

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 (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.

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

- Thomson Research
- 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, Freedonia, Global Business Intelligence, 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>