Library Assistance & News

- E-mail: kresge_library@umich.edu
- In person: Reference Desk (2nd floor)
  - Monday-Thursday 11:00am-7:00pm
  - Friday 11:00am-5:00pm
- Phone: 734.764.9464
- IM: MSN Messenger: kresge_library@hotmail.com
  Yahoo!: kresge_library
  AIM: kresgelibraryIM
  Google Talk: kresgelibraryIM@gmail.com

- Web site:
  - NEED HELP? Section
  - News: http://mblog.lib.umich.edu/kresgenews/ (Set up an RSS feed)
  - Kresge Podcasts: http://www.bus.umich.edu/Kresgelibrary/help/podcast.htm
  - Instruction Session Handouts: http://www.bus.umich.edu/Kresgelibrary/AboutKresge/Hours&Events/instruction.htm
  - Find it Fast- frequently asked research questions
    http://finditfast.bus.umich.edu/recordList?library=umich_business&institution=Umich
  - By Topic Marketing Page:
    http://www.bus.umich.edu/KresgeLibrary/Collections/ByTopic/
  - Kresge Library Wiki:
    http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/

Use Marketing and Industry Resources to Find:

- Market Research Reports
- Market Share Data
- Demographic/Consumer Behavior Data
- Demographic Data
- Advertising and Media Sources
- General Business and Market Databases
Market Research Reports

Global Market Research Information Database

Why use this database?

- Industry, demographic, consumer and economic data
- GMID includes market, demographic and economic forecast data to 2010
- Market data for 330 consumer products in 49 countries
- A "Companies and Brands" section provides data on 100,000 consumer brands and the 12,000 companies that own them
- Full text market analysis reports on a wide variety of topics
Frost & Sullivan
Why use this?
✓ Frost & Sullivan Marketing Reports offer the latest research in market analysis, technical reports, end-user studies and more quantitative measurement based reports
✓ For assistance with downloading this content full-text, please email kresge_library@umich.edu and give us the title of the report you need

MarketLine
Why use Marketline?
✓ Over 50,000 public and private, international company profiles
✓ Source for Datamonitor company and industry reports
✓ Industry, company, country focus allows you to easily find key competitors in the field
✓ 215 international reports from the “Base Drivers” database feature key macroeconomic, social, demographic and industry statistics

MarketResearch.Com Academic
Why use this?
✓ Full text of market research reports
✓ Excellent publishers include Packaged Facts, Kalorama Information, SBI, Simba Information, and others.
✓ Search
✓ International business services, consumer goods, food and beverages, life sciences, demographics, heavy industry and technology/media
Mintel
Why use Mintel?
✓ Mintel offers a series of research reports covering the US and European marketplace
✓ Data & analysis of the competitive landscape
✓ Market-share analysis and consumer profiles
✓ Complex demographic issues are broken into easy-to-understand sections

Why use this?
✓ Provides industry sector analysis, research, trends and statistics for 29 different industries
✓ Includes alternative, renewable and conventional energy; automotive; biotechnology; health care; outsourcing & offshoring; real estate; telecommunications; supply chain and more
✓ Content is updated weekly
Market Share

TableBase
Why use TableBase?
✓ Market share, rankings, forecasts, shipments, output, consumption, users, imports, exports, capacity, etc.
✓ Over 25,000 tables added per year

Business & Company Resource Center
Why use this?
✓ Company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals
✓ Investext Plus analyst reports included

Market Share Reporter (Print):
✓ Call Number: HF 5410. M34 (Current year in Reference)
✓ Tables of market share data from multiple source

Demographic/Consumer Behavior

American Generations series (print)
✓ Call No. Ref. HN60 .R96 2004
✓ Looks at predefined demographic groups, Baby Boomers, Generation X, etc. Who they are, what they think, where and how they live

Lifestyle Market Analyst (print)
✓ Call No. Ref. HF5415.33U6 2006
✓ Updated yearly with lifestyle information on American consumers
Choices 3 Database (see separate handout)

Why use this database?
✓ This database provides data on the demographic, psychographic and media use characteristics of users of products, brands and services
✓ Available on standalone computer in front of the Reference desk

DemographicsNow

Why use Demographics Now database?
✓ Demographic, income, and expenditure data by geography, including state, county, zip code, and census tract. Available reports include summaries, comparisons, rankings, and maps.
General Industry and Company Data and Articles

ABI/Inform Global (ProQuest) Database
Why use ABI/Inform Global?
✓ Articles on consumers, including scholarly journals, trade press
✓ Use Advanced Tab to search

Business Source Complete
Why use Business Source Complete database?
✓ Business and trade press, academic publications, market and industry research, company information
✓ Includes full text of the Harvard Business Review

Factiva
Why use Factiva?
✓ Articles from 6000 business publications
✓ Use near operator to search, for example: echo boom near20 housing

Standard and Poor's NetAdvantage
Why use this database?
✓ One-stop shopping for company data, includes current industry news, competitors
✓ Use Tools, Create list for a downloadable report by industry, geography, company size and more

Advertising and Media Sources
Adforum
Why use Adforum?
✓ 35,000 advertisements in all media, video and audio
✓ International in scope
✓ Advertising

Ad$spender:
Why use Ad$spender?
✓ Advertising expenditure information for millions of product brands
✓ Television, radio, magazine, newspaper, internet and outdoor channels
✓ You can search for information based on category, company name, subsidiary and brand
✓ Spenders can be ranked by category, company name, brand and more
✓ Data is available back to 1986.

Advertising Red Book (Print):
✓ Call No. Ref. HF5805.S792
✓ Covers Advertisers and ad agencies
✓ Company ad campaigns, including amounts spent on each ad medium

Ad$Summary (Print):
✓ Call No. Ref. HF5805.S792
✓ Advertising statistics by brand name
Market- Specific Resources

Bankscope
✓ Current and historical financial and other data on 22,000 global financial institutions

Corporate Environmental Profile Database
✓ Environmental performance for over 1800 companies

Medical and Healthcare Market Guide
✓ Research reports covering the worldwide medical device, healthcare markets

Sports Business Research Network
✓ Annual and monthly statistics for 63 sports

Venture Xpert
✓ Executives and other personnel, deals and IPO data

Information Technology Market Research

eMarketer
✓ Market research on the Internet, e-business, online marketing, and emerging technologies, aggregated from over 1,700 sources. Includes analyst reports, daily research articles, market share and user data

Faulkner Advisory for IT Studies
✓ Library of IT-related market and technical information covering e-business, wireless, IT asset management and more

Forrester Research
✓ International market information and research specializing in the Internet economy; also includes research with an industry focus (i.e. IT use for automotive, retail market)

Gartner
✓ Market and technical information used by thousands of IT end users and vendors