DeGroote School of Business
MBA Students

Library Resources

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November 1, 2018
Agenda

Key Company & Industry Databases

• Business Source Premier
• Factiva & LexisNexis Academic
• Thomson ONE
• IBISWorld
• Passport
• Statista
Library Resources

Library Homepage: https://library.mcmaster.ca

- **Discovery** (default Search) = Catalogue + Articles & More
- **Databases** - find databases by name or by subject area
- **Online Journals** - find e-Journals by name or by subject area
- **Research Guides** > All Guides > Business
Library Databases

- usually have a well defined scope covering specific years, various geographies, specific sources, etc.
- can be subject specific or general (e.g., business, finance, medicine, multi-disciplinary)
- can contain one or more source types (e.g., articles, data, financials, reports, videos, maps, images, and more)
- support precise, systematic searching, many searching, filtering, sorting and exporting options
Research & Library

Welcome to the RJC Research & Library Services Website

Research Guides

Thomson ONE is a database which provides comprehensive industry data on hundreds of global companies. This includes research reports with financial analysis, as well as company bureaucracy, market activities, and events.

HAVER ANALYTICS is a database which compiles both current and historical time series data for the purpose of research and macro strategy planning. Data is displayed in the form of line charts across certain parameters, which can both be customized by the user. There is a large range of information available, including but not limited to demographic, financial, manufacturing, and employment data.

Useful Resources

McMaster Library website

Provides access to the library catalogue, e-journals, databases, subject & course guides plus other resources and services.

Career Research Beyond Google is a slide deck of resources for independent job searching

Lynda.com contains video tutorials on a wide range of education topics, and all DeGroote students have memberships provided by the DeGroote School of Business

Useful Links for Case Competition

- How to Find Financial Ratios (Industry & Company)
- How to Find Industry Reports
- How to Find Market Share
- How to Find Top Business Databases @ McMaster
- Library Resources Case Competition
Selecting & Accessing Databases

- On the Library’s home page, select the **Databases** tab and then pick a database **by Name** or **by Subject Area**.

Library subscribes to over 100 databases useful for business research.
Selecting & Accessing Databases

Read Description & Click Hyperlinked Name

**Business Premium Collection**

**Alternative Title:** ProQuest Business Collection | PBC | BPC

**Allowable Uses:**
Access is available on and off campus to current McMaster University students, faculty, and staff.

View Detailed Terms of Use

**Description:**
Coverage: 1850s to the present; varies by database
ProQuest’s Business Premium Collection is comprised of the following suite of collections:

- ABI/INFORM Collection - formerly ABI/INFORM Complete
- Accounting, Tax and Banking Collection - formerly Accounting & Tax and Banking Information Source
- Asian & European Business Collection - European coverage added February 2017
- Business Market Research Collection - new as February 2017
- Entrepreneurship Database - formerly ProQuest Entrepreneurship
- J.P. Morgan Research - new as February 2017

Search thousands of full-text scholarly journals, dissertations, conference proceedings, working papers, newspapers, trade publications, industry reports, and books. Popular titles includes the *Wall Street Journal*, *Financial Times*, and *Economist*. Strong U.S. and international coverage in business and the social sciences.
Top Business Databases

http://libguides.mcmaster.ca/databases/business-top
## TOP BUSINESS DATABASES by Source Types

<table>
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<tr>
<th>Database Name</th>
<th>Articles in Journals, Magazines or Newspapers</th>
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<th>Books</th>
<th>Cases</th>
<th>Legal</th>
<th>Company Profiles, Financials or Analyst Reports</th>
<th>Competitors, Peer Group or Market Share</th>
<th>Country Profiles or Reports</th>
<th>Data or Statistics</th>
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Guide URL: [http://library.mcmaster.ca/sites/default/files/top_business_databases_source_types.pdf](http://library.mcmaster.ca/sites/default/files/top_business_databases_source_types.pdf)

Last Reviewed: September 2018
Business Source Premier
Business Searching Interface

• Contains **articles** from journals & magazines, **company profiles** (with SWOTs), **industry profiles** (with statistics & Porter’s five forces analysis) & many other source types.

• International in scope.

• Indexes thousands of business sources (many of which are available in full-text).

• Search or browse for content.
Business Source Premier
Includes company profiles & SWOT analyses on public & private companies worldwide

• Profiles can include ...
  – company overview
  – key facts
  – history
  – major products & services
  – revenue analysis
  – SWOT analysis
  – top competitors
  – company view
  – and more …
• Lengthy reports (>25 pages)
• Profiles can include...
  – market overview
  – market data
  – market segmentation
  – market outlook
  – five forces analysis
  – leading companies
  – macroeconomic indicators
Factiva & Lexis/Nexis Academic

Worldwide news & company databases

- Simultaneous User Limit:
  - Factiva: 6
  - LexisNexis: Unlimited

- Contain 1000s of international newspapers such as the Financial Times, New York Times, Wall Street Journal, Globe & Mail, Hamilton Spectator, etc.

- To access news content ...
  - Factiva > Search tab > Search Builder
  - LexisNexis > Search by Subject or Topic > News - All News
News Content

FACTIVA

• Includes over 30,000 sources
• Multimedia, graphics & images available
• Contains thousands of news sources (~2,500). Major & regional newspapers
• Strong foreign language coverage (26). International coverage broader & deeper.

LexisNexis

• Includes over 15,000 sources
• No images, but image captions noted
• Contains hundreds of news sources (~350). Primarily major newspapers
• Limited foreign language coverage (primarily 6)
Type in your search words

Pick a date range

Select a source(s) & other limits, if desired.

Specify search fields – Full Article, Headline + Lead Paragraph, Headline (title) or Byline (author)
Lexis-Nexis Search Example

NOTE: Only displays the first 1,000 results sorted by relevance. Total number of items that match your search are not shown.
Factiva & Lexis/Nexis Academic

- Contain company profiles for public & private companies worldwide
- To access company content ...
  - Factiva > Companies/Markets tab > Company
  - LexisNexis > Search by Subject or Topic > Companies - Dossier
Company Content

• Both databases include entries for public & private companies

• News on a company may vary since the databases index different news sources.

Legal content unique to LexisNexis
Thomson ONE
Analyst reports on companies & industries worldwide

• full text company & industry reports written by analysts at leading investment, broker and independent research firms; reports not readily available elsewhere

• analyst reports include forecasts and opinions from industry experts that provide insight into company strategy, industry trends, company valuation, competitive analysis and market share

• accessible via the DSB Virtual Lab & Library’s website; outside of virtual lab, only works on PCs and with Internet Explorer

• simultaneous user limit: 5
Thomson ONE > Screening & Analysis > Research

Search by company name, ticker, keywords, and more

Select **Initiating Coverage** to find an analyst’s first assessment of a company. These reports provide the most comprehensive coverage on a company in terms of strategic topics, trends, competitors, market shares, etc.
IBISWorld
U.S., Canadian & global industry reports

- Contains over 1,300 U.S., 425 Canadian and 73 global industry reports. All industry sectors covered.
- Many reports cover industries at the 5-digit NAICS (North American Industry Classification System) level
- **Specialized Industry Reports** cover industries at a more granular level (U.S. only)
Passport
Global market information database

• extensive international coverage, 200+ countries
• focuses on business to consumer industries
• wide variety of reports for industries, companies, consumers, countries and cities
• statistics, customizable tables & graphs
• range of sources: opinion pieces from EI analysts, podcasts, videos, briefings, datagraphics, etc.
CONSUMER LIFESTYLES IN CANADA
Euromonitor International
June 2017

Fashion Friday: The Rise of Athleisure Fashion
Podcast | 09 Jun 2016

Apparel and Footwear in Canada
COUNTRY REPORT | FEB 2018

EXECUTIVE SUMMARY

Steady growth in a positive macro environment

Apparel and footwear in Canada maintained steady growth in 2017. The Canadian economy picked up steam, with stronger than anticipated GDP growth as well as robust job gains during the year. The index of consumer confidence rose according to the Conference Board of Canada. Consumer discretionary spending on apparel and footwear continued to increase, with more consumers trading up to high-end designer brands. Benefitting from the entrance and expansion of luxury department stores, luxury brands accounted for more value share from mid-price retailers driving up value growth of apparel and footwear overall. Fast fashion retailers continued to expand their retail locations, increased product varieties as well as collaborated with designers or celebrities to fuel their growth targets. Sportswear remained the most popular category in value growth terms, supported by the health and wellness trend and increasing consumer demand for high quality performance training gear.

Athleisure trend shows no signs of slowing down in 2017

The athleisure trend continued to exert a strong influence over the apparel and footwear industry, showing no signs of slowing down. Performance brands such as adidas, Nike, Lululemon Athletica and Under Armour benefitted most from the growing popularity of sportswear. While these brands continued investing in innovative technology to improve product functionality, they also dedicated themselves to creating sportswear relevant to more consumers. The Boost footwear line from adidas is an example of combining technology with street styles to improve the desirability of brand and products. Recognising the potential, operators of several sportswear brands started offering plus

LULULEMON ATHLETICA INC APPAREL AND FOOTWEAR (WORLD)
June 2017

STRATEGIC EVALUATION
COMPETITIVE POSITIONING
MARKET ASSESSMENT
GEOGRAPHIC AND CATEGORY OPPORTUNITIES
BRAND STRATEGY
OPERATIONS
RECOMMENDATIONS

Market Sizes

Sales of Apparel and Footwear
Retail Value RSP - CAD million - Current - 2003-2022

42,624

Sample Content in Passport
Statista - The Portal for Statistics
Statistics on thousands of topics from a variety of sources

- wide variety of reports on countries, industries, companies, and consumers
- international focus
- quick and convenient access to statistics through intuitive search interface
- direct download of all data in PPT, XLS, PDF and PNG formats
Leading topics covered by social influencers in Canada in 2017

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<th>Topic</th>
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<td>Lifestyle</td>
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<td>Other</td>
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This statistic shows the leading topics covered by social influencers in Canada as of early 2017. The findings show that the most popular topic covered by influencers in Canada was product reviews, with 84 percent saying that their topics fell into this category, compared to just 28 percent covering fashion topics.
Business Research Guides

http://libguides.mcmaster.ca/sb.php?subject_id=130212

From library.mcmaster.ca select Research Guides tab > All Guides > Business > pick from a list of course & subject guides such as How Do I Find ...

Company Annual Reports
Industry Reports
Financial Ratios
Research Help

• E-mail: rjclib@mcmaster.ca

• Phone: 905-525-9140
  – ext. 22081 Innis Service Desk
  – ext. 21359 Business Librarian
  – ext. 20561 RJC Research Services Librarian (on leave Fall 2018)

• Live Chat: http://library.mcmaster.ca/justask/
  When chat is open, Ask a Librarian button will appear on bottom right of every university library webpage.