

OUTLINE

General Information: these resources cover a wide variety of subjects and appropriate for the all topics and departments.

- All library subscription databases can be accessed through <http://www.library.northwestern.edu/reference/ksm/busresearchdb.html>
- General Article Databases
ABI/Inform
Business Source Premier Includes Harvard Business Review.
Business & Industry Covers lots of trade publications. Can limit search by geographic regions.
- News Article Databases: Lexisnexis Academic and Factiva
- Other Research Databases - Pratt's Guide to Venture Capital Sources and Hoovers Online provides company profiles. Can "build a list" to retrieve a list of companies with selected criteria

Career Guide Databases

- Vault Online Career Library
- Wetfeet Guides

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ENTREPRENEURSHIP

Entrepreneurship & New Venture Formulation

Industry Research

Datamonitor Report through (Business Source Premier) Go to Business Source Premier, search for a broad industry name, then select "industry profiles".

S & P Industry Surveys Go to industries tab.

Company Research

Hoover's Online

Capital IQ (Access via Kellogg CMC)

Market Research

Global Market Information Database (GMID) Market research reports about various consumer products, lifestyles and industries worldwide.

Mintel Reports Covers food, beverage, apparel, beauty and personal, retail, travel and more.

Marketresearch.com Covers business services, consumer goods, food and beverage, demographics, heavy industry, life sciences, technology and media.

Jupiter Research Covers online technologies, Internet marketing and advertising, and online consumer behavior.

Gartner Intraweb In-depth analysis and market intelligence for the IT industry.

Advertising

Ad\$ponder Summary level advertising expenditures across 11 media (print and broadcast).

General Article and News Databases

ABI/Inform

Business Source Premier

Business & Industry

Lexisnexis Academic

Factiva

Venture Capital Directories

Pratt's Guide to Venture Capital Sources

Galante's venture capital & private equity directory (Print Publication with CD-ROM MAIN Reference (Management corner) L 332.041 G146)

NU LIBRARY RESOURCES: EXPERIENTIAL LEARNING COURSES

HEALTH ENTERPRISE MANAGEMENT

Biotechnology/Health Industry Research

Datamonitor Report through (Business Source Premier)

Go to Business Source Premier, search for "biotechnology", then select "industry profiles". There are biotechnology industry profiles for different countries.

S & P Industry Surveys

Go to industries and select "biotechnology".

Marketresearch.com

Search for Biotechnology market research reports in this database.

Investext Plus Search for biotechnology industry analyst reports by selecting "Biotechnology" in the Industry Search drop-down menu.

Derwent Innovation Index Contains patent citation information.

Plunkett's biotech & genetics industry almanac <http://nucat.library.northwestern.edu/cgi-bin/Pwebrecon.cgi?BBID=3402571> This e-book provides indexes to The Biotech & Genetics 400, a unique list of biotechnology industry leaders.

Healthcare Industry Research

S & P Industry Surveys Use the Industry look-up tab to select separate reports on facilities, managed care, pharmaceuticals, and products and supplies

Marketresearch.com Search for Health Care market research reports in this database.

Investext Plus Search for Health Care industry analyst reports by selecting "Health Care" in the Industry Search drop-down menu.

Patent Research

Derwent Innovation Index Contains patent citation information.

United States Patent and Trademark Office <http://www.uspto.gov/patft/>

Legal Research

LexisNexis Academic

HeinOnline

Medical Research

Medline

MD Consult

Health Source: Consumer Edition

Health Source: Nursing/Academic Edition

Standard & Poor's NetAdvantage

Includes stock and bond guides and reports, mutual funds, dividend records, industry surveys

NU LIBRARY RESOURCES: EXPERIENTIAL LEARNING COURSES

FINANCE

Asset Management Practicum

Financial Markets Research

Bloomberg Real-time and historical market data, news, technical analysis. (Access via Kellogg KIS: <http://www.kellogg.northwestern.edu/researchcomputing/bloomberg.htm>)

Datastream Long runs of data on stocks, bonds, commodities, and economic indicators. (Access via Kellogg KIS: <http://www.kellogg.northwestern.edu/researchcomputing/datastream.htm>)

SDC Platinum Provides data on mergers and acquisitions, IPOs, and VC funding (VentureXpert). (Access via Kellogg KIS: <http://www.kellogg.northwestern.edu/researchcomputing/sdc.htm>)

Standard & Poor's NetAdvantage Includes stock and bond guides and reports, mutual funds, dividend records, industry surveys,

Investext Plus Company and industry analyst reports from most of the major brokerage houses

Value Line Investment Survey Includes financial information, equity, mutual funds, earnings estimates, Value Line ratings, projected growth, betas, and recent company developments.

Mergent Online Contains easy-to-use public company financials, SEC filings and annual reports.

General Article Databases

ABI/Inform Contains **Wall Street Journal** and **Financial Times**. Go to "Publications" and search for "Wall Street Journal" or "Financial Times".

Business Source Premier Includes Harvard Business Review.

Business & Industry Covers lots of trade publications. Can limit search by geographic regions.

Buyout Lab/Venture Lab

Venture Capital Directories

Pratt's Guide to Venture Capital Sources International directory includes locations, list of project preferences, type of financing, minimum investment, preferred investment, and contact person.

Galante's venture capital & private equity directory (Print Publication with CD-ROM MAIN Reference (Management corner) L 332.041 G146) Company entries include: name, location, key executives, capital under management, investment criteria and preferences.

Venture Capital Research

Business Source Premier Contains full text from several venture capital journals such as *Venture Capital Journal*, *Journal of Private Equity*, *Private Equity Week*, *Asiamoney*, *European Venture Capital Journal*, *UK Venture Capital Journal*, *Venture Capital* and *Journal of Alternative Investments*

Capital IQ (Access via Kellogg CMC) Data on public and private companies, investment firms, capital transactions, and people.

SDC Platinum Offers New corporate issues (Global New Issues) Mergers, acquisitions, and joint ventures (Mergers & Acquisitions) Proxy fights (Corporate Governance) Venture capital (VentureXpert); Bankruptcies and exchange offers (Corporate Restructurings) (Accessible through Kellogg KIS site: <http://www.kellogg.northwestern.edu/researchcomputing/sdc.htm>)

INTERNATIONAL BUSINESS

Global Initiatives in Management/Global Lab

International Business Research Databases

Global Market Information Database (GMID) Market research reports about various consumer products, lifestyles and industries worldwide. Includes economic indicators, demographic data, foreign trade statistics, and sources of information.

Economist Intelligence Unit (EIU) Provides quarterly analysis and forecasts of the political, economic, and business environment in more than 180 countries. Country Commerce section includes operating conditions and business regulations in 55 countries. Other sections include Country Finance, Business Africa, Business Asia, Business China, Business Eastern Europe.

ISI Emerging Markets Provides hard-to-get news, thousands of public and private company profiles, in-depth industry profiles and research reports, macroeconomic analysis, forecasts and statistics, financial statements from the emerging markets in over 70 countries. Lots of coverage in local languages.

Source OECD The online publication portal of the Organization for Economic Cooperation and Development.

United Nations Common Database UNCDB provides access to 300 data series, covering a wide range of subjects, from 30 specialized international sources for all available countries.

International Financial Statistics Contains approximately 32,000 time series covering more than 200 countries and areas; exchange rate series for all Fund member countries, plus Aruba and the Netherlands Antilles; major Fund accounts series; and most other world, area, and country series from the IFS World Tables.

China Data Online Comprehensive database focusing on economic statistics of China, arranged by regions and categories.

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MANAGEMENT

Management Lab

All general resources listed on page 1.

Company Research

Hoover's Online

Capital IQ (Access via Kellogg CMC) Data on public and private companies, investment firms, capital transactions, and people.

Company Financials

Mergent Online Contains easy-to-use public company financials, SEC filings and annual reports.

NU LIBRARY RESOURCES: EXPERIENTIAL LEARNING COURSES

MANAGEMENT (continued)

Industry Research

Datamonitor Report through (Business Source Premier) Go to Business Source Premier, search for a broad industry name, then select "industry profiles".

S & P Industry Surveys Go to industries tab.

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Advertising

Ad\$ponder Summary level advertising expenditures across 11 media (print and broadcast).

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MARKETING

Advanced Topics in Marketing

Market Research Databases

Global Market Information Database (GMID) Market research reports about various consumer products, lifestyles and industries worldwide. Includes economic indicators, demographic data, foreign trade statistics, and sources of information.

Mintel Reports Covers food, beverage, apparel, beauty and personal, retail, travel and more. Each report combines data & analysis of the competitive landscape, market-share analysis, demographic issues and consumer profiles. International in scope but strong in European countries and the U.S.

Marketresearch.com Reports from several market research firms covering business services, consumer goods, food and beverage, demographics, heavy industry, life sciences, technology and media.

Jupiter Research Market research and forecasts in development of online technologies, internet marketing and advertising, and online consumer behavior. Areas covered include personal technologies, access, online advertising, web technologies and operations.

NU LIBRARY RESOURCES: EXPERIENTIAL LEARNING COURSES

MARKETING (continued)

Gartner Intraweb In-depth analysis and market intelligence for the IT industry.

Advertising

Ad\$ponder Summary level advertising expenditures across 11 media (print and broadcast). Includes data from 2000 to present.

SRDS Media Solutions Circulation and advertising rates for print and nonprint media.

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SOCIAL ENTERPRISE

Leading the Mission-Driven Organization/Board Fellows

Nonprofit Research

ABI/inform Contains publications like "International Journal of Nonprofit and Voluntary Sector Marketing"; "Nonprofit World"; "Nonprofit Management and Leadership" etc.. Can be used to do a topic search.

Business Source Premier Includes Harvard Business Review.

Social Sciences Abstracts

Social Services Abstracts

CQ Researcher Controversial topics covered in depth, 1923-present.

Nonprofit Organizations

Associations Unlimited

Hoover's Online

Free websites

GuideStar

(<http://www.guidestar.org/>)

A major nonprofit database that contains nonprofit filings. We **don't** have a subscription but the free portion still contains useful information.

BoardnetUSA

(<http://www.boardnetusa.org/public/home.asp>)

Enables organizations to identify potential board members and individuals to identify leadership opportunities. Free registration required.

Boardsource-Knowledge Center

(<http://www.boardsource.org/Knowledge.asp>)

A gateway to a variety of sources of information addressing nonprofit governance including papers, articles, and Q&As. Some content is for members only

CompassPoint-Research & Publications(<http://www.compasspoint.org/research/>)

Free research on nonprofit management and strategy.