Access to Premium Subscription Content

24/7 accesses to CSUSM Library premium electronic subscription content is managed through your CSUSM ID & Password. As good practice always log into the library homepage (top right – blue button), this verifies your enrollment as a current student.

Note: Log in issues are addressed by the student technology help desk (http://www.csusm.edu/sth/) | phone # (760) 750-6505

Looking for Databases

Biblio.csusm.edu >>> Log-in top right

Under the “SEARCH & FIND” box is where you have access to the subscription databases. You may view them by subject: Business OR search for the name of a specific database: F >>> Factiva.

What does the Discovery Search do?

The Discovery search –“tries” to act as a Google search bar to search across our collection of articles, books, eBooks, and more for information on a specific keyword. Best practice: Use discovery search as a “starter”

Use the books & more tab – type in either keywords, subject headings, or titles to find books (physical & electronic in our library)

Try keyword searching: Cosmetics Industry
Try subject searching: marketing research
Title search: Building Powerful Community Organizations: A Personal Guide to Creating Groups that Can Solve Problems and Change the World
Author search: The New Strategist Editors

Check out Business Expert Press, which “publishes concise, practical treatments of the topics taught in MBA programs” (Source Business Expert Press). Also Safari books are great for this too.

Librarian Contact

Judy Opdahl, MLIS
Instruction & Reference, Business Librarian
jopdahl@csusm.edu
760-750-4360
Office Location:
KEL 5010 (5th floor in the Barahona Center)
Office Hours: Weds 1pm – 4pm, Apt preferred

Kellogg Library Hours

Check website - Hours subject to change
https://biblio.csusm.edu/library-hours

- Monday – Thursday
  Library Open
  6:00am - 12:00am

- Fridays
  Library Open
  7:00am - 5:00pm

- Saturdays
  Library Open
  9:00am - 5:00pm

- Sundays
  Library Open
  10:00am - 8:00pm

Links to Resources:

Library Website: biblio.csusm.edu

MKTG448Course Guide:
https://biblio.csusm.edu/guides/mktg-448-global-and-cross-cultural-marketing

Business Research Guide (General):
https://biblio.csusm.edu/guides/business-general
GLOBAL EDGE: (this is a WEB SOURCE – Not a library Database)

Click on GLOBAL INSIGHTS, “Global Insights provides international business and trade information on over 200 countries,

Use the Insights by County: Select a County: Example Brazil

Note there is a currency converter (right hand side)

On the left is where you navigate to read: Intro, Government, Economy, Stats, Trade State, Culture, etc.

Click on the Culture Tab >> visit one of the resources

Click on the Resources page (left side)— here you find great links!

Click on Risk – what is the business environment?

Industry Information

Industry overviews can give you an idea of what is going on in an industry. Some of the things you can do with the information you get from them is to determine trends and identify the type of competition in the industry. For more databases on Industry see the library’s General Business Research guide:

Industry & Consumer Information:

Country Analysis:

Passport:

This database provides business intelligence for countries, consumers, and industries worldwide. Market size, company share, brand share data for 24 industries across 80 countries over a 20-year period (1997-2016) complimented by full-text market reports and industry sectors at the country level. Country and Consumer statistics and analysis for 212 countries.


Passport GMID

Passport offers US and Global Information. Navigation through the databases is by selecting a series of narrower and narrower choices >>> think, “Follow the arrows.”
There is a TOP level menu (see above) we will look at “Industries” and also “Consumers.” However there is a KEYWORD search in the top right hand corner.

There is also a way to access data (see below) to locate Statistics, Analysis, and Dashboards

Find a COUNTRY REPORT

• Top menu >>> Click on Economies >>> Business Dynamics. You will see a Search Tree and also the analysis finder
• In the Analysis finder: select country profile >>> select country

Click on the report, See More Related Items & Related Articles

Click on More Related Items >>> INCOME & EXPENDITURE: BRAZIL

Income and Expenditure: Brazil
Country Briefing | 10 Mar 2015

• Look at the Chart SWOT – what are the opportunities?

***Always Explore the left hand side menu for: Related Statistics, Related industry reports, Related Articles, More Related Articles***

1. Find an INDUSTRY

• Select Industry >>> Consumer products: Alcoholic Beverages
• Search tree (left hand side), Use the drop down for beer & select the Go >
• Follow the “blue next arrows”
• After clicking next you enter Geographic parameters.
• Example: Latin America, Click the blue >, select from the list: Brazil
• Top right hit blue SEARCH

Information Arranged by Popular Statistics, Statistics, Analysis

Look at Statistics >>> *Imports by County Value* & *Imports by County Volume*

Look at Pricing >>> Imported Premium Larger = What are the least & most expensive price points observed?

Read an *Analysis*

• Click on Beer in Brazil >> What was the volume growth of Larger?
• Read the Prospects >> What is the forecast to the industry – especially for US?

Good Practice = Try a Keyword Search for your County OR do a Country with a product (exlp: Brazil and Beer)

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Merger Online

Offers Broad Industry & County reports

Select Industry Analysis

Select an Industry (example Health Care)

Select a Region (example Asia America)

Click Search

From the list select a current report from the list. To obtain the report CLICK on the right hand side for PDF Report
IBISWorld: This database provides insight into more than 700 U.S. industries. There are also SELECT Global Business reports. Worth checking to see if there are Global reports on your industry.

Reports include outlook, products and markets, competitive landscape, operating conditions, and key industry data

Search by: Keyword | Company | NAICS code

1. Enter: a Keyword (for example Beer) or a North America Industry Classification code (NAICS) into the search box: 312120 – Breweries (2012 NAICS) (To find a NAICS search)

Note: Try both NAICS & Keyword search in this Database. The keyword Craft beer pulls up a special report. Other ways to learn of the report would be in the larger Breweries industry report.

Export.gov: Country Commercial Guides

Select your country that you are seeking to do business in:
Example: Kenya

Select go – Read on the Doing Business in | Selling US Products and Services | etc.

**Business News: (time permitting)**

This link is located on the class research guide: Business News, **other databases are listed here for your use**

**Important to search business news sources. Learn more about your industry by using targeted keyword searches.**
For example: “Gluten Free” and trends and market*

**LexisNexis (news and more)**

You can limit to search a specific source within LexisNexis for example you might select - Business Monitor International (this is a source in LexisNexis)

Information on Infrastructure and Basic Industries:

**LexisNexis® Academic**

![LexisNexis Academic](image)

Search terms get entered into the bar. You can type in an Industry = *Example: diagnostic imaging trend*

You can then limit to a geography (see left hand side)

You can also start with a County: example Brazil

and then limit to an industry

Alternatively enter BOTH County and Industry (example: Brazil AND Beer)

Sample (see left of the ways to limit) this appears after doing an initial search.
Results list is set to RELEVANCE = change to MOST RECENT

From here limit to a specific County & region Report (for Example)

**Let’s Read (#23):** Latin America Still Attractive For Beer Companies

- Remember to use the tools to get the item to yourself (see below)

**Factiva (news and more) (Limited # of simultaneous Users)**
Use the Source Selector (if you wish): Add in a source – for example: San Diego sources (SDBJ, San Diego Union Tribune)

Time frame = default last three months. Change if you want a different range

In the search bar – type in your search terms.

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**Journals: (See the journals/articles tab for more)**

**ABI/INFORM (Offers news, trade journals, journals)**

Select advanced search >>> this provides the option to use more limiters (see image below)

You can also use the Source Type to limit to items such as Trade Journal, Magazines, Newspapers, Reports, and More

**Sample Search:** enter keywords

**Search >>> results default to RELEVANCE >>> Change this to Most Recent First**
Google:

Looking for a specific industry & what that industry is doing (trends, marketing, etc)

This can be helpful in identifying industry specific information. Type and Industry with a location and add a domain

Limit to a specific domain: craft beer AND San Diego site:.org [.org = organizations | .edu = educational | .gov = government | .mil = military

Also: A good place to up sites like: City of Oceanside (for permits, etc) OR various Chambers of Commerce for a specific city.

USA Trade Online – Need to get a subscription (Covers Importing/Exporting)

On the Guide – doing business in other countries https://usatrade.census.gov/

You will need to create your own individual account.

Citations – APA formatting

This link(s) is located on the class research guide: Citations

We also have a guide: business common APA - https://biblio.csusm.edu/capsules/apa-citations-business

Librarian recommends: The Purdue Owl: APA https://owl.english.purdue.edu/owl/resource/560/01/