

<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
  - ✓ Friday 11:00am-5:00pm
- Phone: 734.764.9464

- IM: **IM widget on the Library Home Page**  
or

 MSN Messenger:  
[kresge\\_library@hotmail.com](mailto:kresge_library@hotmail.com)



Yahoo!: [kresge\\_library](mailto:kresge_library)



AIM: [kresgelibraryIM](mailto:kresgelibraryIM)



Google Talk:  
[kresgelibraryIM@gmail.com](mailto:kresgelibraryIM@gmail.com)

### **Key Library Web Pages & Services**

- **A-Z Database Listing**  
<http://www.bus.umich.edu/KresgeLibrary/Collections/A-ZListing/>  
Listings of all our databases and relevant services from the main library
- **Kresge Library Wiki**  
<http://webservices.its.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/Services/syllabiarchive.htm>  
Copies of recent syllabi to help with course selection
- **Instruction Handouts and schedule**  
<http://www.bus.umich.edu/Kresgelibrary/AboutKresge/Hours&Events/instruction.htm>  
Listing of all current instruction sessions and copies of the handouts
- **Kresge Library Dash (Podcasts)**  
<http://www.bus.umich.edu/Kresgelibrary/help/podcast.htm>  
Listen to specialized instruction sessions on your computer or MP3 player

## **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.

## Databases Included in Instruction Session

### Company Information Resources

- OneSource Global Business Browser: US and AsiaPac Editions
- MarketLine Business Information Center
- Orbis
- Mergent Online

### Industry Information Resources

- IBISWorld
- Business Monitor Online (BMO)
- Frost & Sullivan
- Standard & Poor's NetAdvantage
- Global Market Information Database (GMID)
- Plunkett Online

### Analyst Reports

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

### Articles and News Resources

- ABI/Inform Global (ProQuest)
- Business Source Complete (EBSCO)
- Factiva

## Database Descriptions (*follow links from Kresge Home Page or A-Z list*)

### Company Information Resources:

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

- Database features one-stop shopping that includes strategic initiatives, business and geographic segments, strengths/weaknesses, and ratio comparisons.
- One of the best resources for company information, this also has some industry reports (Datamonitor and Fredonia Focus Reports). The Industry reports can be seen by clicking on the SIC and NAICS codes in the company record or by searching in the industry box.
- When you are looking at an industry, you can view the leading firms in that field by clicking on "Peer Analysis" on the left hand side. This allows you to search the entire database by that particular SIC or NAICS code.

#### MarketLine Business Information Center

- Database features company profiles containing overviews, business descriptions, company history, executive listings, product listings, etc. as well as industry reports that include 5 year market forecasts, market shares and competitive landscape.

#### Mergent Online

- Current and historical financial information on 15,000 US and 20,000 foreign companies, both active and inactive. Also very easy access to SEC filings, annual reports and Mergent Industry Reports.

### **Orbis**

- Orbis has information about 40 million companies, including 18 million European companies from 46 countries, 16 million US and Canadian companies, 6.5 million South and Central American companies, 1.3 million Japanese companies, 300,000 Chinese companies, and 90,000 African companies. Orbis includes information about 30,000 banks and 8,000 insurance companies.

### **Industry Information & Market Report Resources:**

#### **IBISWorld**

- Database features wider range of industries covered than Standard & Poor's NetAdvantage. Individual reports include information such as product and service segmentation, barriers to entry, and major players.
- Start with a keyword search for either the company or industry. On the first screen for the industry report, you will see the leading companies listed as "Major Players Referenced".

#### **Business Monitor Online**

- Provides industry surveys for over 100 countries worldwide. The industries covered include automobiles, food and drink, tourism, Pharmaceuticals, and others.
- Please note that reports are not available for all industries and countries.

#### **Frost and Sullivan**

- Research in market analysis, technical reports, end-user studies, and quantitative measurement based reports.
- One of the best resources at Kresge Library for looking at technical and medical industries.

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

- Database features a good starting place for info on an industry with information such as current environment, trends, key ratios and statistics on 55 different industries.
- To view the Industry Surveys, see the drop down box on the right hand side of the screen under "Quick Links"
- The reports load in HTML, but are also available in PDF.

#### **Global Market Information Database (GMID)**

- GMID is a source for statistical information, news and Euromonitor Market Reports. These reports are particularly useful in looking at a particular industry in a particular country.
- You might start with a keyword search for your industry or some of the leading companies. You could look at either "Company Profiles" or "Country Reports" (broken down by industry and country).

#### **Plunkett Online**

- Provides industry sector analysis, research, trends and statistics for 29 different industries. Archival reports are also available.
- Select an industry on the left hand column.
- Use the "Plunkett's Build-A-Report" to create a PDF that will have the sections and information that you would like.

## **Analyst Reports**

See Kresge Library Wiki Page:

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

Thomson Research is the best resource for searching for Analyst Reports. Not only does the database include analyst reports written about publicly traded companies, but also numerous reports written about industries. Use the keyword search for these items.

## **Articles, News and Analysis Databases:**

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

- Database features a wide variety of academic and industry-oriented business periodical literature; including access to many articles and newspapers in full text.

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

- Database features a wide variety of academic and industry-oriented business periodical literature (such as the Harvard Business Review); including access to many articles and newspapers in full text.

### **Factiva**

- Database features articles from 6,000 newspapers, newswires, magazines and especially trade publications. You may easily browse current editions of the Wall Street Journal, Barron's, Business Week and Forbes with this resource.