McGill University Library Resources in Management and Business

Melissa Rivosecchi
Liaison Librarian for Management, Business & Geospatial Data Services

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GMCA Case Competition
Need research help?

Your liaison librarian can help you:

Get started on research for your business, including industry/market data, consumer demographics/psychographics, company data and more

Create an effective research plan

Evaluate the credibility of your research

Take advantage of software and databases for business

Arrange training and one-on-one consultations in the use of information sources

https://www.mcgill.ca/library/find/subjects/management

Melissa Rivosecchi
Liaison Librarian for Management & Business

Contact:
melissa.rivosecchi@mcgill.ca
514-398-1713
Today’s Presentation Plan

1. Library Website
2. Library Business Guides
3. Library Business FAQ
4. Accessing Resources Off-Campus
5. Other Tips and Tricks
McGill Library Website

Start here for access to all our business resources

www.mcgill.ca/library
Key Resources

Important Links
- WorldCat
- Subject Guides
- Databases A to Z
- Interlibrary Loan
- Article scan service
Key Resources
Management and Business
Key Resources

WorldCat
Books
Films
Newspapers
Journals

https://mcgill.worldcat.org
Key Resources

Subject Guides

- Company research
- Industry research
- Consumer research
- Advertising
- International business

Scholarly articles, News Articles & Trade Articles
Core databases for finding journal, magazine, and newspaper articles related to management and business.

- Advertising
  Rates & expenditures, where to advertise, collections of ads

- Entrepreneurship
  Venture capital, business plans, market research

- Economics
  Economic data, articles, working papers, newspapers and country reports

- Finance
  Financial data, analyst reports, company reports

- Healthcare Management
  Resources for healthcare management and public health policy

- International Business
  Articles, country statistics, reports and analysis

- Public Relations
  Articles, news, associations

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Key Resources

**GMCA Guide**
Starting place for case competition resources

Need more resources? Ask me or explore the other guides.

Journal and magazine articles

For the best results you’ll want to repeat your search in more than one database.

- **Business Source Complete**: Comprehensive database of articles from scholarly and trade journals, working papers, market reports, industry reports, and news.
- **ABI/Inform**: Similar to Business Source Complete, more emphasis on trade publications.
- **Google Scholar**: Useful for finding relevant articles, although the coverage isn’t as comprehensive as the databases listed above.
- **CRCA Complete**: Canadian business and current affairs magazines.

Newspaper articles

- **Factiva**: News articles from over 32,000 top news sources from around the world.
- **Canadian Newsstream**: Newspaper articles from over 300 Canadian newspapers. English-language only.
- **Eureka.cc**: The only database that includes articles from French-language newspapers. Change source from "all content" to "Canada (FR)" to search all major French-language newspapers in Canada.

**Tips on searching for information on fintech and legal/regulatory issues**

Searching the journal and magazine article databases listed above for something like "financial technology" regulation canada will return several relevant articles.

See also: [Articles and News guide](#)
Country research

These resources are useful for understanding the broader context of any market or business that you are interested in.

- **EIU Country Profiles**: Analysis and forecasts of political, economic and business environments in more than 180 countries.
- **Marketline**: PESTLE reports (political, economic, social, technological, legal and environmental) for over 100 countries.

Industry research

You can search our industry research databases for reports on industries, markets, and product segments.

The following databases contain reports on wide range of industries:

- **IBISWorld**: Broad range of industries. (Canada & US)
- **Mintel**: Focus on consumer products and services. (Canada & US)
- **Passport**: Focus on consumer products and services. (International)
- **Marketline**: Broad range of industries. (International)
- **eMarketer**: Reports related to e-business and digital aspects of 12 broad industries.

**Tips**

- Use reports from multiple databases to get a complete picture of an industry.
- If you can’t find a report for the Canadian market, look for a US report and determine if the information there could be applied to the Canadian context.

See also: Industry Research guide

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**Resource key**

- McGill users only
- Open access resource
- Free resource
- In-library use
- Catalogue record

**Off-campus access to e-resources**

Install VPN software on your computer or tablet to connect to the McGill Network.

(Windows, MAC, Linux, iOS, Android)
### Company research

- **LexisNexis**: Brief company profiles including board relationships, corporate hierarchies, NAICS and SIC industry classifications.
- **Mergent**: Provides company overview, history, executive profiles, annual reports, financials, supply chain data, etc.
- **Marketline**: Provides company overview, history, executive profiles, annual reports, financials, supply chain data, etc.
- **CB Insights**: Venture capital database of startups and private companies.

See also: [Company Research guide](#)

Note: It is typically easier to find information on **public companies** as they are required to make available corporate reports, financial reports, and other information. **Private companies** have no such obligation, so information is harder to find.

### Consumer research

Similar to industry reports, these reports are based on a combination of primary and secondary source data.

- **Mintel**: Reports include a *databook* spreadsheet containing details on consumer behaviour and preferences.
- **Passport**: Reports on consumer lifestyles (click Consumers at the top of the page) provide details on trends in different areas: digital consumer, households, income & expenditures, lifestyles, population.
- **Vividata Target Snapshot**: Psychographic and demographic data on Canadian consumers.
- **SimplyAnalytics**: Create maps and reports using Canadian demographic data.

> You must create an account if you want to save your work. Limited to 5 users at a time.
Statistics and data

Databases

- **Statista**: Brings together statistics from a wide range of sources.
- **eMarketer**: Statistics related to e-business.

Statistics Canada

**Statistics Canada** provides data and statistics on a wide range of subjects.

**CANSIM**: Main database for accessing StatsCan data. Tables can be customized to change scope, time coverage, etc.

You can browse for data:

- by **subject**
- geographically, by **province or territory**, or by **metropolitan area**.
- by **survey or program** (ex Census, Survey of Household Spending, Labour Force Survey, etc)

Additional sources

- **Institut de la statistique du Québec**
- **Montréal en statistiques** (Ville de Montréal)
- **International statistics** (EIU, IMF, OECD, UN, etc)

* Quebec and Montreal are listed here as examples. Most provinces, states, and major cities will have statistics portals similar to these.

See also: [Data guide](#)
Using Google to find information online

You can often find reports on companies, industries, and products online using Google.

For example, to find reports on the fintech industry, you can search for:

"financial technology" industry report filetype:pdf

Here's an example of the kind of report that you can find using this search:

Fintech in New York City, December 2015. NYCEDC Economic & Research Analysis.

Note that reports of this type are often published online as PDF files, so including filetype:pdf in your search limits helps to focus your search. You can always leave this out if you want to retrieve content in any format.
Key Resources

Business Articles Guide

Uniquely business journals & newspapers

http://libraryguides.mcgill.ca/management-articles
Business FAQ
Fast Answers to Common Business Questions

http://mcgill.libanswers.com/business
Key Resources

Business FAQ

287 commonly asked Business questions and answers

http://mcgill.libanswers.com/business
Statistics
Statistical Sources

http://libraryguides.mcgill.ca/industryresearch/statistics
Key Resources

Statistical Sources
- Statista
- E-Data from the Conference Board of Canada
- Country Statistical Agencies

http://libraryguides.mcgill.ca/industryresearch/statistics
Tips on searching Statistics Canada web site

Search by keywords on Statistics Canada web site

Search Google using site:statcan.gc.ca (better indexing)
   Ex: advertising site:statcan.gc.ca

Browse by subject
Off-Campus Access
Accessing library resources anywhere!

http://www.mcgill.ca/library/services/connect
EZ Proxy
All library resources have a proxy.library ingresarated into their URLs.
  Email address and password for access

VPN – Virtual Private Network
Cisco AnyConnect
Free download (Windows, Mac, Linux, iOS, Android)
http://kb.mcgill.ca/kb/article?ArticleId=1212&source=Article&c=12&cid=2
Other Tips and Tricks

Googling Like a Professional
Advanced Google Searching

Site Searching:
- advertising AND site:statcan.gc.ca
- Europe AND Economy AND site:.gov

Filetype Searching
- Europe AND Economy AND filetype:pdf

Filetype and Site Searching
- Europe AND Economy AND filetype:pdf AND site:.gov
- Europe AND Economy AND filetype:pdf AND (site:.gov OR site:.gc.ca OR site:.gouv.fr)
Google Scholar & the McGill Library

Connect Google Scholar and the McGill Library
Helps find the full-text of a document
Can also search in our catalogue

https://www.mcgill.ca/library/services/connect/google-scholar
Can’t find an industry report, statistic or data?

Note

If you can’t find a report, statistics, or data on your specific topic, you will need to build it yourself!

See: Articles & News guide
Business Research Portal – Concordia Library
https://www.concordia.ca/library/guides/business.html

Bibliothèque de HEC Montréal
Guides : http://libguides.hec.ca/?b=s

Bibliothèques de l’UQÀM
Guides : http://guides.bibliotheques.uqam.ca/themes
Thank you!

Any questions?
Special thanks to all the people who made and released these awesome resources for free:

Presentation template by SlidesCarnival
Photographs by Unsplash & Death to the Stock Photo (license)