

SECONDARY MARKET RESEARCH SOURCE INFORMATION

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Logging In to the Marshall (Crocker) Library Secondary Databases

Most of the Crocker Library databases can be accessed both from on campus computers and from off-campus computers provided that you have a USC login and password. However, the Marshall School of Business (MSB) and USC have different licensing agreements with different publishers. Some only allow their databases to be accessed from a campus computer, some only allow access from a computer within the MBS, and a few require that the access be done only on computers within Crocker.

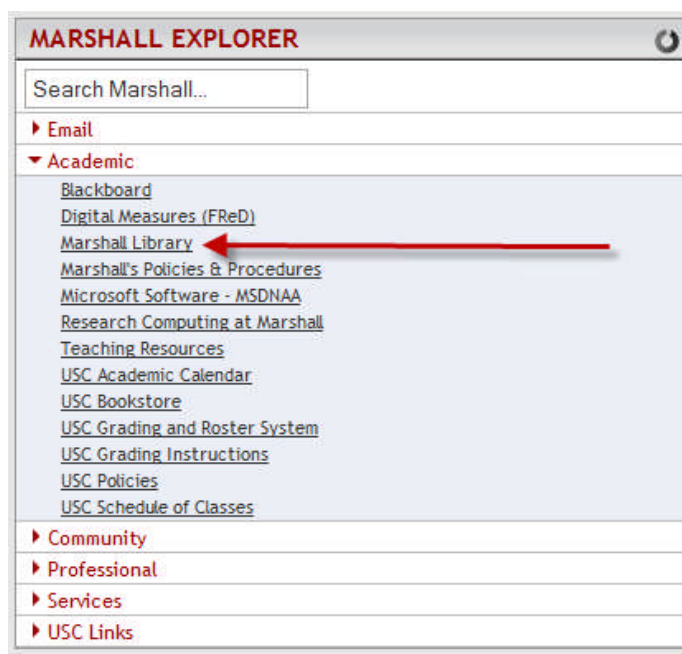
If you need to use a Crocker Library computer or another computer within the MSB, you will need a “My Marshall” login and password. If you are a Marshall student, you have been issued a MyMarshall account that will last until you graduate. Your login and password are the same those for Blackboard. If your major is outside the MSB, you can obtain a temporary guest password and login—valid for that day only—at the Circulation Desk at Crocker or in HOH 300.

To log into the Marshall Library Database System:

1. In your browser, go to <http://mymarshall.usc.edu>.
2. Check "USC Net ID."

The screenshot shows the 'MYMarshall LOG IN CENTER' login page. On the left, there are links for 'Forgot Your Password?', 'Forgot Your Username?', 'Alumni Help', and 'Help Request Form'. The main area is titled 'Please choose how you would like to log in:'. There are two options: 'MyMarshall' and 'USC NetID'. The 'USC NetID' option is selected. Below the options, there is a checkbox for 'Remember my preference' and a 'Continue' button.

3. Click "Continue."
4. Enter your USC login ID and password and click on "Log in."
5. On the left side of the screen, under the MyMarshall logo, click on "Academic," then "Marshall Library:"



6. On the left side of the screen, click on "Electronic Resources:"



7. Select the desired database.

Periodicals Databases

Several databases can search periodical (i.e., newspaper, magazine, or journal) articles and provide the full text of articles on a particular search term are available at the Marshall Library. For most of these databases, you have free access as a student so long as the results are used for school related projects and not for commercial purposes. In industry, access to these databases may cost more than \$100 per hour.

ABI/Inform is a database that emphasizes business and trade publications. This database is hosted among a number of other databases that all use the ProQuest format and interface. To access ABI/Inform, on the “My Marshall” portal, click on “Academic,” → “Marshall Library” → “Electronic Resources” → “ABI/Inform through ProQuest.” Part of the screen that will now greet you should look like this:

ProQuest allows you to use “Boolean” logic and other tools to expand or narrow your search. Notice the two boxes that, by default, specify “AND.” You can specify the following options:

- AND → Both conditions must be true—e.g., “advertising” AND “marketing” would call for articles that deal both with Microsoft and marketing.
- OR → At least one of the terms must apply—e.g., “advertising” OR “promotion” would result in articles that use at least one of the two terms.
- AND NOT → The first term must apply but the second must NOT apply. For example, “price response” AND NOT “finance” would result in articles covering price response but not if the article relates to finance.
- WITHIN3 The second term must appear no more than three words before or after the first term. For example, for “Internet” WITHIN3 “banking” would identify the phrase “Internet Credit and Banking,” ignoring the “Credit and” string.

Search Scope. By default, ABI/Inform will identify only those articles that feature the selected search terms in the citation (e.g., author, title, periodical, and date) and abstract (brief summary if available or sometimes the first few paragraphs of an article). This helps reduce the number of irrelevant articles where a term may appear only in passing. In some cases—such as a firm that wants to find information a small company that is a competitor—you may want to specify “citation and document text” to allow for the terms to appear anywhere in the article. It is also possible to search for article authors. This may be useful if a particular writer covers an industry of interest. Further options allow one to search by the following variables:

- Location (country or region)
- Product name (but not company name)
- NAICS code (see below)
- Person name (e.g., the name of a company CEO)

ProQuest

Basic

Advanced

Topics

Browse

Publications

My Research
0 marked items

Databases selected: ABI/INFORM Global

Advanced Search

Tools: [Search Tips](#) [Browse Topics](#) [Thesaurus](#)

ice cream	Citation and abstract
AND calorie	Citation and abstract
AND	Citation and abstract

[Add a row](#) | [Remove a row](#) Search Clear

Database: Business - ABI/INFORM Global [Select multiple databases](#)

Date range: All dates

Limit results to:

☐ Full text documents only

☐ Scholarly journals, including peer-reviewed [About](#)

[More Search Options](#)

This will result in several articles—e.g.,

All sources Scholarly Journals Magazines Trade Publications Newspapers

Mark all 0 marked items: Email / Cite / Export Show only full text

1. [Peak performance: The South Tyrol, with its mix of Italian and Alpine influences, is a hot spot for fine dining.](#) By Daniel Metcalfe
Daniel Metcalfe. *Financial Times*. London (UK): Jun 12, 2010. p. 5
[Abstract](#) | [Full text](#)
2. [NEW PRODUCT REVIEW](#)
Anonymous. *Dairy Foods*. Troy: Jun 2010. Vol. 111, Iss. 6; p. 20 (2 pages)
[Abstract](#) | [Full text](#) | [Full Text - PDF](#) (1 MB)
3. [Premium Light Ice Cream](#)
Anonymous. *Dairy Foods*. Troy: May 2010. Vol. 111, Iss. 5; p. 60 (1 page)
[Abstract](#) | [Full text](#) | [Full Text - PDF](#) (648 K)
4. [NEW PRODUCT REVIEW: FOCUS ON ICE CREAM](#)
Anonymous. *Dairy Foods*. Troy: Apr 2010. Vol. 111, Iss. 4; p. 28 (1 page)
[Abstract](#) | [Full text](#) | [Full Text - PDF](#) (374 K)
5. [Scoops That Slim](#)
Marina Mayer. *Dairy Foods*. Troy: Mar 2010. Vol. 111, Iss. 3; p. 32 (6 pages)
[Abstract](#) | [Full text](#) | [Full Text - PDF](#) (2 MB)
6. [Tell your friends about us](#)
Max Chaffin. Inc. Boston: Mar 2010. Vol. 32, Iss. 2; p. 108 (2 pages)
[Abstract](#) | [Full Text - PDF](#) (992 K)
7. [Health and Wellness in Frozen Dairy Foods](#)
Phillip S Tong. *Dairy Foods*. Troy: Sep 2009. Vol. 110, Iss. 9; p. 64 (1 page)
[Abstract](#) | [Full text](#) | [Full Text - PDF](#) (643 K)

Taking a closer look at the fifth article listed, we have:

5. [Scoops That Slim](#)
Marina Mayer. *Dairy Foods*. Troy: Mar 2010. Vol. 111, Iss. 3; p. 32 (6 pages)
[Abstract](#) | [Full text](#) | [Full Text - PDF](#) (2 MB)

The “Full Text—PDF” will bring up the entire article as it was printed in the original periodical. This means that any charts, pictures, and other illustrations have been preserved. Sometimes, articles will be available in “text only” mode—all the text will have been captured, but most if not all illustrations will have been lost.

The “Abstract” link will get us both an “abstract” (brief summary of the article), the citation (e.g., author, article title, periodical name, and date of publication), and various “descriptors.” For the first article, the descriptors—found below the summary—look like this:

Indexing (document details)

Subjects: [Ice cream](#), [Flavors](#), [Innovations](#), [Brands](#), [Diet](#)

Classification Codes: [9190 United States](#), [8610 Food processing industry](#)

Locations: [United States--US](#)

Author(s): [Marina Mayer](#)

Author Affiliation: Marina Mayer Managing Editor

Document types: Cover Story

Document features: Photographs, Tables

Section: *Cover Story: ICE CREAM OUTLOOK*

Publication title: [Dairy Foods](#). Troy: [Mar 2010](#). Vol. 111, Iss. 3; pg. 32, 6 pgs

Source type: Periodical

ISSN: 08880050

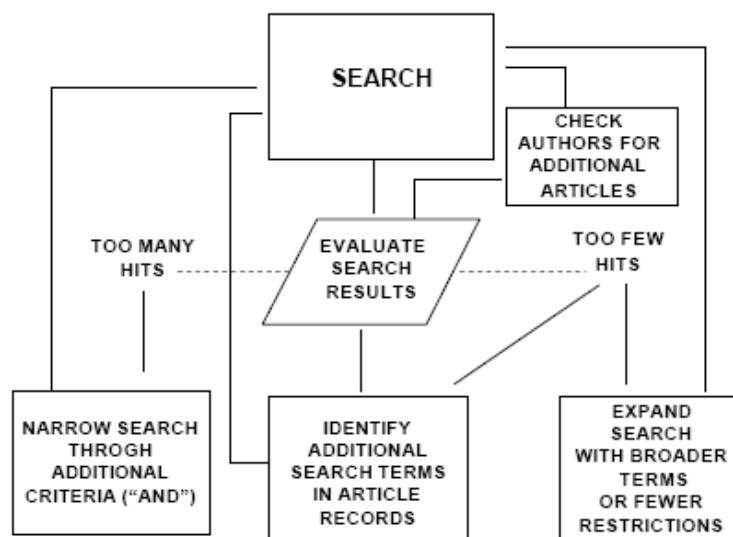
ProQuest document ID: 1986469981

Text Word Count: 2215

Document URL: <http://proquest.umi.com/pqdweb?did=1986469981&sid=2&Fmt=3&clientId=5239&RQT=309&VName=PQD>

“Snow-Balling.” This article has been indexed by a librarian or information specialist who has read the article and determined which of several subject terms apply. On the first line, several subjects are listed. Notice that this article contains, among others, the subject terms “flavors,” “brand,” and “diet.” If we did not find a satisfactory selection in the initial search, we can now run the search again with the new terms. Records from other articles identified during this first round can also be used—e.g., some articles might have the terms “desserts” and “frozen foods.” That is, certain desserts may be of interest even if they are not classified as ice cream per se. The category “frozen foods” is probably too broad for our present search, but often, a number of ways to describe the concept of interest can be identified this way. Running a search with “desserts” may result in a whole new set of relevant articles.

The following diagram¹ illustrates how we can narrow or expand our search:



If too many articles are found, we will want to *narrow* our search. This can be done using the “AND” and “AND NOT” Boolean operators. That is, for example, if we say “sports marketing” AND “branding,” the article must contain both terms, so fewer articles are identified.

If we do not find a sufficient number of articles, we will need to *expand* our search. We do this by identifying synonyms and/or closely related terms. For example, the term “promotion” is closely related to “advertising.”

Lexis-Nexis is a general database that tends to emphasize newspaper and magazine articles more than trade publications. This is the most commonly available database and the one to which you will be most likely to have access in industry. To access and use this database:

1. On the “My Marshall” portal, click on “Academic,” → “Marshall Library” → “Electronic Resources” → “Lexis-Nexis Academic.” [Be careful not to click on “Lexis-Nexis Software.”]

¹ From Lars Perner and Bill Payne (2005), “Searching the Consumer Literature: Strategies for Greater Gains With Lesser Pain,” paper presented at the annual meeting of the American Psychological Association, Washington, D.C. Available at <http://www.consumerpsychologist.com/Literature%20Search%20Info.pdf>.

General Searching

» [Easy Search™](#)

» [Power Search](#)

» **Tip:** Click the headings below to view links to specialized search forms and other useful features.

News

US Legal

International Legal

Companies

Subject Areas

Sources

Help & Instructions

Easy Search™ [Help](#) [Clear](#)

Use of this service is subject to [Terms and Conditions](#)

Search the News ⓘ

Covers 1980 to today.

Search For:

By Source Type: ⓘ

Or by Source Title:

Start typing a title like **New York Times**

» Try also [All News](#) search & [Sources](#) directory.

Go

Look up a Legal Case ⓘ

Covers US and state cases.

By Citation like *163 U.S. 537*:

Or by Parties like *Mapp v. Ohio*: v.

Or by Topic like *Equal Opportunity*:

» Try also [Cases](#), [Landmark Cases](#), [Citation Help](#), & [Topic Help](#).

Go

Get Company Info ⓘ

Covers 43 million companies.

By Name like *Microsoft*:

Or by Ticker like *MSFT*:

» Try also [Company Dossier](#) search & [Company Profiles](#) search.

Go

Research Countries ⓘ

Covers socioeconomic profiles & news.

Country:

Source: ⓘ

» See [Browse Sources](#) for Country & Region Reports.

Go

Research People ⓘ

Covers public figures.

Last Name (Required):

First Name (Optional):

Source: ⓘ

» See [Browse Sources](#) for more People sources.

Go

Combined Search ⓘ

Search multiple kinds of content.

Search For:

Date:

☒ ⓘ Major US & World news

☐ ⓘ Company profiles

☐ ⓘ SEC Filings

☐ ⓘ US & State Legal Cases

☐ ⓘ Law Reviews

» Try also [Power Search](#), [Sources](#), and [Help](#)

Go

2. In the top left corner of the screen, choose "Power Search." The "Power Search" option is much more flexible, providing greater control over the articles found.
3. You should now have a screen that looks something like this:

Power Search [Help](#) [Clear](#)

Use of this service is subject to [Terms and Conditions](#)

Search Type: ☒ Terms & Connectors ☐ Natural Language [?](#)

Search Terms: [Search](#)

Specify Date:

Add Index Terms: [Company](#) [Industry](#) [Subject](#) [Geography](#) [People](#) [?](#)

Select Source: [?](#)

By Type:

By Name:

Start typing a title like **New York Times**

» Try also [Find Sources](#) Or [Browse Sources](#)

4. There are several types of sources of articles. Generally, “Major World Publications” will be most useful. Lexis-Nexis also features full text search of articles in Spanish, French, German, and certain other languages.

Select Source: [?](#)

By Type: [?](#)

By Name:

Start typing a title like **New York Times**

» Try also [Find Sources](#) Or [Browse Sources](#)

5. We can now enter search descriptions—e.g.,

Search Terms: [Search](#)

Specify Date: [?](#)

6. By default, Lexis-Nexis will search back through articles from all available years. You will probably want to limit the time-frame searched to ensure that articles are still current. Generally, only articles from the last few years will be current enough to be useful. The extent to which information will become obsolete depends somewhat on the topic. For example, articles on China and on information technology will probably be outdated within two to three years, and sometimes considerably before that. For certain other categories—e.g., certain food products—articles up to five years old may still have useful information (although this information should be viewed with some caution.)
7. Lexis-Nexis allows us to use the “word proximity” feature to give more flexibility in how a phrase may appear in the document. For example, if we are interested in low carbohydrate ice cream, we could specify two search strings in most databases. If we specify “carbohydrate ice cream,” that exact phrase would have to occur in the text. If the text said “carbohydrate vanilla ice cream,” that would not show up. We could also say “carbohydrate AND ice cream.” Here, the only requirement is that the words “carbohydrate” and “ice cream” would each have to appear somewhere in the

document—much the same way as if we searched in Google. The word proximity feature, however, allows us more flexibility. If we say “carbohydrate W/3 ice cream,” the requirement is that the phrase “ice cream” has to occur within three words of the word “carbohydrate”—either before or after. Therefore, “low carbohydrate vanilla ice cream” would be covered, as would “ice cream with limited carbohydrates.”

Sometimes, you may want to search using only the root of a word when articles that use various words based on that root may be of interest—e.g., “color” and “colorful.” Further, the use of the beginning of a word may be appropriate when the word’s spelling differs between American and British English (e.g., “color” in American English and “colour” in British). To search on only a portion of the term, we use “truncation” symbol—an exclamation point—to indicate that any word starting this way is relevant. Thus, we would use the term

colo!

to find articles containing words starting with “colo”—e.g., “color,” “colour,” or “colorful.” Unfortunately, articles about Colorado may also come up, so there is a tradeoff between flexibility and additional “false hits.”

Other parts of the Lexis-Nexis Academic database offers other features—e.g.,

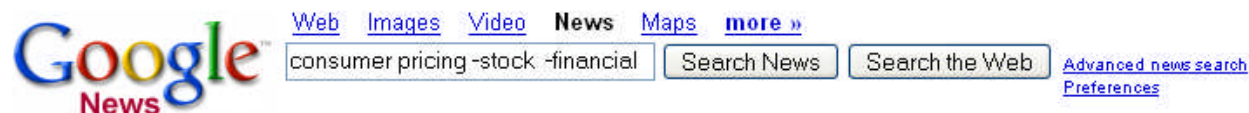
- “World News,” which includes English language articles from foreign countries
- “Non-English language news,” where, if you speak a Spanish, French, German, Dutch, or Italian, you can search publications in that language—but you must search in the respective language.

By default, Lexis-Nexis Academic will only bring up articles from the last six months. You can specify how far you would like to go back. Articles more than three years old are usually not current. Those dealing with rapidly advancing industries such as computers and biotech or with rapidly developing countries such as China may become obsolete in a year or less.

Google News. Google offers full text access to certain recent articles from various newspapers—depending on the publication, these may go back anywhere from a week to several months. Not all newspapers are included, but access is free (although the provided links may lead you to a newspaper site that requires payment for reading the actual article). To access Google News, go to <http://news.google.com/>. Part of your screen will look like this:



You can now enter your search. By default, “AND” is assumed—i.e., all words listed must occur. If you want to exclude a subject, you can put a minus sign in front of it. For example, in the following query



both the terms “consumer” and “pricing” must be present and the terms “stock” and “financial” must not be present.

Google allows users to sign up to receive e-mail notifications when stories appear on specified search terms. You may, for example, sign up to be notified whenever a particular competitor’s name or brand appears in a story. For more information, click on the “News Alerts” link on the left hand side of your search results.

Industry, Company, and Market Share Information

SIC/NAICS Information. In order to identify members of particular industries, the North American Industry Classification System (NAICS) was established. This system replaced the older Standard Industry Classification (SIC) code system. Full NAICS codes that identify an industry at its most specific level usually consist of six digits. Moving from right to left, the classifications become progressively more specific as digits are added. For example, industries starting with “21” have to do with mining, those starting with “51” have to do with information, and those starting with “45” have to do with retailing. In order of increasing specificity, we have:

2007 NAICS DEFINITION

Search results for: 445

Number of records found: 20

[445](#) Food and Beverage Stores

[4451](#) Grocery Stores

[44511](#) Supermarkets and Other Grocery (except Convenience) Stores

[445110](#) Supermarkets and Other Grocery (except Convenience) Stores

[44512](#) Convenience Stores

[445120](#) Convenience Stores

[4452](#) Specialty Food Stores

[44521](#) Meat Markets

[445210](#) Meat Markets

[44522](#) Fish and Seafood Markets

[445220](#) Fish and Seafood Markets

[44523](#) Fruit and Vegetable Markets

[445230](#) Fruit and Vegetable Markets

[44529](#) Other Specialty Food Stores

[445291](#) Baked Goods Stores

[445292](#) Confectionery and Nut Stores

[445299](#) All Other Specialty Food Stores

[4453](#) Beer, Wine, and Liquor Stores

[44531](#) Beer, Wine, and Liquor Stores

[445310](#) Beer, Wine, and Liquor Stores

Many firms operate in more than one NAICS industry. The industry that is considered most important is designated as the “Primary NAICS” industry for the firm. For more information on NAICS codes, see <http://www.census.gov/eos/www/naics/>.

Business & Company Resource Center. On the “My Marshall” portal, click on “Academic,” →

“Marshall Library” → “Electronic Resources” → “Business & Company Resource Center.” Part of your screen should now look like this:

INDUSTRY INFORMATION

For industry information, click on the “Industry” icon. Part of the screen should now look like this:

Industry

Select one of the search options below:

Enter SIC or NAICS Code:

☒ SIC Code ☐ NAICS Code

OR

Enter Industry Description:

OR

[Browse SIC Codes](#)

[Browse NAICS Codes](#)

Under “Enter Industry Description,” you can now enter words that you believe might be used to describe the industry—e.g., “software.” **Less is more here—rather than “cellular phone service,” you may want to enter just the word “cellular.”** Several more specific industry groups may then be suggested. If you are not successful, a more extensive database can be found at <http://www.census.gov/eos/www/naics/>. See Appendix 1 for information on using this resource.

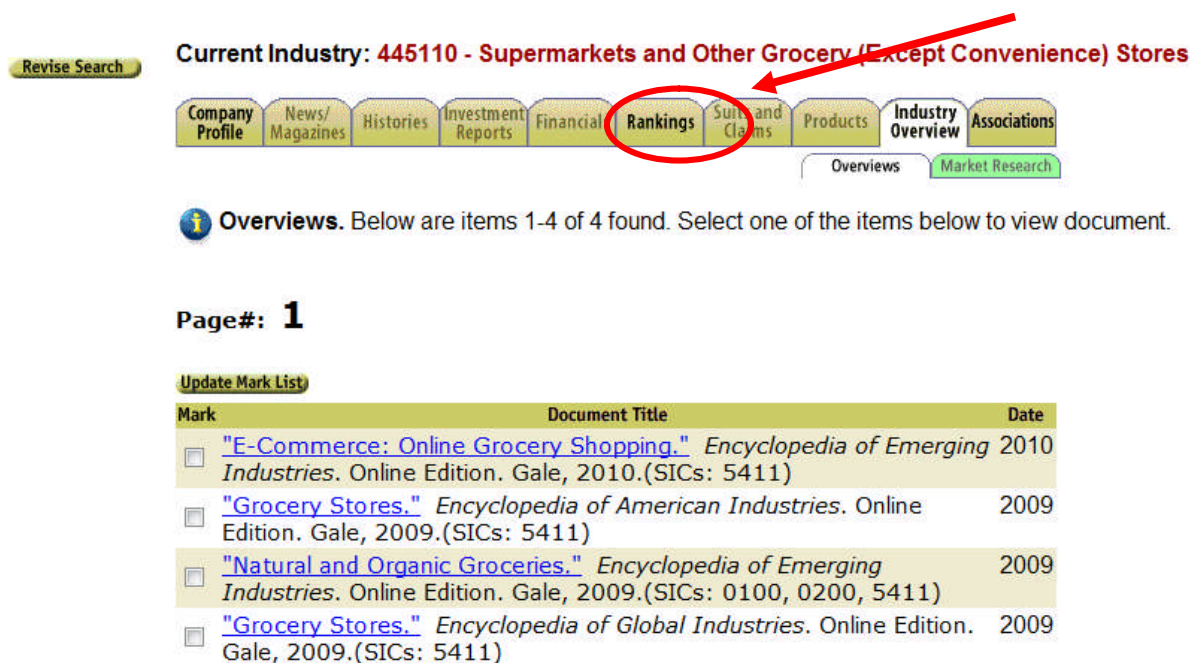
Other information is available—e.g.,

- **Industry Overview:** A brief report discussing important issues, facts, and figures for the industry. Under this same tab, several market research studies on the industry may be available (depending on the industry).
- **Associations:** A list of trade associations covering the industry—e.g., the National Retail Federation for the retail store industry and the Beef Council for the cattle industry.
- **News/Magazines:** Articles on topics relevant to the industry.
- **Company Profile:** Profiles of or background information on major companies in the

industry.

Finding a Primary NAICS Code or company information for a Firm. First, see instructions above on how to get to the main “Business & Company” page. Now click on “Company” and type in the company name. Note that (1) more than one NAICS code may be associated with firms that operate in more than one industry (Microsoft, for example, delivers software, Internet access service, and computer games) and (2) a given company may consist of various subsidiaries that may or may not be fully consolidated. For example, searching for the name “Sara Lee” yields 33 different listings.

Finding market share information. A print volume, the *Market Share Reporter*, contains market share information (usually tables or charts) excerpted from various business periodicals. Similar information can be obtained through the Business & Company Resource Center. First follow the steps for finding an industry and then click on “Rankings” tab:



Revise Search

Current Industry: **445110 - Supermarkets and Other Grocery (Except Convenience) Stores**

Company Profile | News/Magazines | Histories | Investment Reports | Financial | **Rankings** | Suits and Claims | Products | Industry Overview | Associations

Overviews | Market Research

Overviews. Below are items 1-4 of 4 found. Select one of the items below to view document.

Page#: **1**

Update Mark List

Mark	Document Title	Date
<input type="checkbox"/>	"E-Commerce: Online Grocery Shopping." <i>Encyclopedia of Emerging Industries</i> . Online Edition. Gale, 2010.(SICs: 5411)	2010
<input type="checkbox"/>	"Grocery Stores." <i>Encyclopedia of American Industries</i> . Online Edition. Gale, 2009.(SICs: 5411)	2009
<input type="checkbox"/>	"Natural and Organic Groceries." <i>Encyclopedia of Emerging Industries</i> . Online Edition. Gale, 2009.(SICs: 0100, 0200, 5411)	2009
<input type="checkbox"/>	"Grocery Stores." <i>Encyclopedia of Global Industries</i> . Online Edition. Gale, 2009.(SICs: 5411)	2009

Forrester. Forrester Research provides nice background reports on many industries and relevant trends. An example of an available report is “The Future Of Online Customer Experience.” To search for reports:

1. From the Marshall Library “Electronic Resources” list, click on “Forrester.”
2. In the “Browse topics” area on the left side of the screen, click on “View all topics.”

3. Click on the topic area of interest.
4. Select desired reports from the listings that will appear.

IBISWorld: IBISWorld contains a number of reports on various industries in a variety of sectors. This is a new database for the Crocker Library and, for the time being, it is accessed at the Crocker Library home page rather than at the “Electronic Resources” page. Reports can be selected from a list organized broad groupings of industries. There is also a search feature which allows the user to find reports based on specified key words or company names.


Market Research Academic. This database lists a number of market research reports—both on general industries on topics such as demographics. Unfortunately, there is only a brief description of the actual studies. Many of the listed studies are available for downloading, but frequently at a very high cost. (These reports may be a good investment for firms for firms that can use the reports to support major decisions, but they are generally not affordable as a class research tool).

Other Industry Statistical and Tabular Information. The “TableBase” on the Marshall Library electronic resources page provides tabular information excerpted from business and trade publications. These tables might contain information such as the average amount of time spent online broken down by age groups. A nice feature of the TableBase is that it is possible to search based on well defined search categories. The tables are indexed by librarians who determine which topics, industries, firms, and geographic regions are substantially addressed in a table.

RDS® TableBase™	
Words and Phrases:	<input type="text"/>
Words in Title:	<input type="text"/>
Use Boolean Operators and or not near - use * to truncate words Optionally, you may limit your search by using the following indexes:	
dated from	<input type="text"/> to <input type="text"/> (mm/dd/yyyy)
Company:	<input type="text"/>
Concept Term:	<input type="text"/> <input type="radio"/> And <input checked="" type="radio"/> Or Absenteeism Accounting Standards Ad Budget
Marketing Term:	<input type="text"/> <input type="radio"/> And <input checked="" type="radio"/> Or Ad Volume All Agency All Campaign
Industry:	<input type="text"/> <input type="radio"/> And <input checked="" type="radio"/> Or Advertising Agencies Aerospace & Defense Ag Chemicals
Document Type:	<input type="text"/> <input type="radio"/> And <input checked="" type="radio"/> Or Business Newspaper Custom Wire Journal
SIC/Product:	<input type="text"/> Find SIC...
Geo Region:	<input type="text"/> <input type="radio"/> And <input checked="" type="radio"/> Or <input type="checkbox"/> U.S.A. Afghanistan Africa Alabama
From a specific source:	<input type="text"/> Lookup...
<input type="button" value="Search"/> <input type="button" value="Clear/Reset"/>	


COMPANY INFORMATION

The Business & Company Resource Center contains a great deal of information on publicly traded and some privately held firms—both in the U.S. and in other countries. To search for information on a firm in the Business & Company Resource Center, click on the “Company” tab:




- [Help](#)
- [Gale Databases](#)
- [Search Tips](#)
- [List of Sources](#)

Quick Search: In:




Company Search
Search for companies by company name, ticker symbol, industry code, etc.

[Search Now](#)




Industry Search
Search for industries by SIC or NAICS code or by industry description.

[Search Now](#)




Articles Search
Search for articles via keyword, subject guide, or limit by peer-reviewed journals, etc.

[Search Now](#)



Publication Search
Search for specific publications and view the editions and articles included.

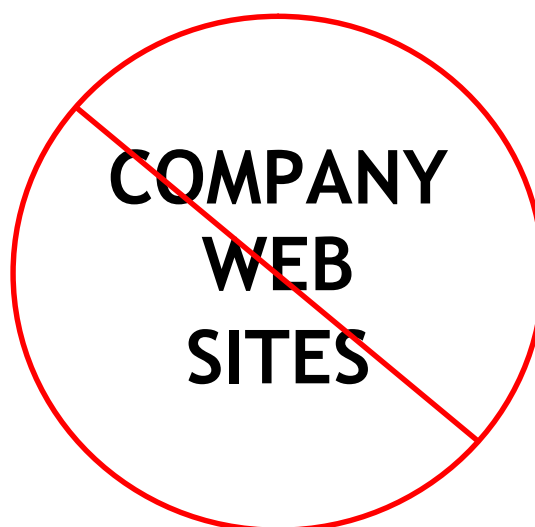
[Search Now](#)



Advanced Search
For additional searching and limiting options try advanced search.

[Search Now](#)

Searching can be done either by the firm name or stock market “Ticker” symbol. It is also possible to search by brand name to identify the owner of that brand:



Company

Enter terms in any or all search boxes:

Company Name or Ticker Symbol	<input type="text"/>
	<input checked="" type="radio"/> All Companies <input type="radio"/> Ultimate Parent Browse Companies
Industry Code/ Description	<input type="text"/>
	<input checked="" type="radio"/> SIC Code <input type="radio"/> NAICS Code Browse SIC Codes Browse NAICS Codes
Product/Brand Name	<input type="text"/>
Product/Brand Type	<input type="text"/>
City	<input type="text"/>
State/Country	<input type="text"/>
<input type="button" value="SEARCH"/> <input type="button" value="Clear Form"/>	

For many large and/or international firms, several subsidiaries are usually listed. Often, the first one listed will be the “main” firm with other listings representing subsidiaries—whether foreign operating units or operational divisions. For example, in a search for “McDonald’s,” the top listings are:

Page#: **1** - 2 - 3 - 4

[Update Mark List](#)

Mark	Company Name	Location	Revenue ▼
<input type="checkbox"/>	KeyCorp. (KEY)	Cleveland, Ohio	\$99,983.00 M Total assets
<input type="checkbox"/>	McDonald's Corp. (MCD)	Oak Brook, Illinois	\$22,787.00 M Sales
<input type="checkbox"/>	Dean Foods Co. (DF)	Dallas, Texas	\$11,821.90 M Sales
<input type="checkbox"/>	McDonald's Deutschland Inc.	Muenchen	\$3,966.60 M Sales
<input type="checkbox"/>	McDonald's Holdings Co. (Japan) Ltd. (2702)	Tokyo	\$3,220.10 M Sales
<input type="checkbox"/>	McDonald's Restaurants Ltd.	London	\$2,059.50 M Sales
<input type="checkbox"/>	McDonald's Sistemas de Espana Incorporated Sucursal en Espana	Madrid	\$1,038.70 M Sales

In this case, the top listing (KeyCorp) is actually a “holding” corporation that owns the stocks of the different world-wide country divisions.

Once a company listing has been selected, company background information is provided. In addition, certain other types of information may be conveniently available:



- The “News/Magazines” section includes periodical articles much like the ones one would find in ABI/Inform or Lexis-Nexis. These have been selected as being particularly relevant to the firm.
- The “Financials” provides accounting information such as earnings, debts, and assets.
- The “Rankings” provides any kind of comparative tables for the industry—e.g., levels of customer satisfaction among firms or relative sales of different firms.
- For some industries, the “Suits and Claims” section will provide important information on major litigation going on in the industry. In certain industries—especially “high tech” ones—the outcome of certain “key” suits will often have a very large impact on the companies involved.
- The “Products” section discusses any products or services produced by the firm and/or its competitors.
- The “Industry Overview” provides basic information about the main industry in which the firm is involved.
- The “Associations” tab provides information on trade groups for the main industry in which the firm is involved. These groups may collect a great deal of information, but the information provided may be intended to favor the industry and should thus not be considered objective. Often, these associations actively lobby for the political interests of the industry (e.g., government spending on products produced by the industry or regulation that could make it more costly to operate).

It is possible to find articles relating to a designated “concept” term or “marketing term”—e.g., “brand equity” or “advertising research.” It is also possible to narrow the search to a particular industry or a specific country or geographic region.

Other Statistical Information

Lexis-Nexis Statistical indexes a number of sources of statistical tables. Tables can be searched based on content keywords. Several options are presented on the initial screen:

MyMarshall

Home Email Academic Community Professional Services

LexisNexis

Statistical Search Forms

Statistical Publications & DataSets

- > [Find a Table](#) [Find a Table](#) Search the row-column headings & titles of published tables.
- > [Find a Publication](#) [Find a Publication](#) Search descriptive summaries of statistical publications.
- > [Links](#) [List of Links](#) Link to Web sites with useful information about social science statistics.

Search for Other Information

- > [Academic](#)
- > [Congressional](#)
- > [State Capital](#)

[Terms and Conditions](#) | [Privacy](#)

The “Find a Table” indexes individual tables. The “Find a Publication” option can be used to identify entire publications containing the terms of interest:

This form searches LexisNexis™ indexing and abstracting of thousands of statistical reports and articles.

ENTER KEYWORD(S) Only abstracts that match all criteria you enter will be found

Entry Required	<input type="text" value="beverages"/>	in	All Fields	Subject List
and	<input type="text" value="gender"/>	in	All Fields	Subject List
and	<input type="text"/>	in	All Fields	Subject List

LIMIT TO STATISTICS PUBLISHED BY

☒ Any Source ☐ Federal Government (ASI)

☐ State Governments and Private sources (SRI) ☐ International and Intergovernmental sources (IIS)

NARROW YOUR SEARCH BY THESE BREAKDOWNS Multiple selections are searched using "and"

Geographic	Demographic	Economic
<input checked="" type="checkbox"/> Any	<input checked="" type="checkbox"/> Any	<input checked="" type="checkbox"/> Any
<input type="checkbox"/> By Foreign Countries	<input type="checkbox"/> By Age	<input type="checkbox"/> By Commodity
<input type="checkbox"/> By Urban v. Rural	<input type="checkbox"/> By Disease or Disorder	<input type="checkbox"/> By Government Agency
<input type="checkbox"/> By U.S. Region	<input type="checkbox"/> By Educational Attainment	<input type="checkbox"/> By Income
<input type="checkbox"/> By U.S. State	<input type="checkbox"/> By Marital Status	<input type="checkbox"/> By Company or Institution
<input type="checkbox"/> By Metro Area	<input type="checkbox"/> By Race and Ethnic Group	<input type="checkbox"/> By Industry
<input type="checkbox"/> By County	<input type="checkbox"/> By Sex	<input type="checkbox"/> By Occupation
<input type="checkbox"/> By City		<input type="checkbox"/> By Employment Status

☐ Limit to abstracts that have full text attachments

ENTER PUBLICATION DATE

☒ All available dates OR FROM TO [Examples](#)

The “List of Links” section identifies a number of sources of tabular information by topic area.

Media Costs

SRDS-Media Solutions lists the “rack” or undiscounted advertising rates for selected magazines from the Standard Rate and Data Service. This site must be accessed in the Crocker Library using a password supplied by the staff.



Foreign Country and Market Information

GENERAL COUNTRY INFORMATION

Global Road Warrior. This database provides a great deal of background information on countries, ranging from the mundane (e.g., electrical power specifications and immunizations needed) to more elaborate discussions of history, politics, and culture. Some especially interesting topics:

- Society and Culture
- Business Culture (including sub-topics such as “Business Decision Making.”)
- Demographics
- “The Businesswoman”—special issues facing women
- Essential terms (language)

To access the Global Road Warrior database, go to the “My Marshall” portal, click on “Academic,” → “Marshall Library” → “Electronic Resources” → “Global Road Warrior.”

COUNTRY REPORTS

Economist Intelligence Unit (EIU) contains provides reports on specific countries, addressing such issues as income levels, nature of the national economy, political stability and issues, and customs and cultural considerations. To access this source, select the Economist Intelligence Unit (EIU) Country Report database found on MyMarshall under “Academic → Marshall Library → Electronic Resources.”

EconLit

Journals, books and working papers in economics.



EIU Country Reports

Contains Country Reports, Country Profiles and Country Commerce Reports from the Economist Intelligence Unit.

Electronic Journals

Browse ejournal subject headings in Business and Economics to find articles from business journals, magazines and newspapers.

The EIU has two main sections:

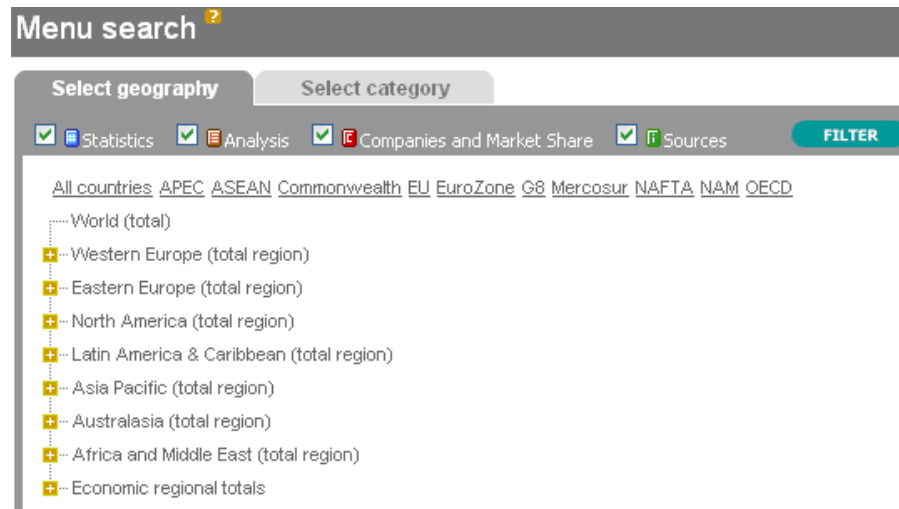
- *Country Reports* contain economic and political background on the respective country. This is available for two hundred countries.
- The *Country Commerce Reports* provide more detailed business information such as business laws and regulation. This is available only for fifty-five countries.

For each type of report, there is usually a periodic “Main Report” and shorter interim updates issued in between revisions of the main report.

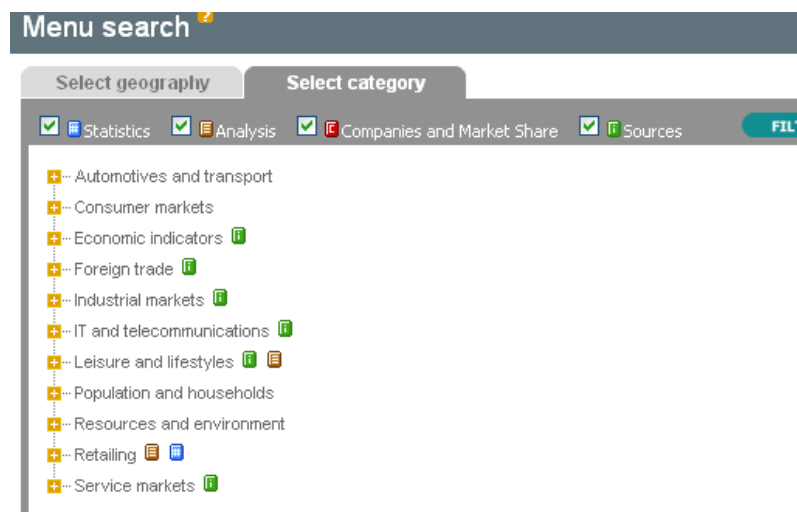
Global Market Information Database (Euromonitor) contains a number of nice industry studies

listed by geographic region. To access this source, go to the “My Marshall” portal, click on “Academic,” → “Marshall Library” → “Electronic Resources” → “Global Market Information Database (Euromonitor).”

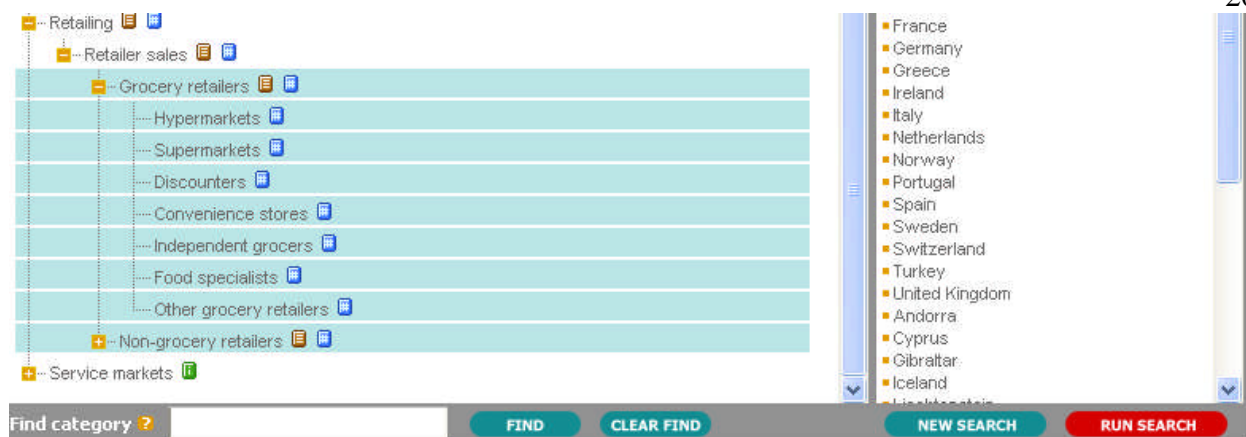
After clicking to agree to the terms of the licensing agreement, you will be greeted with a screen that includes a part like this:



First, select a geographic region. To narrow this down to a specific country or countries within a region, double click on the region and then choose the county or countries of interest. When you have selected the country, click on the “Select Category” tab and select an industry of interest:



To find a more specific industry within each broad industry category, double-click on the industry and choose your more specific terms. You may be able to go down several levels—e.g.,



When you are satisfied that you have selected an industry that is specific enough, double-click on the “Run Search” icon.

Books

USC does have HOMER, an online catalog of books housed in USC libraries. Even if you are eventually going to check a book out from the library rather than buying it, you may find a larger list of relevant books by searching on Amazon.com. On Amazon, click on “See All 35 Product Categories” and then select “Books.” Under the term “software marketing,” a number of titles come up. Selecting one of them, the following appears within the book description:

Customers who bought this item also bought

[The Business of Software: What Every Manager, Programmer, and Entrepreneur Must Know to Thrive and Survive in Good Times and Bad](#) by Michael A. Cusumano
[Web & Software Development: A Legal Guide](#) by Stephen Fishman
[Micro-ISV: From Vision to Reality](#) by Bob Walsh
[Eric Sink on the Business of Software \(Expert's Voice\)](#) by Eric Sink
[Start Your Own Software Company: A Step-By-Step Guide to Setting Up a Computer Software Business](#) by David J. Cracas

Based on a statistical analysis of what people who bought this book also bought, a number of other books of possible interest are identified. Books that use completely different terms but are nevertheless relevant may be included in the results. We will discuss this technique, known as “collaborative filtering,” when we talk about electronic commerce.

APPENDIX 1

USING THE U.S. CENSUS NAICS DATABASE TO FIND INDUSTRIES

The Business & Company Resource Center industry section does not contain a complete index to industries. If you do not find the industry you are looking for, you may want to go to the U.S. Bureau of the Census NAICS site at <http://www.census.gov/eos/www/naics/>. If you do not want to type in this long address, you can search under the term NAICS in Google. The Census NAICS site is usually the first one listed.

Now specify your search term in the “Enter keyword” box:

U.S. Census Bureau

North American Industry Classification

[Main](#) | [FAQs](#) | [History](#) | [Development Partners](#) | [Feedback](#)

NAICS SEARCH

Enter keyword or 2-6 digit code

2007 NAICS Search

Enter keyword or 2-6 digit code

2002 NAICS Search

DOWNLOADS / REFERENCE FILES / TOOLS

[For 2007 NAICS](#)

[For 2002 NAICS](#)

[Concordances](#)

[NAICS Update Process Fact Sheet](#) [PDF 37K]

INTRODUCTION

The North American business and economy.

NAICS was developed as a [Standard International Classification of Occupations \(ECPC\)](#), for comparison.

This official NAICS reference.

The official between

Remember that in NAICS, less is often more. You should specify only the most central word or words in the industry. For example, rather than specifying “high heeled shoes,” should start with a more general term like “shoes” or “foot wear.” You will then see a list of more specific categories to choose from. For example:

Results for "shoes"

Index entry	NAICS Code	
	2002	1997
Shoes merchant wholesalers	424340	422340
Shoes, athletic (except rubber or plastics soled with fabric upper), manufacturing	316219	
Shoes, ballet, manufacturing	316219	
Shoes, children's and infant's (except house slippers, orthopedic extension, plastics, rubber), manufacturing	316219	
Shoes, cleated or spiked, all materials, manufacturing	316219	
Shoes, men's (except house slippers, athletic, rubber, orthopedic extension), manufacturing	316213	
Shoes, orthopedic extension, manufacturing	339113	
Shoes, plastics or plastics soled fabric upper (except cleated athletic), manufacturing	316211	
Shoes, rubber or rubber soled fabric upper (except cleated athletic), manufacturing	316211	
Shoes, theatrical, manufacturing	316219	
Shoes, women's (except house slippers, athletic, orthopedic extension, plastic, rubber), manufacturing	316214	
Shoes, wooden, manufacturing	316219	
Shoeshine parlors	812990	
Shoeshine services	812990	

In this case, NAICS 316214: “Shoes, women’s (except slippers...)” would be the closest match. That is, high heeled shoes share a category with most other types of women’s shoes. This

makes sense in that some shoe manufacturers may focus on women's shoes, but few if any would only produce high heeled ones.

APPENDIX 2

A NOTE ON THE CURRENCY OF SOURCES

Today, society and the business world change at rates much faster than was the case even twenty years ago. This rapid change results in part from innovations in information and other technologies and in part from the considerable economic growth and development experienced in “emerging” economies such as China and India.

Whenever one relies heavily on a source written in the past—even a few months ago—there is always a chance that something significant has happened since the publication of this source. The following are examples of changes that may take place quickly and have a significant impact on the validity of the information in and conclusions of a source:

- Changes in economic conditions
- New innovations product category, industry, or related fields—including developments that affect the cost of production or the cost of substitutes
- Government regulations
- Entry of new firms into the industry
- Changes in trade and political relations between countries

The following are examples of topics where changes occur so quickly that sources older than one or two years are likely to be obsolete:

Topic Type	Instances of especially rapid change (technological and social)	Instances of high cyclicalality (e.g., vulnerability to economic changes)
Countries	China, India, Vietnam, Thailand, Hong Kong, Indonesia, Singapore, Russia and former Soviet Republics, Iraq, Iran	Russia, Saudi Arabia, other oil dependent economies; export oriented economies: Japan, China, most East Asian countries
Industries	Computers, information technology, online services, cellular phones and services, certain consumer electronics, publishing (books and magazines), pharmaceuticals, energy, defense, certain types of education	Construction, airlines (demand and fuel costs), hospitality, luxury products, automobiles, real estate, textiles, entertainment
Technologies	Information technology, computers, GPS systems, communications, certain medical technologies	

For some topics—e.g., the U.S. food or supermarket industries—sources up to five years old might sometimes be used with caution. However:

- These older sources should preferably be supplemented by more recent ones.
- Research should be done to identify more recent publications addressing any changes. (That is, one should not rest after finding several “highly relevant” articles from a few years earlier).

Sources older than five years should, in almost all circumstances, be used with extreme caution.