Library Assistance & News

- **E-mail:**  kresge_library@umich.edu  
- **In person:**  Reference Desk (2nd floor)  
  - Monday-Thursday  9:00am-7:00pm  
  - Friday  9:00am-5:00pm  
- **Phone:**  734.764.9464  
- **IM:**  
  - IM widget on the Library Home Page  
  - MSN Messenger:  kresge_library@hotmail.com  
  - Yahoo!:  kresge_library  
  - AIM:  kresgelibraryIM  
  - Google Talk:  kresgelibraryIM@gmail.com

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 and schedule**  
  
  http://www.bus.umich.edu/kresgelibrary/support/instruction.htm  
  
  Listing of all current instruction sessions and copies of the handouts

- **Kresge Video Tutorials**  
  
  http://www.bus.umich.edu/kresgelibrary/support/instruction.htm  
  
  View video tutorials on company, industry, financial and career databases.

- **Kresge Library Dash (Podcasts)**  
  
  http://www.bus.umich.edu/kresgelibrary/about/podcasts.htm  
  
  Listen to specialized instruction sessions on your computer or MP3 player
- Kresge Library FAQ
  http://finditfast.bus.umich.edu/recordList?library=umich_business&institution=Umich
  Great place for those elusive answers and resources

Library Hints & Tips

Follow the links from Kresge’s Home 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 Resource 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.
**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, and more

**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

**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 competitive landscape.

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

http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/index.php/Analyst_Reports

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

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

- Thomson Research and Thomson One Banker
- Business and Company Resource Center
  - Standard and Poors NetAdvantage
  - LexisNexis Academic (Business Dossier)
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.

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

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

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

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.

Other Valuable Resources (Follow links from the Kresge Home Page)
- GMID (Euromonitor)
- Marketline Business Information Center (Datamonitor)
- Article databases
- Specialized databases (eMarketer, Forrester, Gartner, Frost and Sullivan, etc.)
**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!