A Guide to Online Databases for MBA Business Research

The Pearson Library offers many valuable information resources ranging from books and journals to electronic databases to help you research material for your paper or project. This handout will provide you with an overview of key databases and information resources available through CLUnet and provide you with general tips for selecting the right business database for your research needs.

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The Pearson Library: Your Gateway to MBA Business Research

ABI Inform Subject Terms for Business & Industry Research

Advantages (Advantages of a business process or subject e.g. teleconferencing AND advantages).

Business conditions

Business growth

Case studies

Corporate profiles

Competition

Earnings forecasting

Expansion (Articles about company growth, plant expansions etc.)

Financial performance

Forecasts

Guidelines (Useful for “how-to” articles, practical tips etc.)

Industrywide conditions (Industry trends).

Many companies (Articles featuring many companies)

Market strategy

Polls & surveys

Profits

Ratings & rankings

Retail sales

Revenue

Statistical data

Strategic planning

Need More Help?

The Pearson library staff, based in the Office of Information Systems and Services (ISS) is here to support you and your students. The following departments can be reached for specialized assistance:

Information Commons
Phone: 805.493.3677
E-mail: CLUlibrary@clunet.edu

Access Services/Circulation Department
Phone: 805.493.3937

Interlibrary Loan
Phone: 805.493.3120
E-mail: ill@clunet.edu

Computer Help Line
Phone: 805.493.3698

Writing Center
Phone: 805.493.3257
URL: http://www.clunet.edu/writingcenter

Your Library Instruction Team

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Searching the CLU Business Databases

Business Databases

**ABI/Inform Global** - Search nearly 1,800 worldwide business periodicals.

**Books 24x7: Business Pro** - Contains books which cover key business topics with content from the industry's leading business publishers.

**Country Watch** - Geopolitical intelligence on each of the 192 countries of the world.

**EBSCO Business Source Premier** - Full text coverage in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics.

**Euromonitor: GMID** - Euromonitor International’s Global Market Information Database (GMID) is an online business information system providing business intelligence on countries, consumers and industries.

**First Research** - Industry reports and State & Province Profiles.

**LEXIS/NEXIS** - Look here for Disclosure reports, SEC filing, Hoover’s company reports, stock reports and more.

**MarketLine Business Information Centre (Reuter’s)** Features company profiles on leading global companies.

**Mergent Online** - Offers a suite of information resources that enables in-depth business and financial research.

**Morningstar.com Library Edition** - Provides insight on stocks, mutual funds and includes analyst briefings.

**Reuters Business Insight Unlimited** - Strategic analysis reports on key market sectors.

**Westlaw Campus Research** - Campus Research is an online research service that provides a comprehensive collection of news, business, and law related information for students.

Choosing the Right Business Database

**Business Journals & Articles**

*ABI Inform*
*EBSCO Business Source Premier*
*Lexis*

**Company Profiles**

*MarketLine*

**Financial Data & SEC Filings**

*Lexis (Disclosure)*
*Mergent*

**Industry Profiles**

*MarketLine*
*Mergent*
*First Research*

**Legal Research**

*LEXIS/NEXIS*
*Westlaw*

**Market Reports**

*Reuters Business Insight*
*Euromonitor*

**Ratios & Comparative Data**

*Mergent*