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1. ACCESSING INFORMATION – Your Private Internet™ is here: http://concordia.ca/library/guides/business.html*)*

- *Library* (INVI$IBLE WEB): we spend **over 4 million $ a year** on information in databases (see list on reverse)
    - a) **Databases** can be used from **home or off-campus** with your Concordia University **NetName**
    - b) **Article delivery service:** if we only have a print journal, we will scan and email an article you request
    - c) **InterLibrary Loans (COLOMBO):** if an item is not in our collection, we will find it and get it delivered
    - d) **SPECTRUM**: Masters and PhD theses are made available on http://spectrum.library.concordia.ca/
    - e) **Zotero**: automatic bibliography/reference list tool https://library.concordia.ca/help/citing/zotero/index.php
- *Google* (FREE WEB): surveys the *free web* and lists *popular* sites, an advertising platform
    - a) Libraries and Google **do not** compete – different information (Google = Free; Library = Paid-for)

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2. INFORMATION LIFECYCLE *(see video playlists: http://www.youtube.com/user/culturelibre)*

- Information is expensive to produce. Who is the source & has compiled it (maturity of topic)? Where is the most likely place or format to access it? How comfortable are you with its quality?

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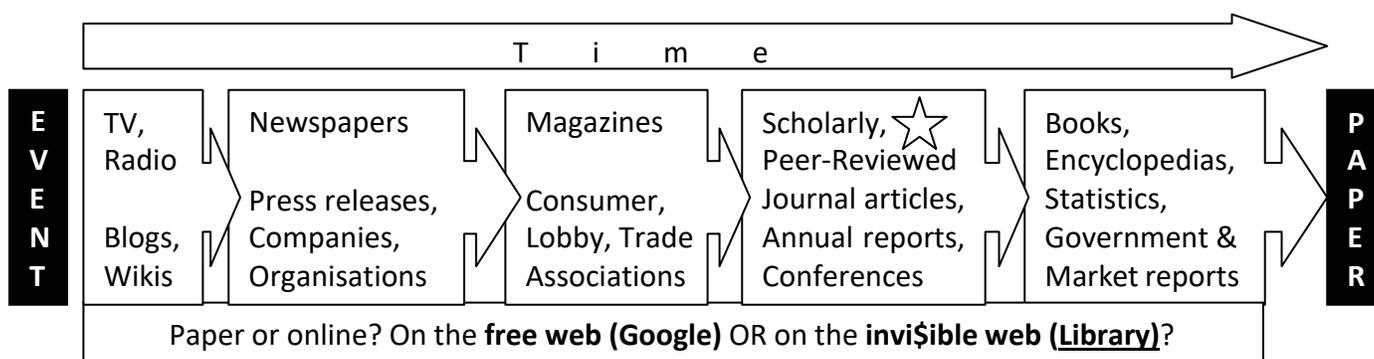
3. USUAL PRODUCERS OF PUBLISHED INFORMATION SOURCES (and where they often make them available)

FREE WEB	***Governments (4.1)***	• Governments have surprising amounts of information
	Trade associations and lobby groups (4.2)	• Trade shows, reports, analysis, press releases, lawsuits, white papers, directories, interviews, newsletters… is there a **bias**?
MIX	***Individual companies (5.1)***	• Publicly traded companies must disclose info (financials, etc.) • Privately held ones tend to be secretive
LIBRARY	***Statisticians & Analysts: Industry (5.2) & Market (5.3) Reports***	• Usually expensive, **not on the free web** but in the **library** • Also: Governments and Trade Associations may publish them
	Journalists & Researchers: books (6.1) and articles (6.2)	• Newspaper, magazines, trade journals: to **inform & entertain** • Peer review, academic or scholarly sources: published for the **advancement of science** = find at the **library** and **use them**!

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4. FREE WEB: Google's Advance Search (see video playlist on: http://www.youtube.com/user/culturelibre)

4.1. **Google Advanced Search** on a specific Domain (results will be only from that Website)
- o Tell Google via its advanced search to look for government information, for example:
- o site:.ville.montreal.qc.ca Montréal statistiques **(**Federal= site:.gc.ca / Provincial= site:.gouv.qc.ca)

4.2. **Associations Canada**: Trade associations are a great source of information about an industry, use this directory (a book listing them) at the Webster Library https://concordiauniversity.on.worldcat.org/v2/oclc/25066491

5. INDUSTRY SEARCH – *use Library* Databases *for* Business: http://concordia.ca/library/guides/business.html

Optional step: locate NAICS (North American Industry Classification System) **Code:**
(https://www.statcan.gc.ca/eng/concepts/industry (Use 2017 classification structure & definitions)

5.1 Business Directories (Lists of Companies) – Find competitors, clients (if B2B), suppliers, market leaders…

a) **Mergent Intellect**: Canadian company directory (lists): Use underlined advanced search to generate lists by Industry (NAICS) & geography https://concordiauniversity.on.worldcat.org/v2/oclc/816656361
b) **iCRIQ**: Canadian company directory of manufacturing & wholesale http://www.icriq.com/en/

5.2 Company & Industry Data –Company Profiles, Industry Data, Reports and Analysis

a) **IBISWorld**: Industry reports for Canada, China, USA and global by NAICS Code: https://my-ibisworld-com.lib-ezproxy.concordia.ca/
b) **Mergent Online:** Worldwide publicly traded companies https://concordiauniversity.on.worldcat.org/v2/oclc/51443268
c) **Economist Intelligence Unit**: Country profiles https://www-eiu-com.lib-ezproxy.concordia.ca/
d) **Standard & Poors NetAdvantage**: Industry Surveys https://concordiauniversity.on.worldcat.org/v2/oclc/51216409
e) **UN Data**: Data for a wide range of topics for most countries: http://data.un.org/
f) **SME Benchmarking**: Average income statements for Canadian small & medium businesses, by industry:
http://www.ic.gc.ca/eic/site/pp-pp.nsf/eng/home

5.3 Market & Consumer Data – Market Data, Reports and Analysis

a) **PassportGMID by Euromonitor**: Worldwide market reports (1) Countries & Consumers > Consumer Trends & Lifestyles > Canada (2) Search https://concordiauniversity.on.worldcat.org/v2/oclc/42042037
b) **Statistics Canada:** (1) CANSIM (data): "household spending" ; "retail trade sales" ; "labour force survey" & more (2) Census: Data Products > Census Profiles > Postal Codes & more http://www.statcan.gc.ca/
c) **SimplyMap Canada:** visualize Census and CANSIM data on a map https://concordiauniversity.on.worldcat.org/v2/oclc/995123477
d) **Vividata's Dapresy Cross Tab Report**: Survey of Canadian consumers – Go to site & click Product Data; click on percentages to get full report https://concordiauniversity.on.worldcat.org/v2/oclc/936375635 (*VPN access from home*)
e) **IPSOS News Center**: Polls & Surveys https://concordiauniversity.on.worldcat.org/v2/oclc/871804179
f) **CARD (BOOK)**: Cnd advertising rates & data – Course Reserves room HF 5808 C2C3 https://concordiauniversity.on.worldcat.org/v2/oclc/33601349

6. SUBJECT SEARCH – *Find out what experts & researchers have written on your subject*

First step: Think about your **subject**: (1) industry (use NAICS, watch out for jargon); (2) trade associations (step 4.2 on page 1); (3) market leaders and major competitors (step 5.1); or (4) subject term (step 6.1 below)

6.1 Encyclopedias & Books (understand & explore your subject)

a) **Encyclopedias, Dictionaries & Handbooks:** https://concordiauniversity.libguides.com/az.php?s=132879
b) **SOFIA:** Search for encyclopedias, books, ebooks, journals, register PIN: https://concordiauniversity.on.worldcat.org/

6.2 Find Articles and Research Papers – prefer Peer Reviewed/Scholarly journal articles

a) **Business Source Complete EBSCO**: Articles from magazines, trade publications, peer-reviewed/Scholarly journals, company profiles, market reports: https://concordiauniversity.on.worldcat.org/v2/oclc/61711083
b) **ProQuest Business Databases**: Canadian content https://concordiauniversity.on.worldcat.org/v2/oclc/794009889
   o **ProQuest Dissertations and Theses Global**: https://concordiauniversity.on.worldcat.org/v2/oclc/58465214
c) **Emerald Management**: cases and scholarly articles https://www-emerald-com.lib-ezproxy.concordia.ca/insight/
d) **Factiva.com**: Trade magazines from around the world https://concordiauniversity.on.worldcat.org/v2/oclc/49835545
e) **Eureka**: French-language newspapers from Québec & world https://nouveau-eureka-cc.lib-ezproxy.concordia.ca/
f) **E-Journals:** Do we subscribe to a journal? https://concordiauniversity.on.worldcat.org/atoztitles#journal

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QUESTIONS? Ask us! http://library.concordia.ca/help/questions/