MARKET RESEARCH:

Below are some of the Business Library’s licensed resources in the area of Market Research. All of these resources can be found on the Business Library’s web page (business.library.wisc.edu). All of them can be accessed from anyplace using your University Net ID and password.

1. IBIS World provides market research on over 700 industries in the United States

2. Mintel Oxygen provides reports that analyze market size and trends, market segmentation, consumer attitudes and purchase habits.

3. Business Monitor International has detailed quarterly with 5 year forecasts for 24 industry sectors, country risk reports for markets in over 175 countries and company intelligence for 750 of the top multinational companies and their subsidiaries.

4. ABI/Inform has industry reports published by Business Monitor International, First Research and Just-Series Market Research Reports.

5. Business Source Premier provides over 5000 industry profiles worldwide.

ARTICLE RESEARCH

1. ABI/Inform does provide full text to the major business publications (Forbes, Fortune, and Business Week) as well as the Wall Street Journal. ABI/Inform also provides indexing and full text to a full range of “trade” publications.

2. Business Source Premier has a great deal of academic journal content full text (it also provides full text to the Harvard Business Review.

FINANCIAL INFORMATION

1. Fintel Industry Metrics provides financial metrics for over 2500 industries. The database has 3 reports: income statement and balance sheet data reported as a percent to sales revenue as well as reported in dollars. Also included are 15 ratios.

2. RMA Industry Norms: This resource is available in One Source. You can search by industry or NAIC number. This resource will give you a number of financial ratios for the current year as well as the same data for past years.
NAICS
NAICS stands for the North American Industry Classification System. It is used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. (http://www.census.gov/eos/www/naics)

CENSUS DATA
1. Economic census provides a detailed portrait of the United States' economy once every five years, from the national to the local level. (http://www.census.gov/econ/census07)

2. County Business Patterns provides number of employees, and number of establishments by NAIC code at the county level on an annual basis (http://www.census.gov/econ/cbp/)

3. American Fact Finder is a good front end to find census data. (factfinder2.census.gov)

4. American Fact Finder will also provide data on the demographics of cities, counties, metro areas.

ELECTRONIC/WEB DATA
1. Google Analytics: A free tool that will analyze web traffic

2. Trackur: Part of this is free that will allow you monitor the social networks.

RESEARCH METHOD TO REMEMBER

The most important part of this orientation is that the Business Library is here to assist you in your research and information needs. It is not an idle promise when I suggest to you that spending a couple of minutes with I or another Librarian on my staff can save you minutes and sometimes hours in trying to locate the information that you need. Things you need to remember:

1. Business Library’s web page (business.library.wisc.edu)

2. Michael Enyart, (608)-263-3902, menyart@library.wisc.edu

3. Ask Business

4. Reference Desk at the Business Library