

E-Library Information Resources for Management 5

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Start with the following databases to get an **understanding** and **complete picture** of a company or industry:

Standard & Poor's NetAdvantage

Highly regarded independent research reports on companies, industries, stocks, bonds and funds.

IBIS World

Research reports on hundreds of U.S. industries and companies. Each report provides key statistics for the industry or company, and discusses market characteristics, segmentation, industry conditions, e.g. barriers to entry, cost structure, technology and impact of globalization.

Datamonitor MarketLine Business Information Centre

10,000 company profiles of U.S. and international companies including a SWOT analysis on the major companies; over 2000 U.S. and international Industry Profiles with competitors, market shares, market size, and volume/value forecasts.

Supplement your research by getting **statistics**, **demographics information** and the **latest news** from these databases:

MarketResearch.com Academic

Comprehensive market research reports covering industry trends, market size, competitors and forecast. Demographics reports are comprehensive.

RDS Tablebase

Market size, market share or rankings of products, services, and companies, extracted from trade publications.

Factiva

A source for global business news from newspapers (including the Wall Street Journal), magazines, newswires, and trade and industry publications.

Accessing Databases from **On Campus**

The following resources are available from the Business Subject Guide at

<http://www.lib.uci.edu/online/subject/subpage.php?subject=business>.

Accessing Databases from **Off Campus**

To access these resources remotely from your home or office you need to connect through UCI's VPN using your UCInetID and password. More information is available at

<http://www.lib.uci.edu/services/how/connect.html>.