.htm>  
Copies of recent syllabi to help with course selection
- **Instruction Handouts, Videos and Database Sessions Schedule**  
<http://www.bus.umich.edu/kresgelibrary/support/instruction.htm>  
Listing of all current instruction sessions copies of handouts and videos.

- **Kresge Library FAQ**  
[http://finditfast.bus.umich.edu/recordList?library=umich\\_business&institution=Umich](http://finditfast.bus.umich.edu/recordList?library=umich_business&institution=Umich)  
Great place for those elusive answers and resources

## Library Hints & Tips

### **Getting remote access to the Kresge Library web page**

- This will take you through the remote access proxy – to allow you to use the resources from wherever you are.

### **Use the Kresge Library Resources AND Seek Assistance for anything done at Ross**

- Course work and assignments
- Case and business plan competitions
- Career searches
- Clubs and extra-curricular activities
- Curiosity

### **Everything is \*not\* on the internet or accessible via Google**

- Many resources are on the “hidden” web (uncrawled material)

### **Information in databases is “value added”**

- selected, organized, described - can be searched in more powerful, targeted ways

### **Database searching skills are marketable!**

- Companies that will hire you someday use many of these same databases

## Tips to help with Database Searching

- **Be diligent** – look for clues constantly. Follow leads and don't get hung up on trying to find the \*exact\* answer.
- **Be flexible** - if a search on your specific terms or topic comes up empty, try some synonyms or try searching on the broader topic. The data provider might be using different terms as you.
- **Be tenacious** – keep digging into resources. Not everything is located on the surface. If you are stuck at a resource – ask for help.
- **Be stubborn** (but not too stubborn). Ask for help before you lose too much time in the information vortex.
- **Be critical** - if the data looks too good to be true, it might be. Consider who is supplying the data and if it really can be trusted.

## Company Information

*(Follow links from the Kresge Home Page, under Quick Links, A-Z database list)*

### **OneSource Global Business Browser: US and AsiaPac Editions**

Why use OneSource?

- One-stop shopping that includes strategic initiatives, business and geographic segments, strengths/weaknesses, and ratio comparisons
- Great way to search for competitors and peers
- Excellent resource for public and private companies in the US and Asia

### **ORBIS**

Why use ORBIS?

- Single largest database of public and private company information – including over 40 million firms worldwide.
- Excellent searching and downloading capability
- Access to Zephyr mergers and acquisitions database, also from BVD.

### **MarketLine Business Information Center**

Why use MarketLine?

- Company Profiles contain company overviews, business descriptions, company history, executive listings, product listings, etc
- Industry reports include 5 year market forecasts, market shares and and competitive landscape.

### **Financial Analyst Reports (*Follow links from the Kresge Library Wiki*)**

[http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Analyst\\_Reports](http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Analyst_Reports)

- Thomson Research and Thomson One Banker
- OneSource
- Business and Company Resource Center

### **Mergent Online**

Why use Mergent Online?

- Current and historical financial information on 15,000 US and 20,000 foreign companies, both active and inactive
- Easy access to SEC filings, annual reports
- Access to Mergent Industry Reports
- Also check out **Mergent Horizon** for suppliers and competitors

## Industry & Marketing Information

### **Mintel**

Why use Mintel?

- Excellent resource for consumer products, demographics, multi-cultural markets, services and general marketing trends.
- Includes very current information from Simmons national survey of consumer preferences
- Exporting can be a pain – use the Kresge guide to help

### **IBISWorld**

Why use IBISWorld?

- Wider range of industries covered than Standard & Poor's NetAdvantage
- Info such as product and service segmentation, barriers to entry, and major players are included in the reports.
- Includes recession updates for all industries and services.
- Also includes Global and China reports.

### **Marketresearch.com Academic**

Why use Marketresearch.com Academic?

- Excellent collection of market reports that can be downloaded in their entirety.
- Packaged Facts reports provide great demographic overviews of the markets.
- Covers many U.S. and global markets

### **Plunkett Research Online**

Why use Plunkett Research Online?

- Great starting place for info on an industry.
- Includes coverage for a variety of markets, such as alternative energy, biotechnology, retail, sports, nanotechnology, travel, etc.
- Use the Build a Report feature to create a PDF of the information you need.

### **Standard & Poor's NetAdvantage**

Why use Standard & Poor's NetAdvantage?

- Great starting place for info on an industry
- Current environment, trends, key ratios and statistics on 55 different industries within *Industry Surveys* section

### **Other Valuable Resources (Follow links from the Kresge Home Page)**

- GMID Passport (Euromonitor)
- Specialized databases (eMarketer, Forrester, Gartner, Frost and Sullivan, etc.) These are useful for MAP projects.

## Articles

### **ABI/Inform Global (ProQuest)**

Why use ABI/Inform Global?

- Search a wide variety of academic and industry-oriented business periodical literature; includes access to many newspapers
- Good for finding articles about a company's strategy

### **Business Source Complete (EBSCO)**

Why use Business Source Complete (EBSCO)?

- Full-text of the *Harvard Business Review* and other journals
- Excellent source for trade publications and other information resources

### **Factiva**

Why use Factiva?

- Articles from 6,000 newspapers, newswires, magazines and especially trade publications
- Easily browse current editions of the *Wall Street Journal*, *Barron's*, *Business Week* and *Forbes* (Select 'News Pages' tab; United States)
- Complete full-text searching for all articles in the database

### **LexisNexis Academic**

Why use LexisNexis Academic?

- Search a wide variety of academic and industry-oriented business periodical literature; includes access to many newspapers.
- Business Dossier allows you to search for company financials and information
- Search for lawsuits and cases

## Other Useful Databases

### **Journal Locator**

Why use the Journal Locator?

- Listing of 20,000+ electronic journals
- Best to use if you have a citation already; can search for the title of the journal (e.g., *Harvard Business Review*)

### **RefWorks**

Why use RefWorks?

- Keep track of resources you have used for your papers and presentations
- This database will crank out a list of References for you!
- RefWorks FAQ: <http://www.lib.umich.edu/taubman-health-sciences-library/staying-current-podcast-series-refworks>