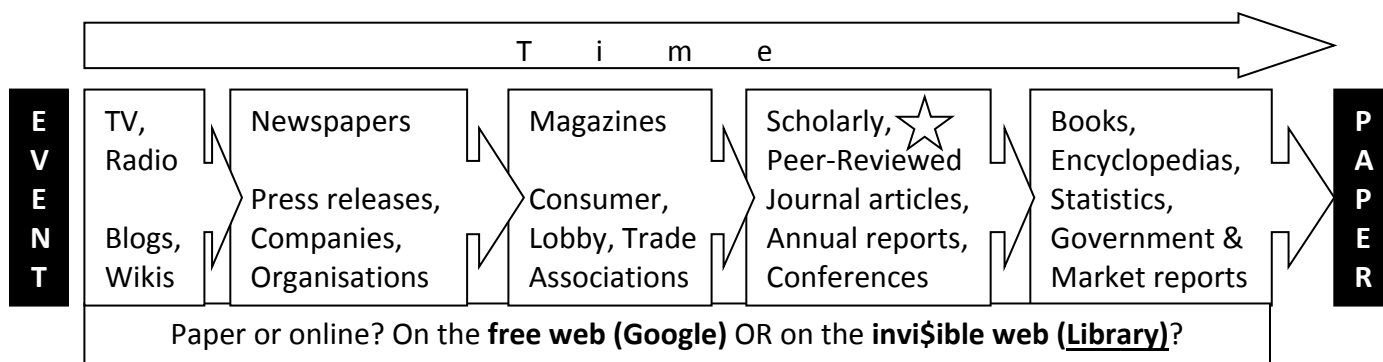


**1. ACCESSING INFORMATION** – Your Private Internet™ is here: <http://concordia.ca/library/guides/business.html>)

- **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)**

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

**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/>