# SECONDARY MARKET RESEARCH
## SOURCE INFORMATION

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### INFORMATION TYPES, FORMS, AND SOURCES

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### Logging In to the Marshall (Crocker) Library Secondary Databases

Most of the Gaughan & Tiberti Library databases can be accessed both from on campus computers and from off-campus computers provided that you have a USC login and password. However, the Marshall School of Business (MSB) and USC have different licensing agreements with different publishers. Some only allow their databases to be accessed from a campus computer, some only allow access from a computer within the MBS, and a few require that the access be done on computers within Crocker.

If you need to use a Gaughan & Tiberti Library computer or another computer within the MSB, you will need a “My Marshall” login and password. If you are a Marshall student, you have been issued a MyMarshall account that will last until you graduate. Your login and password are the same those for Blackboard. If your major is outside the MSB, you can obtain a temporary guest password and login—valid for that day only—at the Circulation Desk at Crocker or in HOH 300.

To log into the Marshall Library Database System:
1. In your browser, go to http://mymarshall.usc.edu.
2. Check "USC Net ID."

3. Click “Continue.”
4. Enter your USC login ID and password and click on “Log in.”

**NOTE:** Certain Marshall students may have had a MyMarshall account issued even if they are not aware of this. If this is the case for you, MyMarshall will insist that before you can go any further, must change the default, randomly generated password that has been issued to one of your choosing. Your MyMarshall login will be the same as your USC login. To obtain your default MyMarshall password, you will need to contact call Marshall Information Technology Support at (213) 740-3000.

5. On the left side of the screen, under the MyMarshall logo, click on “Academic,” then “Marshall Library:”
6. On the right side of the screen, click on “Resources:”

7. Select the desired database from the list that results.

**Periodicals Databases**

Several databases can search periodical (i.e., newspaper, magazine, or journal) articles and provide the full text of articles on a particular search term are available at the Marshall Library. For most of these databases, you have free access as a student so long as the results are used for school related projects and not for commercial purposes. In industry, access to these databases may cost more than $100 per hour.

**ABI/Inform** is a database that emphasizes business and trade publications. This database is hosted among a number of other databases that all use the ProQuest format and interface. To access ABI/Inform, on the “My Marshall” portal, click on “Academic,” → “Marshall Library” → “Resources” → “ABI/Inform through ProQuest.”

ProQuest is the interface used by ABI/Inform. This interface is also used by a number of other databases.
To allow for the most flexible search, click on the “Advanced Search” link. Part of the screen that will now greet you should look like this:

ProQuest allows you to use “Boolean” logic and other tools to expand or narrow your search. Notice the two boxes that, by default, specify “AND.” You can specify the following options:

**AND** → Both conditions must be true—e.g., “ice cream” AND “carbohydrate” would call for articles that deal both with ice cream and carbohydrates.

![](image1)

Note that if you are searching for articles about low carbohydrate ice cream, it is better to leave out the term “low” since any reference to carbohydrates will usually involve the issue of quantity. Since there are synonymous terms such as “reduced” or “limited,” using only the key word may yield more results.

**OR** → At least one of the terms must apply—e.g., “dessert” OR “snack” would result in articles that use at least one of the two terms.

![](image2)

**AND NOT** → The first term must apply but the second must NOT apply. For example, “pricing” AND NOT “finance” would result in articles covering pricing but not those which concern finance.
The second term must appear no more than three words before or after the first term. For example, for “Internet WITHIN3 banking” would identify the phrase “Internet Credit and Banking,” ignoring the “credit and” string.

**Search Scope.** By default, ABI/Inform will identify only those articles that feature the selected search terms in the citation (e.g., author, title, periodical, and date) and abstract (brief summary if available or sometimes the first few paragraphs of an article). This helps reduce the number of irrelevant articles where a term may appear only in passing. In some cases—such as a firm that wants to find information a small company that is a competitor—you may want to specify “citation and document text” to allow for the terms to appear anywhere in the article. It is also possible to search for article authors. This may be useful if a particular writer covers an industry of interest. Further options allow one to search by the following variables:

- Location (country or region)
- Product name (but not company name)
- NAICS code (see below)
- Person name (e.g., the name of a company CEO)

Suppose that we are interested in finding information on children’s usage of the Internet. We may want to start out with a rather broad search:

This search gives a large number of “hits” or articles identified as relevant. If an overly large number of articles is found (say, more than 300), we risk that the “jewels”—the best and most articles—will be hidden among the “rubble” from those articles that may only be tangentially relevant. In this case, if we are specifically interested in articles about dangers that children may face from predators online, we can narrow the search more to:
From this more limited search, we get a number of results, starting with following:

The “Full Text—PDF” will bring up the entire article as it was printed in the original periodical. This means that any charts, pictures, and other illustrations have been preserved. Sometimes, articles will be available in “text only” mode—all the text will have been captured, but most if not all illustrations will have been lost.

The “Abstract/Details” link will get us both an “abstract” (brief summary of the article), the citation (e.g., author, article title, periodical name, and date of publication), and various “descriptors.” Below the abstract for the first article, in the “Details” section, we see the following:
This article—and most articles found on ABI/Inform—have been indexed by a librarian or information specialist who has read the article and determined which of several subject terms apply. For a term to apply, the term must be a significant subject in the article—not just something that was addressed tangentially. On the first line, several subjects are listed. Notice that this article contains, among others, the subject terms “Web sites,” “Internet,” “Children & youth,” “Studies,” and “Parents & Parenting.”

“Classification” can include variables such as geographic location, a specific industry, or market.

“Snow-Balling.” If we did not find a satisfactory selection in the initial search, we can now run the search again with the new terms. Records from other articles identified during this first round can also be used—e.g., some articles might have the terms “Parents & parenting” and “Web sites.” The “parenting” reference is essentially the inverse of the term “children” and the term “Web sites” is a more specific reference to one aspect particular of the Internet. Running new searches involving a combination of our original terms and the subject terms identified in the article descriptors may yield additional articles.

**WARNING ABOUT PR NEWSWIRE**

Search results may include listings of “articles” from PR Newswire. These represent press releases that that a sponsor—such as a firm or organization—has paid to have released to this and other databases. Thus, these are not objective sources—they are essentially advertising and represent the interests of the sponsor. Unless one wants to discuss what the firm reports or contends, these news releases should generally not be used as a source.

The following diagram illustrates how we can narrow or expand our search:
If too many articles are found, we will want to narrow our search. This can be done using the “AND” and “AND NOT” Boolean operators. That is, for example, if we say “sports marketing” AND “branding,” the article must contain both terms, so fewer articles are identified.

If we do not find a sufficient number of articles, we will need to expand our search. We do this by identifying synonyms and/or closely related terms. For example, the term “promotion” is closely related to “advertising.”

An alternative way to find relevant subject terms is to use the “Thesaurus” option on the search screen. To access this feature, click on the “Thesaurus” link above the search boxes and immediately to the right of the words “Advanced Search.”

Searching for the term “Computer,” we get a large number of listings, beginning with the following:
The term “computer” is actually not among the terms listed; more specific and context specific terms are used. If you click on the term “Computer industry” occurring later in the list, you will a list of broader and narrower terms:

**Computer industry**

**BROADER TERMS:**
- High tech industries

**NARROWER TERMS:**
- OEM
- PCMs
- Software industry

*Lexis-Nexis* is a general database that tends to emphasize newspaper and magazine articles more than trade publications. This is the most commonly available database and the one to which you will be most likely to have access in industry. To access and use this database:

2. Enter your search specification in the red search box.

3. Under the “Advanced Options” link, you can specify a limited time period if desired.

4. Lexis-Nexis allows us to use the “word proximity” feature to give more flexibility in how a phrase may appear in the document. For example, if we are interested in low carbohydrate ice cream, we could specify two search strings in most databases. If we specify “carbohydrate ice cream,” that exact phrase would have to occur in the text. If the text said “carbohydrate vanilla ice cream,” that would not show up. We could also say “carbohydrate AND ice cream.” Here, the only requirement is that the words “carbohydrate” and “ice cream” would each have to appear somewhere in the document—much the same way as if we searched in Google. The word proximity feature, however, allows us more flexibility. If we say “carbohydrate W/3 ice cream,” the requirement is that the phrase “ice cream” has to occur within three words of the word “carbohydrate”—either before or after. Therefore, “low carbohydrate vanilla ice cream” would be covered, as would “ice cream with limited carbohydrates.”

Sometimes, you may want to search using only the root of a word when articles that use various words based on that root may be of interest—e.g., “color” and “colorful.” Further, the use of the beginning of a word may be appropriate when the word’s spelling differs between American and British English (e.g., “color” in American English and “colour” in British). To search on only a portion of the term, we use “truncation” symbol—an exclamation point—to indicate that any word starting this way is relevant. Thus, we would use the term

colo!

to find articles containing words starting with “colo”—e.g., “color,” “colour,” or “colorful.”

Unfortunately, articles about Colorado may also come up, so there is a tradeoff between flexibility and additional “false hits.”

By default, Lexis-Nexis Academic will only bring up articles from the last six months. You can specify how far you would like to go back. Articles more than three years old are usually not current. Those dealing with rapidly advancing industries such as computers and biotech or with rapidly developing countries such as China may become obsolete in a year or less.
**Google News.** Google offers full text access to certain recent articles from various newspapers—depending on the publication, these may go back anywhere from a week to several months. Not all newspapers are included, but access is free (although the provided links may lead you to a newspaper site that requires payment for reading the actual article). To access Google News, go to [http://news.google.com/](http://news.google.com/). Part of your screen will look like this:

![Google News search](image)

You can now enter your search. By default, “AND” is assumed—i.e., all words listed must occur. If you want to exclude a subject, you can put a minus sign in front of it. For example, in the following query

```
consumer pricing -stock -financial
```

both the terms “consumer” and “pricing” must be present and the terms “stock” and “financial” must not be present.

Google allows users to sign up to receive e-mail notifications when stories appear on specified search terms. You may, for example, sign up to be notified whenever a particular competitor’s name or brand appears in a story. For more information, click on the “News Alerts” link on the left hand side of your search results. For more information, please see Appendix 5.

**Behavioral Science Research: PsycINFO:** Despite its name, PsycINFO actually indexes research in academic journals covering all the major behavioral sciences (e.g., sociology, anthropology, and linguistics.) To access PsycINFO, you need to go through the USC Libraries web page rather than going through the MyMarshall portal. From the [http://www.usc.edu](http://www.usc.edu) main page, click on “Academics” and then select “USC Libraries:”

![USC Libraries page](image)

Once at the USC Libraries page, within the “Database quick links,” choose PsycINFO:
You can now search for articles using the Boolean logic system discussed previously—e.g.,

PsycINFO generally indexes academic journals. Generally, articles involve rather “heavy” articles on academic research that focuses on a general phenomenon—e.g., the circumstances under which humorous advertisements are more likely to be effective—without application to a particular product.

**Industry, Company, and Market Share Information**

**INDUSTRY INFORMATION**

**SIC/NAICS Information.** In order to identify members of particular industries, the North American Industry Classification System (NAICS) was established. This system replaced the older Standard Industry Classification (SIC) code system. Full NAICS codes that identify an industry at its most specific level usually consist of six digits (a seventh digit can specify the country—i.e., U.S., Canada, or Mexico). Moving from right to left, the classifications become progressively more specific as digits are added. Using just two digits, we get very broad industries:
Basic industries may be represented by three digits. As more digits are added, the industry becomes increasingly specific. For example:

- Industries starting with “325” involve “Chemical Manufacturing.”
- Adding one additional digit, the subset of industries that start with “3253” results in “Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing.”
- Adding a fifth digit, industries starting with “32562” involve “Nitrogenous Fertilizer Manufacturing.”
- The sixth digit is reserved for the country of interest.

“Articles” from this source are actually news releases sent out by the firm to make it look good. These are NOT written by objective journalists!
Adapted from the U.S. Census NAICS Project, http://www.census.gov/cgi-bin/sssd/naics/naicsrch.

In some cases, even six digit NAICS codes involve very broad categories. For example, the “32560” industry includes a number of different cosmetic and personal care items. The following table includes the first two-thirds of the product categories included:

<table>
<thead>
<tr>
<th>Code</th>
<th>Category</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>325</td>
<td>Chemical Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>3251</td>
<td>Basic Chemical Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32511</td>
<td>Petrochemical Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32512</td>
<td>Industrial Gas Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32513</td>
<td>Synthetic Dye and Pigment Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32518</td>
<td>Other Basic Inorganic Chemical Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32519</td>
<td>Other Basic Organic Chemical Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32513</td>
<td>Ethyl Alcohol Manufacturing</td>
<td></td>
</tr>
<tr>
<td>32514</td>
<td>Cyclic Crude, Intermediate, and Gum and Wood Chemical Manufacturing</td>
<td></td>
</tr>
<tr>
<td>32519</td>
<td>All Other Basic Organic Chemical Manufacturing</td>
<td></td>
</tr>
<tr>
<td>3252</td>
<td>Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32521</td>
<td>Resin and Synthetic Rubber Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32522</td>
<td>Artificial and Synthetic Fibers and Filaments Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32520</td>
<td>Artificial and Synthetic Fibers and Filaments Manufacturing</td>
<td></td>
</tr>
<tr>
<td>3253</td>
<td>Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32531</td>
<td>Fertilizer Manufacturing</td>
<td>T</td>
</tr>
<tr>
<td>32532</td>
<td>Phosphatic Fertilizer Manufacturing</td>
<td></td>
</tr>
<tr>
<td>32534</td>
<td>Fertilizer (Mixing Only) Manufacturing</td>
<td></td>
</tr>
</tbody>
</table>

Adapted from the U.S. Census NAICS Project, http://www.census.gov/cgi-bin/sssd/naics/naicsrch.
Many firms operate in more than one NAICS industry. The industry that is considered most important is designated as the “Primary NAICS” industry for the firm.

**Business Insights: Essentials.** This is a nice resource which combines a number of Gale Media resources to provide information on firms and industries. It is useful for getting brief background on and some current developments within an industry. On the “My Marshall” portal, click on “Academic,” → “Marshall Library” → “Resources” → “Business Insights: Essentials.”

This database allows for searching and browsing based on a number of criteria:

- The “Company Finder” tab identifies firms based on criteria such as location (country or specific location within the U.S.), industry NAICS code, revenue range, and number of employees range.
- The “Industry Finder” tab lists reports by product category or industry. Because of the large number of reports, it will probably be more useful to search by a specific NAICS code.
- The “Free Form” search on the very top of the screen allows for search based on keyword. Please note that the Business Insights database is less complete than that offered by the U.S. Census’ NAICS system. Therefore, you will generally be better off going to that site at [http://www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/) to find the appropriate NAICS code which you can then enter into Business Essentials. Please see Appendix 1 for more information.
To search industry information, click “Industries” and then “All industries:”

This will provide you with an alphabetical list of industry names and an option for search:

The “NAICS” search feature will provide industry information associated with the respective NAICS code.

For example, the NAICS code for “Toilet Preparation Manufacturing” is 325620. An initial search will provide a brief overview of the industry:
A list of relevant reports for that industry is also provided.

Other information is available—e.g.,

- **Associations**: A list of trade associations covering the industry—e.g., the National Retail Federation for the retail store industry and the Beef Council for the cattle industry.
- **News/Magazines**: Articles on topics relevant to the industry.
- **Company Profile**: Profiles of or background information on major companies in the industry.

**WARC—Marketing Statistics, Trends, Research, and Case Studies.** WARC is an interesting repository and aggregation of great deal of marketing statistics and data.

This database has a strong emphasis on media costs and spending, but a large number of consumer studies are also listed. Much of the content available duplicates sources available from other databases.
such as Euromonitor. The interface can be somewhat overwhelming in that information of interest might potentially be found in different sections of the site.

Two of the more useful sections are “Topics” and “Trends.” As the term suggests, the “Topics” pages provide information on a number of different topics focusing on issues such as consumers, demographics, industries, and countries and geographical regions.

The “Trends” page features current developments among consumers, firms, and industries.

Forrester. Forrester Research provides nice background reports on many industries and relevant trends. An example of an available report is “The Future of Online Customer Experience.” From the Marshall Library “Resources” list, click on “Forrester.”

A keyword search can be done in the “Search” box toward the top of the screen. Some of the more recent reports are featured with brief descriptions below. On the “Research” tab on the top of the screen, the “Latest Research” option allows you to select reports by topic, industry, region, and method.

IBISWorld: IBISWorld provides information about U.S. (and some foreign) industries.
It is possible not only to find very broad industries based on the NAICS code taxonomy, but also to browse based on “U.S. specialized industries.” These listings tend to involve industries that have been defined more specifically than NAICS groups. Occasionally, these listings provide a different breakdown of industries, bringing together similar types of firms that may be “scattered” across different NAICS codes.

For example, the category of “Online Retail” breaks into the following sub-markets:
For a given industry, several sections of information are available. An “About the Industry” section provides an overview, including a view of the typical supply chain with “supply” industries providing output as “demand” industries either directly buying or creating the demand for the product or service. For example, for the industry of “Dental Insurance in the U.S.,” we have:

**Industry Definition**

This industry underwrites dental insurance policies. Dental insurance helps cover the costs of dental care, ranging from basic preventative coverage to major dental work, depending on the type and scope of the insurance plan. Orthodontics coverage may be included in dental insurance plans, but reinbursement of dental policies is not included in this industry.

---

**The Supply Chain**

- **Supply Industries**
  - Copy & Office Equipment Wholesaling
  - Dentists
  - Direct Mail Advertising
  - Print Advertising Distribution

- **Key Economic Drivers**
  - Number of people with private health insurance
  - Number of employees
  - Total health expenditure
  - Per capita disposable income

- **Demand Industries**
  - Manufacturing
  - Public Administration
  - Consumers

- **Related Industries**
  - Health & Medical Insurance
  - Reinsurance Carriers
  - Health & Welfare Funds
  - Workers' Compensation & Other Insurance Funds

**Related International Industries**
Note that reports on “Related Industries” may also be relevant.

Other sections provide background on factors such as the competitive environment, industry outlook, and key industry statistics:

One nice feature of IBIS World is that it is possible to search for industries that are a significant part of a specific firm’s business. For example, to find industries of involvement for Trader Joe, we search:

This search identifies two reports:

MarketResearch.com Academic. This database lists a number of market research reports—both on general industries on topics such as demographics. Many of these reports can be now be downloaded at no additional charge.
Many relatively specific reports are available—e.g., a 2011 study titled “Latino Foodservice Trends in the U.S.”

Browsing brings up interesting reports, but because of the bulk of material available, it can be difficult to find specific information “buried” among content lists. Using the “Advanced Search” menu,

it is possible to pinpoint information needs more specifically:
Advanced Search

The following Boolean operators are supported for all keyword searches: AND, OR, NOT, "exact phrase" quotes and the wildcard.

More about Boolean operators >

The “pull-down” category menu allows for the specification of the desired “category”—usually the industry in question or broad information categories such as “demographics.” It is, however, not possible to strictly filter on country or region. This variable must be specified as a search keyword, meaning that a large number of irrelevant listings may come up when the country is tangentially implicated in a descriptor. To add a country specification to a search, use the Boolean “AND” operator—e.g.,

furniture AND Japan

Strictly speaking, the AND operator is optional, meaning that multi-word strings must be put in quotes—e.g.,

“office furniture” AND Japan

Mintel. Mintel provides both statistical information on market shares and brief analytical entries and articles on selected product categories. Reports on consumer lifestyles, consumer behavior, and selected demographic groups are also available. The report on “Marketing to College Students” may be of special interest.
To use Mintel, you must first sign up for an account using your USC e-mail address.

Mintel allows you a choice between browsing available reports within broad categories or search by specific terms.

To browse under broad topics, click on the “Category Overview” tab to see a list of topics offered:

You will then see a screen that looks something like this:

![Image of Mintel categories]

After clicking on a broad topic, a list of available resources will be offered—e.g., under the category of “Health and Wellness,” you may get something like:
Only a few reports will be listed on this first screen, but you can click the “More Reports” link to get additional listings.

To search on specific terms, enter the relevant search phrase in the search form at the top of the page—e.g.:

RDS Business Suite (Business & Industry). The RDS Business Suite is an extremely powerful database allowing for searches on variables such as “marketing term,” industry, and geographic region. To access the advanced capabilities, click on “Advanced search.”

“Articles” from this source are actually news releases sent out by the firm to make it look good. These are NOT written by objective journalists!
Keywords can now be combined with the topic, industry, marketing term, geographic, and other variables to home in on very precisely specified sources of interest:

Statistika. Statistika contains tables, graphs, and other quantitative information in a number of different subject areas:
Under “Consumer Markets,” a number of product categories are listed:

<table>
<thead>
<tr>
<th>MARKETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcoholic Drinks</td>
</tr>
<tr>
<td>Non-Alcoholic Drinks</td>
</tr>
<tr>
<td>Hot Drinks</td>
</tr>
<tr>
<td>Food</td>
</tr>
<tr>
<td>Tobacco Products</td>
</tr>
<tr>
<td>Home and Laundry Care</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARKETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Media</td>
</tr>
<tr>
<td>Digital Advertising</td>
</tr>
<tr>
<td>e-Commerce</td>
</tr>
<tr>
<td>Smart Home</td>
</tr>
<tr>
<td>FinTech</td>
</tr>
</tbody>
</table>

The “Digital Markets” tab provides links to a number of topics within that scope.

The search window in the upper right corner can be used to search on specific topics.
COMPANY INFORMATION

NOTE: The Business & Company Resource Center has been replaced by Business Insights: Essentials. It is anticipated that the Business & Company Resource Center will be cease to be available in the near future.

Business Insights: Essentials. Business Insights: Essentials was previously discussed as a source of industry information. Information is also available on specific firms. All publicly listed U.S. firms—and some private ones—are listed. Certain firms in foreign countries are also listed, but the information is generally less complete.

To find firm information, first click on the “Company Finder” tab:

On the Company Finder tab, you will first have the opportunity to limit your search to a specific country and to further filter results when searching among U.S. firms:

Once you have specified any geographic scope, you can enter your firm information into the “Search” blank. Searching can be done either by the firm name or stock market “Ticker” symbol. It is also possible to search by brand name to identify the owner of that brand:
Using the search specification “McDonald’s,” we get a mix of firm listings and reports. Part of the results are:

For many large and/or international firms, several subsidiaries may be listed. If you are looking for the main substantive U.S. entity, it is usually the first entry listed with a “ticker” stock symbol in parentheses—in this case “MCD.” The listing “McDonald’s Company Ltd.” is in a “holding” corporation that owns the stocks of the different world-wide country divisions. Often, a firm will set up a subsidiary in a foreign country rather than operating under the main corporation. In some countries, this may be a requirement. In other cases, this is done for tax reasons or to limit exposure to lawsuits and other adverse actions in the respective foreign country to the assets of that foreign subsidiary. A subsidiary may be fully owned by the corporate “parent” or may be owned in part by other investors.

If you would like to a listing of all non-U.S. subsidiaries, you should click on the “Company Profiles” link on the right side.
A number listings available from the left side menu may also be of interest:

- **Market Share Reports.** These listings will provide information about the relative market share of firms in the industry of interest—in this case, “limited service restaurants.”
- **Rankings.** Articles and other reports which compare firm in the respective industry based on some quantitative variable other than market share—e.g., customer satisfaction ratings, growth in number of outlets, number of countries in which the firm operates, number of new products introduced, or unit sales.
- **SWOT Analysis.** For some firms, a SWOT analysis report is provided.

Clicking on a firm profile—e.g., “McDonald’s Corp. (MCD)”—will give a brief listing giving some basic background and figures for the firm:

![McDonald's Corp.](http://www.mcdonalds.com)

Notice that, on the right side, several main industries (as defined by NAICS codes) in which the firm operates are listed. Clicking on these will provide further industry information. For example, the first part of the listing for “Full Service Restaurants” is:

![Full-Service Restaurants](http://www.mcdonalds.com)

The “Industry Essays” will provide information on the industry or subparts thereof.
Mergent Online. Although intended mostly as a financial database, Mergent Online does have some useful information on the major customers and competitors for selected firms. Information on product category hierarchies (e.g., product lines and brand families) and relevant mergers and acquisitions are also available.

Upon selecting “Mergent Online” on the Marshall Library “Resources Menu,” a search interface will appear:

In the “Company Search” box on the left side, you can enter either a company name or its ticker symbol. Once you click “Go,” a list of search results will be presented:

Many firms have several subsidiaries—either country specific and/or related to different sides of the
business, it may be necessary to identify the relevant one. The “core” firm will usually be near the top of the list and will not have any foreign countries or specific product lines mentioned.

After selecting the specific corporate entity of interest, a landing page with basic background information will be appear.

One potentially valuable feature is the “competitors” search. The following is a partial list of those identified for Apple, Inc.:

Note that this search will identify the more direct competitors—typically those in the same NAICS code category which offer products and services very similar to firm of interest. This listing will not include indirect or intermediate level competitors that attempt to address a similar customer problem but possibly in a very different form.

Electronic Commerce and Internet Marketing

eMarketer. This database compiles reports and statistics specifically related to electronic commerce, Internet marketing, and social media.
Once you have done a basic word search with an appropriate keyword, you will have the opportunity to narrow the search based on variables listed on the right side of the screen. For example, searching for the word “fashion” gives this result:

Foreign Country and Market Information

GENERAL COUNTRY INFORMATION

Global Road Warrior. This database provides a great deal of background information on countries,
ranging from the mundane (e.g., electrical power specifications and immunizations needed) to more elaborate discussions of history, politics, and culture. Some especially interesting topics:

- Society and Culture
- Business Culture (including sub-topics such as “Business Decision Making.”)
- Demographics
- “The Businesswoman”—special issues facing women
- Essential terms (language)

To access the Global Road Warrior database, go to the “My Marshall” portal, click on “Academic,” → “Marshall Library” → “Resources” → “Global Road Warrior.”

COUNTRY REPORTS

Economist Intelligence Unit (EIU) contains provides reports on specific countries, addressing such issues as income levels, nature of the national economy, political stability and issues, and customs and cultural considerations. To access this source, select the Economist Intelligence Unit (EIU) Country Report database found on MyMarshall under “Academic → Marshall Library → Resources.”

The EIU has two main sections:

- **Country Reports** contain economic and political background on the respective country. This is available for two hundred countries.
- The **Country Commerce** Reports provide more detailed business information such as business laws and regulation. This is available only for fifty-five countries.

For each type of report, there is usually a periodic “Main Report” and shorter interim updates issued in between revisions of the main report.

In addition, a “Global Forecasting Service” contains analytical reports on specific issues in different geographic regions.

**Passport: Global Market Information Database (Euromonitor)** contains a number of nice industry studies listed by geographic region. To access this source, go to the “My Marshall” portal, click on “Academic,” → “Marshall Library” → “Resources” → “Passport.”

After clicking to agree to the terms of the licensing agreement, you will be greeted with a screen that includes a part like this:

First, select a geographic region. To narrow this down to a specific country or countries within a region, double click on the region and then choose the county or countries of interest. When you have selected
the country, click on the “Select Category” tab and select an industry of interest:

To find a more specific industry within each broad industry category, double-click on the industry and choose your more specific terms. You may be able to go down several levels—e.g.,

When you are satisfied that you have selected an industry that is specific enough, double-click on the “Run Search” icon.

Books

USC does have HOMER, an online catalog of books housed in USC libraries. Even if you are eventually going to check a book out from the library rather than buying it, you may find a larger list of relevant books by searching on Amazon.com. In the search bar, pull down the “All” menu and select “Books.”
If you do not find the industry you are looking for, you may want to go to the U.S. Bureau of the Census NAICS site at [http://www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/). If you do not want to type in this long address, you can search under the term NAICS in Google. The Census NAICS site is usually the first one listed.

Now specify your search term in the “Enter keyword” box for the “2017 NAICS Search” button:

Remember that in NAICS, less is often more. You should specify only the most central word or words in the industry. For example, rather than specifying “high heeled shoes,” should start with a more general term like “shoes” or “foot wear.” You will then see a list of more specific categories to choose from. For example:

**2017 NAICS Key Word Search**

- **Shoes, men's (except orthopedic extension), manufacturing**
- **Dress shoes, men's, manufacturing**
- **Athletic shoes manufacturing**
- **Water shoes, plastics or plastics soled fabric upper, manufacturing**
- **Orthopedic shoes (except extension shoes), men's, manufacturing**
- **Casual shoes, men's, manufacturing**
- **Shoes, cleated or spiked, all materials, manufacturing**
- **Dress shoes, children's and infants', manufacturing**
- **Shoes, wooden, manufacturing**
- **Orthopedic shoes (except extension shoes), children's, manufacturing**
- **Casual shoes, children's and infants', manufacturing**
- **Shoes, children's and infant's (except orthopedic extension), manufacturing**
- **Climbing shoes, rubber or rubber soled fabric upper, manufacturing**
- **Shoes, women's (except orthopedic extension), manufacturing**
- **Infants' shoes manufacturing**
- **Canvas shoes, rubber soled fabric upper, manufacturing**
- **Shoes, ballet, manufacturing**
- **Climbing shoes, plastics or plastics soled fabric upper, manufacturing**
- **Shoes, theatrical, manufacturing**
- **Golf shoes, women's cleated, manufacturing**
- **Canvas shoes, plastics soled fabric upper, manufacturing**
- **Shoes, athletic, manufacturing**
- **Cleated athletic shoes manufacturing**
- **Shoes, rubber or rubber soled fabric upper, manufacturing**
- **Golf shoes, men's cleated, manufacturing**
- **Athletic shoes, rubber or rubber soled fabric upper, manufacturing**
- **Work shoes manufacturing**
- **Pumps (i.e., dress shoes) manufacturing**

In this case, NAICS 316210: “Pumps (i.e., dress shoes) manufacturing” would be the closest match. That
is, high heeled shoes share a category with most other types of shoes.

APPENDIX 2
A NOTE ON THE CURRENCY OF SOURCES

Today, society and the business world change at rates much faster than was the case even twenty years ago. This rapid change results in part from innovations in information and other technologies and in part from the considerable economic growth and development experienced in “emerging” economies such as China and India.

Whenever one relies heavily on a source written in the past—even a few months ago—there is always a chance that something significant has happened since the publication of this source. The following are examples of changes that may take place quickly and have a significant impact on the validity of the information in and conclusions of a source:

- Changes in economic conditions
- New innovations product category, industry, or related fields—including developments that affect the cost of production or the cost of substitutes
- Government regulations
- Entry of new firms into the industry
- Changes in trade and political relations between countries

The following are examples (but not an exhaustive list) of topics where changes occur so quickly that sources older than one or two years are likely to be obsolete:

<table>
<thead>
<tr>
<th>Topic Type</th>
<th>Instances of especially rapid change (technological and social)</th>
<th>Instances of high cyclicity (e.g., vulnerability to economic changes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countries</td>
<td>China, India, Vietnam, Thailand, Hong Kong, Indonesia, Singapore, Russia and former Soviet Republics, Iraq, Iran</td>
<td>Russia, Saudi Arabia, other oil dependent economies; export oriented economies: Japan, China, most East Asian countries</td>
</tr>
<tr>
<td>Industries</td>
<td>Computers, information technology, online services, cellular phones and services, certain consumer electronics, publishing (books and magazines), pharmaceuticals, energy, defense, certain types of education</td>
<td>Construction, airlines (demand and fuel costs), hospitality, luxury products, automobiles, real estate, textiles, entertainment</td>
</tr>
<tr>
<td>Technologies</td>
<td>Information technology, computers, GPS systems, communications, certain medical technologies, biotechnology</td>
<td>Consumer electronics</td>
</tr>
</tbody>
</table>

For some topics—e.g., the U.S. food or supermarket industries—sources up to five years old might sometimes be used with caution. However:

- These older sources should preferably be supplemented by more recent ones.
- Research should be done to identify more recent publications addressing any changes. (That is, one should not rest after finding several “highly relevant” articles from a few years earlier).

Sources older than five years should, in almost all circumstances, be used with extreme caution.
Google and other search engines often provide access to a large amount of information with very limited effort. It is tempting to use these sources. Keep in mind, however, that the quality of information—and its reliability—is in serious question if you do not know about the potential biases and interests of the publisher and the care with which the information has been assembled.

Today, it is relatively easy to make a “professional” looking web site. Almost anyone today can create an Internet site and post whatever he or she wishes. This may or may not be quality material. In many cases, the information may also be rather dated or based on incomplete information.

Another issue to consider is the motivations and interests of the creators of a site. Firm web sites, for example, are essentially glorified advertisements. These are made to make the firm look good to potential customers, investors, and partners rather than to necessarily provide accurate and unbiased information. Firms can “spin” information in their favor and can communicate only their side of a story.

Certain organizations and groups may also have strong vested interests. Many organizations are sponsored by an industry, for example. Some organization may be motivated by strong ideological views. This is especially the case for international information. A country and its sympathizers may want to make their own country look good and make disliked or enemy countries or group look bad. Hate groups are known to use the Internet to promote their ideology. Often, their biases will be infused into what may look like “objective” and “factual” information.

Note that even some sources found through research databases may be unreliable. For example, search results may include listings of “articles” from PR Newswire. These represent press releases that that a sponsor—such as a firm or organization—has paid to have released to this and other databases. Thus, these are not objective sources—they are essentially advertising and represent the interests of the sponsor. Unless one wants to discuss what the firm reports or contends, these news releases should generally not be used as a source.

“Articles” from this source are actually news releases sent out by the firm to make it look good. These are NOT written by objective journalists!
APPENDIX 4
CITING SOURCES

For this course, both the Modern Language Association (MLA) and American Psychological Association (APA) formats of citation are acceptable. However, for some articles whose full text is found in databases, some of the information required for these styles (e.g., page numbers under some circumstances) is not available. The important things to include in a citation are:

- Name of the author (if one is specified)
- Title of the article, if applicable
- Title of the periodical, if applicable
- The year in which the source was published.

For example:


Please note:

- “Lexis-Nexis” and “ABI-Info” are not meaningful references sources! It is irrelevant how you retrieved an article. You should specify the actual periodical name (e.g., *Business Week*, *Fleet Owner—Small Fleet Edition*, or *Women’s Wear Daily*).
- A hyperlink to a source is not an acceptable citation! That does not contain the bulleted information listed above.

APPENDIX 5
SETTING UP GOOGLE NEWS ALERTS

2. Make sure you are signed in.

3. Enter your search topic in the search box. To search for a phrase, put the words in quotes:
4. To select sources of interest, click on “Show options.”

5. Select desired sources and then click on “Create alert.”