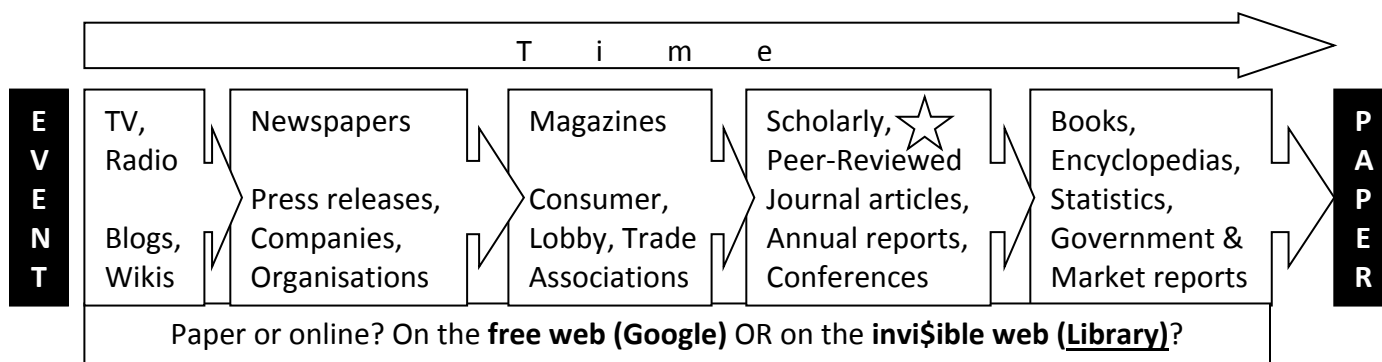


1. ACCESSING INFORMATION – Your Private Internet™ is here: <http://concordia.ca/library/guides/business.html>

- **Library** (INVI\$IBLE WEB): we spend **over 4 million \$ a year** on information in databases (see list on reverse)
 - a) **Databases** can be used from **home or off-campus** with your Concordia University **NetName**
 - b) **Article delivery service**: if we only have a print journal, we will scan and email an article you request
 - c) **InterLibrary Loans (COLOMBO)**: if an item is not in our collection, we will find it and get it delivered
 - d) **BCI Card**: Borrow books from all university libraries in Canada, get it at Circulation Desk now
 - e) **SPECTRUM**: Masters and PhD theses are made available on <http://spectrum.library.concordia.ca/>
 - f) **RefWorks**: automatic bibliography/reference list tool <http://library.concordia.ca/help/howto/refworks.php>
- **Google** (FREE WEB): surveys the *free web* and lists *popular* sites, an advertising platform
 - a) Libraries and Google **do not** compete – different information (Google = Free; Library = Paid-for)

2. INFORMATION LIFECYCLE (see video playlists: <http://www.youtube.com/user/culturelibre>)

- Information is expensive to produce. Who is the source & has compiled it (maturity of topic)? Where is the most likely place or format to access it? How comfortable are you with its quality?



3. USUAL PRODUCERS OF PUBLISHED INFORMATION SOURCES (and where they often make them available)

FREE WEB	Governments (4.1)	<ul style="list-style-type: none"> • Governments have surprising amounts of information
	Trade associations and lobby groups (4.2)	<ul style="list-style-type: none"> • Trade shows, reports, analysis, press releases, lawsuits, white papers, directories, interviews, newsletters... is there a bias?
MIX	Individual companies (5.1)	<ul style="list-style-type: none"> • Publicly traded companies must disclose info (financials, etc.) • Privately held ones tend to be secretive
LIBRARY	Statisticians & Analysts: Industry (5.2) & Market (5.3) Reports	<ul style="list-style-type: none"> • Usually expensive, not on the free web but in the library • Also: Governments and Trade Associations may publish them
	Journalists & Researchers: books (6.1) and articles (6.2)	<ul style="list-style-type: none"> • Newspaper, magazines, trade journals: to inform & entertain • Peer review, academic or scholarly sources: published for the advancement of science = find at the library and use them!

4. FREE WEB: Google's Advance Search (see video playlist on: <http://www.youtube.com/user/culturelibre>)

- 4.1. **Google Advanced Search** on a specific Domain (results will be only from that Website)
 - Tell Google via its advanced search to look for government information, for example:
 - site:.ville.montreal.qc.ca Montréal statistiques (Federal= site:.gc.ca / Provincial= site:.gouv.qc.ca)
- 4.2. **Associations Canada**: Trade associations are a great source of information about an industry, use this directory (a book listing them) at the Webster Library <http://clues.concordia.ca/record=b1460736~S0>

5. INDUSTRY SEARCH – use Library *Databases for Business*: <http://concordia.ca/library/guides/business.html>

Optional step: locate NAICS (North American Industry Classification System) **Code:**
<http://www.statcan.gc.ca/concepts/industry-industrie-eng.htm> (Use 2012 classification structure & definitions)

5.1 Business Directories (Lists of Companies) – Find competitors, clients (if B2B), suppliers, market leaders...

- a) **Mergent Intellect:** Canadian company directory (lists): Use advanced search to generate lists by Industry (NAICS) & geography <https://clues.concordia.ca/record=e1001332>
- b) **iCRIQ:** Canadian company directory of manufacturing & wholesale <http://www.icriq.com/en/>

5.2 Company & Industry Data –Company Profiles, Industry Data, Reports and Analysis

- a) **IBISWorld:** Industry reports for Canada, China, USA and global by NAICS Code <http://clues.concordia.ca/record=e1001037~S0>
- b) **Mergent Online:** Worldwide publicly traded companies <http://clues.concordia.ca/record=e1000512~S0>
- c) **Economist Intelligence Unit:** Country profiles <http://clues.concordia.ca/record=e1000215~S0>
- d) **Standard & Poors NetAdvantage:** Industry Surveys <http://clues.concordia.ca/record=e1000299~S0>
- e) **UN Data:** Data for a wide range of topics for most countries: <http://data.un.org/>
- f) **SME Benchmarking:** Average income statements for Canadian small & medium businesses, by industry (NAICS) <http://clues.concordia.ca/record=e1000313~S0>

5.3 Market & Consumer Data – Market Data, Reports and Analysis

- a) **PassportGMID by Euromonitor:** Worldwide market reports (1) Countries & Consumers > Consumer Trends & Lifestyles > Canada (2) Search <http://clues.concordia.ca/record=e1001087~S0>
- b) **Statistics Canada:** (1) CANSIM (data): “household spending” ; “retail trade sales” ; “labour force survey” & more (2) Census: Data Products > Census Profiles > Postal Codes & more <http://www.statcan.gc.ca/>
- c) **SimplyMap Canada:** visualize Census and CANSIM data on a map <http://clues.concordia.ca/record=e1001163>
- d) **PMB Category Reports:** Survey of Canadian consumers – Go to site & click Product Data; click on percentages to get full report <http://clues.concordia.ca/record=e1000452~S0> (VPN access from home)
- e) **IPSOS News Center:** Polls & Surveys <http://clues.concordia.ca/record=e1000114~S0>
- f) **CARD (BOOK):** Cnd advertising rates & data – Course Reserves room HF 5805 C2C3 <http://clues.concordia.ca/record=b1441585~S0>

6. SUBJECT SEARCH – Find out what experts & researchers have written on your subject

First step: Think about your **subject**: (1) industry (use NAICS, watch out for jargon); (2) trade associations (step 4.2 on page 1); (3) market leaders and major competitors (step 5.1); or (4) subject term (step 6.1 below)

6.1 Encyclopedias & Books (understand & explore your subject)

- a) **Encyclopedias, Dictionaries & Handbooks:** <http://clues.concordia.ca/search~S0/h?SEARCH=Business+Dictionaries+Encyclopedias+and+Handbooks>
- b) **CLUES:** Search for encyclopedias, books, ebooks, journals, register PIN: <http://clues.concordia.ca/>

6.2 Find Articles and Research Papers – prefer Peer Reviewed/Scholarly journal articles

- a) **Business Source Complete EBSCO:** Articles from magazines, trade publications, peer-reviewed/Scholarly journals, company profiles, market reports <http://clues.concordia.ca/record=e1000071~S0>
- b) **ProQuest Business Databases:** Like (a), more Canadian content <http://clues.concordia.ca/record=e1000424~S0>
 - o **ProQuest Dissertations and Thesis Full Text:** <http://clues.concordia.ca/record=e1000420~S0>
- c) **Emerald Management:** cases and scholarly articles <http://clues.concordia.ca/record=e1000332~S0>
- d) **Factiva.com:** Trade magazines from around the world <http://clues.concordia.ca/record=e1000360~S0>
- e) **Eureka:** French-language newspapers from Québec & world <http://clues.concordia.ca/record=e1000678>
- f) **E-Journals:** Do we subscribe to a journal? <http://library.concordia.ca/ejournals>

Your Private Internet™ <http://concordia.ca/library/guides/business.html> & Videos <http://www.youtube.com/user/culturelibre>
QUESTIONS? Ask us! <http://library.concordia.ca/help/questions/>