Kresge Business Library Instruction

Introduction to Kresge Business Library Databases

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

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: 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/Collections/A-ZListing/
  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/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

- 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

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 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.)
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/help/refworks/