



SOME SECONDARY MARKET RESEARCH SOURCES

ARTICLE DATABASES

The library offers several article databases that may be useful in retrieving relevant articles on different topics. To enter these databases:

Go to the Library web page at <http://www.ivcampus.sdsu.edu/library/> and then click on "Journal, Magazine, Newspaper Databases." Under "Databases listed by subject," click on "Business" and then click the "Go" icon.

Several databases are available. Of particular interest may be:

- **Business & Industry.** The Business & Industry database contains full text articles, emphasizing mostly "trade" (industry specific) journals, although it also contains some other magazines and newspapers.

There are two ways that one can search:

1. "Key-word" searches. These work much like an ordinary Internet search engine (e.g, Google, Yahoo) inquiry. Note that it is possible to use so-called "Boolean" logic. For example, the statement

(soft drink or soda or beverage) and (Italy and France)

would search for articles on drinks that could be described by either of the terms "soft drink," "soda," or "beverage." [The term "or" makes it clear that only one of the terms has to be present]. However, note that the second part of the statement restricts (by the use of "and") the articles to only those that also involve both the words "Italy" and "France" (as specified by the second "and.") If we had wanted articles on these products as they relate to either Italy or France, the statement would contain an "or" as the final connector:

(soft drink or soda or beverage) and (Italy or France)

Note that it may sometimes be useful to employ a "truncation" symbol. For example, in U.S. English, we use the spelling "color" and "realize." The British English spellings, used in much of the rest of the world, are "colour" and "realise," respectively. Thus, if we used only one of these spellings, we might miss some important articles. However, if we use term

col*

the asterisk ensures that we get all the words that begin with "col"—which, unfortunately, may include such irrelevant ones as "colorectal" and "Colorado." We might also use the term

comput*

when we would be interested in articles containing one of the terms "computer," "computing," or "computerized."

2. "Standardized" descriptor terms. The above search strategies could yield a great deal of irrelevant articles because the key words just happen to come up in the article. For example, we could use the terms

marketing and textiles and Peru

to find articles on the marketing of clothing in Peru. However, this could retrieve an article that happens to refer to a marketing campaign for textiles that were manufactured in Bulgaria (a concept that we did not even bring up!) and were used when a family was vacationing in Peru.

A more efficient way is take advantage of "indexing" that has been done by librarians who have perused the article. You can type the specific name of a firm into the "Company" descriptor field. If you entered "Nike," for example, only articles that substantially discuss Nike would come up—not an article which merely made reference to a person wearing Nike shoes while going shopping for appliances. Note that you can select criteria in several categories simultaneously. (This will only make sense when you actually see the Business & Industry menu in front of you!) For example, you can select, under "concept terms" choices such as "affluent market" and "Asian American market." (To select more than one item from each menu, hold down the <CONTROL> key until you have "clicked" on all the terms you want). You could then go on to the "industry" menu, to select the industries of "Airline" and "Broadcasting." This would result in only articles that simultaneously meet the criteria for both menus—in our case, articles that are relevant both to "affluent markets" or the "Asian American market" AND pertain to the "airline" or "broadcast" industries.

Note that one of the options given under "country" is "World." This selects articles that deal with issues across the World—not articles about any one country.

Note that it is also possible to search for firms based on their Standard Industry Classification (SIC) codes. Although different coding systems are used in some countries, even foreign firms are indexed against the U.S. code.

A very powerful technique is called "snowballing." When you run a search and find some especially pertinent articles, the bottom of the article description provided by Business & Industry contains the index terms assigned to that article. Running a new search using terms identified here may bring up more articles that were not "caught"

by your original search specification. For example, if we search for "cosmetics," some articles found may contain the term "personal care items," which we can use to find articles that did not explicitly use the term "cosmetics."

Lexis-Nexis tends to emphasize newspapers more than Business & Industry. The "truncation" symbol here is the exclamation point. Thus, we would use the term

reali!

to find articles containing words starting with "reali"—e.g., "realize," "realise," or "realisation."

- **Lexis-Nexis.** This database consists of several different databases from which you can select. Selecting first the category of "news," we are offered several additional choices. Some of the more relevant ones are:
 - "General news"—the most general category
 - "World News," which includes English language articles from foreign countries
 - "Non-English language news," where, if you speak a Spanish, French, German, Dutch, or Italian, you can search publications in that language—but you must search in the respective language.
- **Factiva** (formerly Dow Jones Interactive). Factiva is somewhat similar to Lexis-Nexis, but actually contains full text articles from the *Wall Street Journal* and other Dow Jones publications. Additionally, the "Business Newsstand" feature offers easy access to selected articles in some major newspapers that day—including the Asian Wall Street Journal and the Wall Street Journal Europe.

Factiva also contains a great deal of company information. To find information on a particular U.S. firm, click on "Companies" and search. Please note that, for this class, this feature would be mostly of interest in finding information about your client's competitors, not on the firm for which you are doing this project. The management already knows about its own firm!

BOOKS. Databases of library holdings differ somewhat between institutions. Most allow the user to search by fields such as author, title, and subject heading. The technique of "snow balling" discussed earlier may be useful here, too.

Most U.S. libraries use the Library of Congress system of book classification, assigning a letter and number classification (e.g., "HF5415.32 .M66 2004") to the book based on the primary topic area. Because many books address more than one narrow subject area, several books that appear to deal with the same topic may have widely different Dewey classifications. To find relevant books that may have been missed in an online search, it may be useful to physically peruse books on the library shelf close to specific books identified.

Recently, Amazon.com has added a feature that allows users to search for key words in the full text of books from participating publishers. This feature may uncover some books that have not been captured by the library index terms. A search in Amazon may, of course, also uncover some books that are not in the library's holdings or may alert one to a newer edition of a book held in the library. Amazon listings may also contain useful information such as a table of contents and/or a sample chapter.

GOVERNMENT REPORTS AND OTHER DOCUMENTS

Stat-USA. This database, maintained by the U.S. Federal Government, is actually available for free at <http://www.stat-usa.gov/>. Of particular interest here are:

- Country Commercial Guides. These guides, organized by country, provide general background—often around 100 pages per country—on a variety of business issues, such as laws, culture, and economics. To access these, within Stat-USA, click on "Globus & NTBD," and then click on "Country Commercial Guides" under "Market and Country Research."
- Market Research Reports. These reports detail studies of specific industries in different countries. Industry Sector Analysis (ISA) reports are frequently more useful than International Market Insight (IMI) reports. Found as menu items under "Market and Country Research" at <http://www.stat-usa.gov/tradtest.nsf> , the listing of available reports is more meaningful when you select the "by country" organization option. "Current" reports are those released within the last month; "archive" items are more than one month old.

SOME USEFUL PRINT DIRECTORIES

- *Encyclopedia of Global Industries*
- *Exporters' Encyclopedia*
- *World Market Share Reporter*
- *Consumer International*—tables on levels of product penetration and expenditures by country—
- *The World Guide: An Alternative Reference to the Countries of Our Planet*—nice overviews of countries. Published by Instituto del Tercer Mundo and available at the World Bank Bookstore.
- Almanacs—inexpensive directories of a large assortment of information, including country statistics.

SOME PUBLISHERS OF BOOKS ON INTERNATIONAL BUSINESS AND MARKETING

- Sage Publications—emphasizes issues in social sciences and culture--
<http://www.sagepub.com/>
- Oxford University Press-- <http://www.oup.co.uk/>
- Edward Elgar Publishing, Inc.-- <http://www.e-elgar.co.uk/>
- Haworth Press-- <http://www.haworthpressinc.com/>

LISTS OF ADDITIONAL SOURCES

University of Texas, Austin library international business source list:
<http://www.lib.utexas.edu/subject/business/internat.html>

University of Texas, Austin library marketing source list:
<http://www.lib.utexas.edu/subject/business/marketing.html>