Getting started searching for business data and literature

# Business and management literature

## Introduction

Conducting a comprehensive search and review of the literature available to you is a hugely important part of the research process, whether you are conducting a full systematic review or a smaller more focused project such as a dissertation or assignment.

There is a huge amount of literature available in the field of Business and Management encompassing academic, trade and popular publications. You will find all of the following (and more) within the various articles which are available to you:

* Exploration of key theories, ideas and themes
* Investigations of major issues and current areas of debate within a particular topic
* Explanations of how current approaches can help to increase our understanding of issues in a particular field and suggest areas for further research

One of the major challenges you will face is the sheer volume of information that is available to you as Business and Management is a rapidly growing area of research.

As a quick example of this consider the graph below taken from the ProQuest ABI Inform database.



*Figure 1:* ABI Inform:Available articles published on “leadership” by decade.

The bars represent results by decade that are relevant to a simple keyword search for ‘leadership’. As we can see, the number of articles produced by decade dramatically increases, with the current decade already being ahead of the vast majority of previous decades despite being less than 12 months old!

Given the large number of articles available when searching for relevant articles and papers it is very important that you employ a clear and consistent search strategy which gives due consideration to the use of appropriate keywords, phrases and alternative concepts — there is [further guidance](https://medium.com/specialist-library-support/your-research-strategy-business-and-management-cfbd3c385587) available on this..

In this post we will concentrate on the various different methods you can employ when searching for relevant literature. ‘Literature’ itself can be a confusing term when applied to the field of Business and Management research. [Market research](https://medium.com/specialist-library-support/market-research-databases-an-introduction-90568f6aeb3a), [company information](https://medium.com/specialist-library-support/researching-company-information-e7c6460e8524), [trade and industry news](https://medium.com/specialist-library-support/trade-and-industry-news-an-introduction-5d5de5d82635) all qualify as literature which can be incorporated into your work (these sources are explored extensively in the links above). This post will focus on the following sources and the various ways you can locate them.

* Books
* Journal articles (practitioner and academic)
* Conference Proceedings
* Unpublished papers
* Theses / Dissertations
* Documents from the Internet

At this stage we are focused merely on the ‘“’evidence gathering’ stage of our research. You should try to be as exhaustive as you can in the initial stages as you want to make sure that you locate as many potentially useful sources of information as possible.

Evaluation of the materials, deciding which ones are most suitable for inclusion, and the best way to incorporate these into your work require a different set of skills. You will find extensive coverage of these skills within our My Learning Essentials skills training programme.

## Books

There are two fairly common denominators when it comes to books that focus around the Business and Management subject area — they tend to be fairly expensive, and they will often receive frequent updates (to the extent that 14th and 15th editions of popular textbooks are common).

For these reasons it’s a good idea to make use of the Library collections which won’t cost you anything while you’re studying with us. As befits our status as one of the United Kingdom’s largest academic libraries we provide you with access to an extensive collection of print and electronic books.

At last count we had over 2.16 million printed books, and over 777,000 e-texts available, so there is a fairly good chance that we will be able to provide you with something relevant to read and consult.

There are a number of options available when searching for books, which are detailed below:

### Library search

This allows you to search across the many resources of the University of Manchester Library and provides a good general starting point. If you are explicitly searching for books then a useful tip is to use the ‘Advanced search’ feature — by making the appropriate selection from the ‘Material Type’ option this will allow you to limit your results to the book collections. You can apply other useful limits at this stage such as a date range.

The [Library website](https://www.library.manchester.ac.uk/help-and-support/using-library-search/what/) contains extensive guides to using Library search effectively. The [Search Tips option](https://www.library.manchester.ac.uk/help-and-support/using-library-search/tips/) in particular is a useful option as this provides guidance on some of the more advanced features, such as the ability to exclude words or phrases from your search terms.

There are a number of differences between how you will access and ultimately read our [e-book collections](https://www.library.manchester.ac.uk/search-resources/ebooks/) and our [printed books](https://www.library.manchester.ac.uk/search-resources/books/)— again there is guidance on this available on our website.

### Google Books

An increasing number of books (or sections of them at least) are available to view freely online. The [Google Books](https://books.google.com/) platform is a popular method for searching for content that can be accessed online and free of charge.

Links may often be provided to purchase the content via Amazon or similar. It is worth noting here that books which are available for you as an individual to purchase online may not always be available for the Library to purchase electronically. Licensing agreements are very different for libraries (which need to provide access to many people) as opposed to the individual purchase model.

This means a book that’s available to buy electronically through a site such as Amazon may not always be available for us to buy to add to the Library’s digital holdings. The reasons for this are primarily commercial, but there are other options such as our [Order a book](https://www.library.manchester.ac.uk/using-the-library/students/books-and-resources/order-a-book/) scheme which you should investigate if you identify a book that you need which is not currently available through the Library.

### Business and Management Subject guide

Our [Business and Management subject guide](http://subjects.library.manchester.ac.uk/business/books/) provides links to a number of our e-book databases such as [EBSCO Host](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?vid=44MAN_INST%3AMU_NUI&tab=local&docid=alma992975983926101631&context=L&lang=en) and [Oxford Scholarship Online](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?vid=44MAN_INST%3AMU_NUI&tab=local&docid=alma992975990922101631&context=L&lang=en). These will also show up in Library search, but a database will offer more advanced searching options and limits that can be a good option if you are attempting to identify a number of titles relevant to a specific field of study (see the **Journals — Databases** section later in this post for further information on how to search databases effectively).

### Other options

Identifying a good and useful book is not an exact science. The tools listed above will all help but you should not limit yourself to these exclusively — here are some other useful strategies you can employ:

* **Talk to people:**Your fellow students, academic staff, librarians and booksellers should all be able to recommend some useful books or authors. With academic staff you can usually look at their profile page on the [University website](https://www.research.manchester.ac.uk/portal/en/researchers/search.html?affiliationStatus=current) to identify any publications they have authored.
* **Media listings:**The media will regularly publish lists of ‘best’ or influential texts that you may have missed yourself. Popular publications such as the [Financial Times](https://www.ft.com/content/fd7a4c44-7e73-11ea-8fdb-7ec06edeef84) (subscription required) or [Fortune](https://fortune.com/2019/12/01/best-business-books-2019/) can be a good place to start.
* **Reading lists online:** The library has an[online reading list service](https://www.library.manchester.ac.uk/search-resources/reading-lists/) which allows you to browse through the recommended reading for all course units taught across the university. This can be another method for identifying important titles in your chosen field.
* **Browsing the Library shelves:**An old fashioned but highly recommended technique is to get to know the different sections of the book stock well within the Library. Once you have identified a book that is useful, the Library’s book classification scheme will ensure that titles which cover similar topics will be located close by on the Library shelves. There is guidance on how to [use the classification scheme and locate books](https://www.library.manchester.ac.uk/using-the-library/students/books-and-resources/borrowing/borrowing-books/locating-books-on-the-shelf/)available on our website.

## Journal articles

The Library has access to content from over 38,000 subscription journals. These are packaged in a number of different ways, and the ways you search for them will differ depending on what exactly you are looking for and the complexity of your search strategy.

Below we outline some popular ways of searching that should enable you to locate the articles you need.

### Specific journal or article

Sometimes only a specific article (or articles from a specific publication) will do! If you have the full reference or Journal title then you can use the [Search journal articles](https://www.library.manchester.ac.uk/search-resources/journal-articles/) feature on the Library website. You can use the drop down arrow to change between a journal title search or article search.

Using [Google Scholar](https://scholar.google.com/) is also a very effective way of locating specific articles, though you should make sure you have the[Library Access Browser extension](https://www.library.manchester.ac.uk/search-resources/ebooks/how-to/off-campus/library-access/)tool installed in order to access the content seamlessly from off campus.

It’s also possible to easily search across specific publications for specific topics or keywords— So you could easily search the ‘Journal of Marketing’ for any articles which have been published on ‘brand management’. Full details on how to do this are provided in our post on [finding specific publications](https://medium.com/specialist-library-support/trade-and-industry-news-finding-specific-publications-c0c7b8211d1f)

### Practitioner or academic?

A key consideration when debating which literature sources to consult is to decide whether you are interested in research which is published in academic or practitioner focused journals or both. There are a number of key differences, though both types of publication have significant potential to add value to your research.

You are likely familiar with academic journals already and we have [numerous resources](https://www.library.manchester.ac.uk/search-resources/journal-articles/) focused around what is available and how to access them. [Top lists of metrics of Business and Management publications are plentiful](https://researchhub.org/top-10-business-and-management-journals-based-on-google-scholar-2019-metrics/), but publications such as the ‘Journal of Finance’ or ‘The Journal of Marketing’ tend to dominate at the top of the academic lists and are the most prestigious to publish in. An article published in one of these publications will likely have gone through a painstaking level of research, peer review processes and multiple revisions. They can take some effort to fully understand however, and it’s very important that you employ an [effective reading strategy](https://www.escholar.manchester.ac.uk/learning-objects/mle/being-critical/story_html5.html)when engaging with this content.

Practitioner journals differ slightly in that they are aimed at a professional niche (such as Human Resource Management) as well as an academic audience. They should not be confused with [trade publications](https://medium.com/specialist-library-support/trade-and-industry-news-an-introduction-5d5de5d82635) (such as Bloomberg Business Week) which are aimed at popular markets.

The main characteristic of practitioner publications is that the focus will be around practical applications of how research and innovation can benefit specific areas of business. So you might find details of how successful (or not!) applications of a new technology or performance measurement system were in real life situations. The articles will also usually be selected by the publication editor(s) and will not go through the same process of peer review as an academic journal.

Consequently these publications tend to published more regularly and deal with more practical implications rather than focused around a rigorous research methodology. Some famous examples of practitioner journals include the Harvard Business Review and Sloan Management Review.

If you are specifically interested in practitioner journals then certain databases such as [Emerald Insight](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma9923794674401631) may provide you with a more logical starting point when you begin searching — see the databases section of this post for more information on this.

### Search option one — Library search

We discussed the merits of using Library search in the previous section on books, but there are a number of useful options contained within Library search if you are focusing your search around journal articles.

After you have entered your initial search term(s) — in this case ‘leadership’ — You can use the filters on the left hand side to include (or exclude) certain results and make your list of results more focused. In the case below we have applied the following filters:

* Date (2010 -2020)
* Peer-reviewed journals (This will limit results to academic journals)
* Subject (We have selected ‘Business’ as many other subject areas such as Nursing were included in the initial list)
* Journals (You can even limit results to specific journals — those which feature most heavily will display at the top of the filter list. In this case we have selected two which feature highly on top lists of peer reviewed publications.)

Another option to look out for before you access an article is the gold ‘Open access’ logo. Open Access publications are freely available for use to all and will not require any login if you are accessing them off-campus.

Library search also contains many useful features for saving searches and exporting to bibliographic software such as EndNote. A number of useful tips and videos are available on the [Library website](https://www.library.manchester.ac.uk/help-and-support/using-library-search/tips/).

### Search option two — Google Scholar

[Google Scholar](https://scholar.google.com/) is a hugely popular method of searching across scholarly literature. The familiar Google search interface is used to search across a range of academic literature including journals, books, conference proceedings and unpublished papers. Google does not report the size of the coverage or fully report on the methods it uses to collect the metadata it uses, however it is widely acknowledged to be the most [comprehensive search engine of academic material.](https://link.springer.com/article/10.1007/s11192-018-2958-5#Sec15)

If you are using Google Scholar it is highly recommended that you install a version of our [Library Access browser extension](https://www.library.manchester.ac.uk/search-resources/ebooks/how-to/off-campus/library-access/). This will ensure that when you follow the link to an article that interests you, a pop up notification will appear if the Library subscribes to that particular journal. This will allow you to enter your University credentials and access the full text of the article from the database.

You should also select the “FindIT@Manchester” option from the settings in Google Scholar. This will ensure that when your results are listed you can quickly tell whether the Library has a subscription to the particular journal the article you are interested in was published in. There is information on how to set this up available from the [Library website](https://www.library.manchester.ac.uk/using-the-library/students/distance-online-blended/accessing-resources/google-scholar-advice/).

Google Scholar doesn’t offer the same amount of options for creating search strategies or limiting results as a Database or Library search, but it does contain a number of useful features.

You can limit your results by date, export results to reference management software and generate citations in a variety of styles using the cite button.

There is also an [Advanced search](https://semo.libguides.com/google-scholar/advanced-searching) feature which you may wish to explore.

### Search option three — Databases

Databases offer you the greatest method of control over your searching. You can combine searches, make effective use of any alternative terms you have identified and apply a large number of useful limits to your searches. The following search from [Business Source Premier](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma992975890020301631) shows a number of these concepts in operation:



* We have used the search boxes to combine relevant concepts in all three fields
* You can then use [Boolean logic](https://www.escholar.manchester.ac.uk/learning-objects/mle/search-operators/story_html5.html) to combine the concepts. In this case we have used AND to combine the concepts related to ‘Leadership’ and ‘Change Management’ and the NOT operator to remove results related to the United States
* We can also choose where we want the database to apply these search terms. In this case we will search article abstracts for the first two concepts, but keep the final field blank as this will remove any articles which mention ‘United States.’

Creating a search as above should result in a more targeted list of results. You should receive a lower number of articles to review but they should be more relevant to your research.

It may take some experimenting with different concepts to get the best results and there are many other options available to refine your searches further.

Limits can easily be applied after the initial search as well.

Choosing a database

The University of Manchester Library subscribes to a number of excellent products, and the likelihood is that you will want to explore a number of these in order to conduct a full and thorough exploration of your topic.

A list of the most relevant databases is available from our [Business and Management subject guide](http://subjects.library.manchester.ac.uk/business/journals), however some notable products are listed below:

* [**EBSCO: Business Source Premier**](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma992975890020301631)An excellent all round choice which provides access to leading peer-reviewed, practitioner and trade journals. Coverage is provided across all major disciplines of Business and Management such as Marketing, Management and Finane. Notable titles available exclusively on this database include Harvard Business Review, California Management Review and Administrative Science Quarterly.
* [**Emerald Insight**](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma9923794674401631)A database of content published by the [Emerald Group Publishing](https://www.emeraldgrouppublishing.com/), this database is particularly strong for practitioner focused research in the areas of Marketing and Human Resource Management.
* [**ProQuest: ABI Inform**](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma992975750206701631)Another excellent source of aggregated content from all areas of business and Management literature. Over 3,000 sources are available in total. Standout titles include Sloan Management Review and The Economist
* **Multi-Disciplinary databases**
You will also find lots of relevant articles within major platforms such as [Science Direct](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma992975752823501631), [Web of Science](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma992975775680101631) and [Wiley Online Library](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma992975775700001631). It can be helpful to use the Subject filters within these databases and make selections relevant to your research.

## Conference proceedings

[Papers presented at academic and professional conferences](https://en.wikipedia.org/wiki/Conference_proceeding) can be a valuable source of up-to-date information on the latest research findings and developments in a particular field or industry. [Google Scholar](https://scholar.google.com/) is a good source for locating conference proceedings.

You can also use the [Web of Science](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma992975775680101631) database to locate relevant proceedings. Once you have logged into the database you can limit results to the **Conference Proceedings Citation Index — Social Science & Humanities collection** to quickly identify these publications.

## Unpublished papers

Many scholarly articles begin as unpublished or ‘working papers’ which can often be a valuable source of up-to-date information in a particular field. Many working papers will later be super-ceded by a fully published version but they can still be worth consulting as part of your research. Google Scholar contains many unpublished manuscripts, however it can often be easier to go directly to Institution websites for access to these publications.

The latest Research outputs from Alliance Manchester Business School are listed on the [school website](https://www.research.manchester.ac.uk/portal/en/facultiesandschools/alliance-manchester-business-school%28b7ec585d-9a22-4d60-b65c-1280711bd728%29/publications.html?page=0)

## Theses / dissertations

Undergraduate and Masters level dissertations written at The University of Manchester are not currently available online. However databases such as [ProQuest: Dissertations and Theses Global](https://manchester.primo.exlibrisgroup.com/permalink/44MAN_INST/bofker/alma992975906021001631) do include full text content from theses submitted at other institutions.

PhD theses submitted at the University of Manchester are available via our [eScholar](https://www.escholar.manchester.ac.uk/search/) service.

A comprehensive guide to locating theses and dissertations is available from the [Library website](http://subjects.library.manchester.ac.uk/c.php?g=539861&p=3696347).

## Documents from the Internet

Finally it should be recognised that the Internet can also be a valuable source of information when conducting your research. Caution should always be exercised when using Internet sources as it can often be difficult to verify the accuracy (and even the author!) of these sources.

Using search engines such as Google as an effective research tool can be tricky due to the sheer volume of results returned, and the ranking criteria used by the search engines themselves.

Identifying reputable websites can be a good way to make your searching more effective however. Once you have done this you can employ the search command ‘**site:’** to retrieve some useful results.

Below we have used the search string ‘**reopening site:mckinsey.com’ (do not leave a space after the site:)**to identify some article on considerations firms will need to take when reopening which have been published on the management consultancy firm McKinsey & Company’s website.

## Summary

Consulting a wide range of the above resources is the best approach if you want to ensure that your project or assignment makes the best possible use of all the literature that is available to you. This will help to ensure that your work is informed by current thinking and research, and will help you to score a higher mark in your assignments. If you experience any difficulties accessing the literature you need then you should use the [Ask an Expert](https://www.library.manchester.ac.uk/using-the-library/specialist-library-support/ask-an-expert/) feature on the Library website.

# Trade and Industry news

## Introduction

Trade and industry news (or business journalism or “business news”) is common in the mainstream media. Typically, the stories produced will report on recent events, and offer analysis from a business, economic, or financial view point. Some stories will focus on a specific company, while others might focus more on a particular sector or industry. This can be a very valuable research tool if you are looking to find out more about a particular company, sector or industry.

Famous publications such as the Financial Times, or the New York Times, have a well-established reputation for providing cutting edge assessments. However, there are many other smaller publications, which offer a more specific focus on particular sectors or industries. Some good examples of these would be the [Grocer](https://www.thegrocer.co.uk/) (focused on supermarket retail), or [Campaign](https://www.campaignlive.co.uk/) (which focuses specifically on Marketing campaigns).

### How can this information help me?

Trade and industry news sources provide information and analysis of current company and industry events and trends. Therefore, these sources can help you make sure your research is relevant and up to date.  Maintaining an awareness of business news allows you to consider the impact of current developments in the field and how they apply to your ongoing research.

### Buyer beware?

Trade and industry news is produced quickly to keep up with current events. This means that news articles don't go through the same detailed peer-review and research process as a journal article or book.  News publications are also written to entertain as well as inform their readers.  Even the most “reputable” of publications have been known to get things wrong on occasion and have been accused of bias or being written to support a specific agenda. So, it is important to exercise some caution when using these sources!

[My Learning Essentials](https://www.library.manchester.ac.uk/training/my-learning-essentials/) skills programme offers a range of workshops and online resources that can provide you with further guidance on using and evaluating these different types of information sources, and are well worth checking out.

### The paywall problem

If you begin to seriously consider using business news as a research tool, it won’t be long before you begin to encounter the dreaded ‘paywall problem’!

Let’s not forget that all these journalists have to eat! The ways you will be asked to contribute do vary, so lets have a closer look at Forbes magazine’s [top business news sources:](https://www.forbes.com/sites/berlinschoolofcreativeleadership/2017/02/01/10-journalism-brands-where-you-will-find-real-facts-rather-than-alternative-facts/#74885854e9b5)

* **Forbes magazine:** A reasonable amount of Forbes content is “freely” available online.  However, you will need to agree to certain browser conditions in order to access the content!
* **Fortune magazine:**A similar model to Forbes, though with a greater amount of content blocked unless you take out a subscription.

## Finding specific publications

Let’s imagine we want to browse [Bloomberg Business Week](https://www.bloomberg.com/businessweek). Rather than using Google or a similar search engine your best option, as a member of the Library, is to use [Library Search](https://www.library.manchester.ac.uk/). A search on here reveals that access to this publication is available through our [Business Source Premier](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975890020301631&context=L&vid=44MAN_INST%3AMU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) database.

A few clicks later and you will be able to open up the various issues using the date of publication. You can also use the ‘**Search within publication**’ option to search for articles on your chosen topic that have been published within Bloomberg Business Week. In the example below, we have searched for articles mentioning “**Samsung**”.

This is our Library search entry for the [Economist magazine](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma9955417560001631&context=L&vid=44MAN_INST%3AMU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en). Use the link to connect to ProQuest/ABI Inform (the database which contains current holdings for the publication). Note that you should install the [Library Access](https://www.library.manchester.ac.uk/resources/search-resources/ebooks/how-to/off-campus/library-access/) extension to your browser if you are attempting this activity off campus.

You should now be able to browse all the recent content published by ‘The Economist’.

### What if I am searching for a general topic or subject?

If you are searching for trade and industry related news items on a particular subject, then the best option is to use a database which contains a news feature as part of the package. There are a number of different options, each with strengths and weaknesses. As with any research, some element of trial and error may be required.

Let’s have a look at some of the things you could try:

* Bloomberg

[Bloomberg](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?vid=44MAN_INST%3AMU_NUI&tab=local&docid=alma992976080672401631&context=L&lang=en) terminals are available to use within the Library at Alliance Manchester Business School. You can get support within using Bloomberg from the Library's [Specialist Library Support Service](https://www.library.manchester.ac.uk/training/specialist-library-support/business-data/).

* Business Source Premier

In the [Business Source Premier](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?vid=44MAN_INST%3AMU_NUI&docid=alma992975890020301631&context=L&search_scope=MyInst_and_CI) you can use the search filters to limit your search results to only show articles from trade publications.

Business Source Premier searches a wide range of content that has been published. In some cases it will return results from content that is not actually available in full text on Business Source Premier. By using the **Find it@MCR** button we can however determine whether content from The Grocer is available on any of the other databases which the Library subscribes to. In this case it’s good news, The Grocer is available via Factiva.

Clicking the link provided will actually only take us into the database, not directly to the article we were interested in. This problem is unique to Factiva so we will need to learn a little bit about how the database works and we should be able to find our Baked Bean related articles!

* Factiva

Factiva is a very large database so, the key to searching it effectively is using the many different filters/limiters it offers to narrow down your results. To access it go to the Library homepage hover of the access resources tab and select "search databases" then [find Factiva in the A-Z list](https://www.library.manchester.ac.uk/resources/search-resources/databases/). Continuing with our example question we will type "**baked beans**" into the search bar.  To limit our results to articles from a specific publication we can choose the "**source**" filter from the list below the search bar, selecting "**The Grocer**" from the drop down list. We could also use the date filter to further refine our results. Now in the results we can see the article we found in Business Source Premier called "Brexit stockpiling foods hit by price rises" and access the full text.

* ProQuest

ProQuest have produced a very [comprehensive guide to Factiva](https://proquest.libguides.com/factiva/about) and the various functions available. The Company and News pages in particular are great ways to quickly scan through for the latest news and developments in your area of interest.

You should also pay attention to the [different search commands](https://proquest.libguides.com/factiva/) as these can really help you to get the most out of this database. A particularly useful command is the “wc>” command which allows you to specify that you only want articles over a certain number of words, thus reducing the quantity of results you receive, and returning more in-depth news items.

## Specific industry focused news

### Frost and Sullivan

The [Frost and Sullivan](https://manchester.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma992975891022901631&context=L&vid=44MAN_INST%3AMU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) database focuses on market and strategy intelligence. However, the reports included in the database often analyse recent events, so are another useful source of up-to-date information. The database has a technical angle to the research produced, often looking at ways in which new technology is utilised within particular industries. Coverage is global and you can select to view items from all of the following sectors:

* Aerospace & Defence
* Automotive & Transportation
* Business & Financial Services
* Career Research
* Chemicals, Materials & Nutrition
* Information & Communication Tech
* Consumer Products
* Materials & Foods
* Economic Analytics
* Education
* Energy & Power Systems
* Electronics and Security
* Environment & Building Technologies
* Healthcare
* Industrial Automation
* Measurement & Instrumentation
* Metals & Minerals

### Connect by S&P Global

[Connect by S&P Global](https://manchester.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma992975810026401631&context=L&vid=44MAN_INST%3AMU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) focuses on delivering market analysis. Our subscription includes access to the Automotive and Life Sciences packages. The database provides you with same day analysis of breaking news stories, so this could be a really valuable source if your research is focused in one of those sectors.

### IGD Retail Analysis

[IGD Retail analysis](https://manchester.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma9925753234401631&context=L&vid=44MAN_INST%3AMU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) contains a handy Latest industry news feature. The coverage focuses on large international retailers such as Amazon, Costco, Tesco and Walmart. The stories will focus on analysis of corporate performance and look at the impact of new strategies and campaigns. You will also find details of in-store visits by the IGD team.

### World Advertising Research Centre (WARC)

[WARC](https://manchester.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma9922799384401631&context=L&vid=44MAN_INST%3AMU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) is an excellent choice if your research is focused in the area of marketing and communications or advertising. You can use the 'Latest' feature to select 'News and Opinion'. This gives access to stories from industry leading publications such as Admap.

## Further options

Finally you can of course use general web search tools to identify useful websites. Trade associations such as the [Society of Motor Manufacturers and Traders](https://www.smmt.co.uk/) or the [British Retail Consortium](https://brc.org.uk/) will offer up to date news and analysis from the relevant sector. You may have to pay to get access to some of the information, but analysis of the latest news stories will usually be available on the public facing webpages.

You should easily able to find a list of a countries trading associations ([such as this one for the United Kingdom](https://www.ukecc-services.net/ukpbata.cfm)) using a search engine such as Google.

# Researching company information

Company information databases allow you to identify, examine, and compare companies, and to analyse their past and current performance. There are a number of databases you can use to find company information.

Take a look at the [Business and Management subject guide(opens in a new tab)](http://subjects.library.manchester.ac.uk/business/) to find out which database(s) would be best for your research purpose.

## What information can you expect to find?

Key information you can find includes:

* Data from quoted and private companies, both nationally and internationally.
* Company overviews, financial accounts, current ownership, directors, and share prices.
* Investment reports; which provide key insights into current performance, and cutting-edge analysis of a company’s likely future strategy.

### Private companies

The majority of businesses are private companies. They are also sometimes referred to as unquoted or unlisted companies. Two fundamental points about private companies are:

* They are privately owned but may issue stock and have shareholders.
* Their shares do not trade on public exchanges and are not issued through an initial public offering.

However, even though a company is private you can still find out a lot of useful data from the right database, including the:

* Basic overview
* Fundamentals
* Company directors
* Ownership data
* Competitors
* Mailing list option
* Business news

### Quoted companies

A quoted company is different to a private company in that it is publicly owned. Here are some key points to remember about quoted companies:

* A quoted company sells securities (a tradable financial asset) more commonly referred to as shares.
* The company is owned by many people depending on the number of the securities they own.
* The securities can be traded on the stock exchange or through [market makers](http://en.wikipedia.org/wiki/Market_makers).

The business databases will give you lots of information on quoted companies including:

* Annual reports
* Share price
* Corporate governance
* Corporate action
* Deal transactions
* Analysts reports
* Forecasts

### Company directors

Quoted companies are run by a board of directors. Only elected directors are detailed, and not appointed. They are the highest form of authority in terms of management of the company. It is the board’s responsibility to appoint a chief executive and set the organisations strategic direction. However, the board is answerable to the shareholders.

When carrying out analysis on a company you may want to research the company’s board. You can find out the following information:

* Who is a member of the board?
* What is their compensation structure?
* How experienced are they?
* Are there any risks of leadership instability?
* Do they have the right skills?

The following information is available for individual directors:

* **Biographical information**: Date of birth, nationality, gender, education, and contact details.
* **Wealth**: Source, salary, share options and any performance-related income.
* **Roles**: Current and past positions, committee memberships and directorships in other companies.

There are a number of databases you can use to find company director information. Take a look at the [Business and Management subject guide](http://subjects.library.manchester.ac.uk/business/) to find out which one would be best for your research purpose.

# Market and sector research databases

## What is market research?

Market research gathers together and  analyses quantitative and qualitative data about a particular market, demographic, or group of companies.

The data is usually presented in the form of a report, which typically provides a visual representation of the data (via charts or graphs), alongside some form of analysis of what the data is likely to mean for the future of the market. You can also expect to find descriptions of the methodology that has been used in the collection and collation of the data.

These reports are used by individuals or companies who want to gain a better understanding of a particular market and the behaviour of the consumers who belong to it.  Companies often commission or consult market research before launching a new product or strategy. A good report uses the consumer data to explore some or all of the following questions:

* How large is the market?
* Who are the key competitors?
* What are the current conditions in the industry?
* How are consumers behaving?
* What are the strengths, weaknesses, opportunities and threats in this market (SWOT analysis)?
* What future trends are predicted to impact the industry?

The information provided in the reports can be very valuable in helping people to better understand how an industry works and operates. As a result the reports can be very expensive, retailing from anything between [£500 up to £4000](https://www.marketresearch.com/IDC-v2477/Western-Europe-3D-Printer-Forecast-32331020/)!

Luckily, the Library has already purchased a large collection of these reports to support teaching, learning and research activities across the University. This means you will be able to access the reports (using your University username and password) during your studies at Manchester.

## How do I access the reports?

All of the reports available via University of Manchester Library will be part of a database to which we have purchased a subscription . As these are primarily commercial products they will not show up in a typical Google Scholar or Library Search.

The best approach is to use the [Business and Management subject guide](http://subjects.library.manchester.ac.uk/business/) and then browse for a database which matches the type of information that you are looking for.

For example, if you were looking for information about ‘UK consumer goods’, you could use the [Mintel](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma9923125934401631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) database. For analysis of international markets, you would use an alternative such as [Statista](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975777919901631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) or [Passport](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975778118201631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en).

If you need some help with deciding which database to use University of Manchester Library provides you with a range of ways to get [help and support](https://manchester-uk.libanswers.com/) with getting your search off to a good start.

We will now look at a number of popular market research databases in more detail.

## Mintel academic

[Mintel](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma9923125934401631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) are one of the world’s leading providers of market intelligence. UML subscribes to their academic package which provides you with access to a large of collection of reports covering a wide range of topics.

Individual reports will tend to focus in detail on areas of interest within industries such as Clothing and Footwear, Food and Drink or Financial Services. Recent reports within the Clothing and Footwear section have included “Sports and Outdoor Fashion” and “Children’s wear”. The research presented in Mintel reports will often be used and reported on in the mainstream media.

The database search interface is simple to use and you can simply start typing what you are looking for into the single search box (e.g. “hotels”). The database will then suggest a list of relevant reports that most closely match your search terms.

Advanced searching options are also available, such as category lists which allow you to gain a clearer picture of the full scope of the coverage.

* Your University username and password are required to [access Mintel database](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma9923125934401631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en).
* Use [Mintels user guide](https://reports.mintel.com/homepages/guest/) for an explanation of extra features, such as setting up alerts, or download report sections.

One limitation of Mintel is that our subscription only provides access to reports that cover the UK. For coverage of international markets you will need to use one of the other databases described below.

## Passport

[Passport](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975778118201631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) is provided by Euromonitor International, a London based market research and business intelligence firm. The database’s great strength is its international focus. Using Passport you will be able to locate market intelligence and statistical data analysis from over 200 countries.

The UML subscription provides you with access to information about industries (e.g. Luxury goods), economies (e.g. GDP), consumers (e.g. household income) and also profiles of leading international companies.

The database uses a menu driven search interface which makes it easy to select the industry and country you are interested in, then view a range of relevant statistical data and market analysis reports.

## Statista

[Statista](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975777919901631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) is a market leading statistics platform which provides you with access to statistical data and survey results from over 22,000 sources. The platform provides you with information from over 170 different industries, across 50 different countries.

There is a list of the different types of data and statistical reports available in Statista. You can use the tick box next to each element in the list to narrow down your search. This includes:

* **Individual statistics** which can be easily exported to PowerPoint, Excel, or downloaded in PNG or PDF format.
* **Forecasts and surveys**  can be downloaded through one of Statista’s dossiers, which present a range of statistics and facts, relevant to your chosen industry and country.

Statista also provides easy access to demographic and country information such as population or GDP, and is a great resource to use when starting out with your research.

* You can [**access Statista**](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975777919901631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) through Library Search which will ensure  you get access to all the content included in the Manchester subscription. You will need to use your username and password if you are off campus.
* Use Statista's[**Getting started guide**](https://www.statista.com/getting-started/welcome-to-statista)for an introduction to the database and its various functions.
* Use the [**Tips for better search result**](https://www.statista.com/getting-started/working-with-statista-tips-for-better-search-results) guide to get advice on how you can filter and narrow your searches to get access to the data you really need.

## World Advertising Research Centre (WARC)

[WARC](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma9922799384401631&context=L&vid=44MAN_INST:MU_NUI&lang=en&search_scope=MyInst_and_CI&adaptor=Local%20Search%20Engine&tab=Everything&query=any,contains,WARC&sortby=rank&mode=basic&pcAvailability=false)is a database of case studies, articles, news analysis and best practice guides which focus on advertising, marketing and media activity.

You can use this database to easily locate case studies and campaign analysis from marketing and advertising strategies that have been employed by some of the world’s leading companies.

**💡 Search tip:**Try searching for a company, then selecting the “Case studies” option from the left hand menu. You should get access to detailed analysis of the various advertising campaigns which the company has used. The analysis will often explore the following questions:

* **What worked?**
* **What didn’t?**
* **What different media outlets were used?**

This can all be really useful information to help you look at the ins and outs of marketing and advertising in more detail, using real world examples.

WARC also contains articles from leading publications such as [AdMap](https://www.warc.com/warc-guide) and the [Journal of Advertising Research](https://www.journalofadvertisingresearch.com/) making it an invaluable addition to your market research collection.

* You can [**access WARC database**(opens in a new tab)](https://www.warc.com/) with your university username and password will be required off campus.
* The [**WARC userguide for universities**(opens in a new tab)](https://www.warc.com/Images/WARCSiteContent/Help/WARC_User_Guide_Universities_Aug_2017.pdf) provides a comprehensive overview of the database’s content, and how to use the various search functions.

## Further sources

We also provide a number of other useful specialist sources of market research which you may wish to consult:

* [**Frost and Sullivan:**](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975891022901631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) Has a great focus on high tech industries, try this one if you are interested in research from the following sectors: automotive, business services, aerospace, chemicals, communication and IT, consumer products, defence, electronics, environment and energy, healthcare, high technology, industrial automation and transportation.
* [**Connect by S&P Global:**](https://www.librarysearch.manchester.ac.uk/permalink/44MAN_INST/bofker/alma992975810026401631) We subscribe to the Automotive, Life Sciences and Risk modules. The Risk section is good for geopolitical and economic analysis of specific countries.
* [**Retail Analysis:**](https://manchester.primo.exlibrisgroup.com/permalink/44MAN_INST/1bh1dbv/alma9925753234401631) Detailed analysis of large international retailers with good coverage of company strategy and store design.

# Mergers, acquisitions and other deals

## What are Mergers & Acquisitions?

Mergers & Acquisitions (M&A) are a business activity where either two companies merge to become one entity or one larger company takes over the control of another small company.

There are many kinds of transaction affecting the sale and management of companies. The difference between several key types of transaction are outlined below:  When two companies merge to become one entity  it is called a merger.  When one larger company takes control of small company it is called an acquisition.

* **A merger** (usually referred to as “friendly”) is where two companies become one, in equal parts.
* **An acquisition** (usually referred to as a “hostile” takeover), is where one company buys another to become a part of it.
* **An initial public offering** is when a company’s shares are first available for the public to purchase. It is said to “float” and appear on a stock index, and can be considered “quoted” or “public” after this day. Until then, a company is private or unlisted. A company may become private again or delisted at a later date, or become taken over (acquired) or merge with another.



Through mergers and acquisitions deals, companies could quickly enter into new product lines or new markets according to their long-term corporate strategy. There are many kinds of transaction, such as a merger, an acquisition, an initial public offering (IPO) or a bankruptcy.

Sometimes a merger or acquisition is announced but never completed; these failures are still useful for researchers.

## What types of data are available?

Searching an M&A database will give you access to the following details about each deal (transaction):

* ‘**Date Announced**’: when was the deal first publicised?
* ‘**Deal Status**’: is the deal currently tentative (rumoured), pending, completed, or was it withdrawn?
* ‘**Date Effective**’: when did the deal take effect, if it was completed?
* ‘**Deal Value**’: how much the transaction cost, if known to the public.
* ‘**Synopsis**’: a summary description and the attitude (hostile or friendly).
* ‘**Source of Funds**’: was the purchase made with cash, stocks or both?
* ‘**Number of Bidders**’: the number of entities (including the ‘acquiror’ — also more commonly spelt as Acquirer) bidding for a target.
* ‘**Deal Advisors**’: league tables.

There are details about each of the two companies involved:

* ‘**Acquiror**’: the leading company who initiates the deal, including an identifier code, its name, the country they are based in and which sector of industry they operate. (Also more commonly spelt as Acquirer)
* ‘**Target**’: the purchased company in the deal, including the country and industry.

This also includes financial details of each company on key dates before the deal, such as share price one day and one month prior to the announcement date, and various ratios.

## Sources of historical mergers and acquisitions

You can find the names of further databases on mergers and acquisitions and other business topics on the [Business and Management subject guide](https://subjects.library.manchester.ac.uk/business/databases/). We list some [specific databases in our frequently asked questions](https://manchester-uk.libanswers.com/teaching-and-learning/faq/192918).

# Economic and demographic databases

## What is economic and demographic information?

The Library subscribes to a wide range of databases which provide access to  economic data and demographic information concerning a wide range of world countries. Economic information such as:

* Gross domestic product (GDP)
* Manufacturing Production Index or Productivity Index (IPI)

Demographic information provides insight into the population of a particular country or region. It is often used by government bodies to inform policy development and by business to inform product development. Demographic data may include statistics on the some of the following:

* Population
* Age
* Race
* Sex

This can include statistical data on:

* Employment rates
* Income
* Birth and deaths
* Education

Demographic data is used by government bodies to determine policy development and by business when researching markets.

## Why is economic and demographic data useful?

In order to be successful companies must understand the needs and motivations of their consumers, as well as how they access services or interact with products. In other words, it is essential that businesses understand '**why**' and '**how**' individuals consume products if they hope to increase this consumption and generate more sales. Economic and demographic data can be used to analyse the characteristics of consumers and particular regional markets, so that products can be tailored to suit.

## How do I access this information?

There are two quick ways to access economic and demographic information via the Library website. The first is to use the [Data and Statistics subject guide](https://subjects.library.manchester.ac.uk/data/), which includes three separate tabs listing sources of UK data, EU data and International data.  The second is the [Business and Management subject guide](https://subjects.library.manchester.ac.uk/business/). You can browse in either of these guides for the databases that cover economic and demographic data analysis.

The databases the Library subscribes to are commercial products. The information they contain will not be available through a Google Scholar search or a general internet search.

If for example you were looking for information about the UK housing market, you could start by searching within [Statista](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975777919901631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) or [Passport](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?docid=alma992975778118201631&context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&lang=en) databases. However, these databases are not the only resources available to you, check other subject resources on the business subject pages including the [UK Data service](https://manchester.primo.exlibrisgroup.com/discovery/fulldisplay?context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&docid=alma992975895198201631).

In these resources you will find economic and demographic data and analysis on the UK housing market presented in a range of different formats e.g. reports, infographics, dossiers and charts.

If you need some help with deciding which database to use r understanding how to get the best out of the databases  the Library provides you with a range of ways to get [help and support](https://manchester-uk.libanswers.com/) with getting your search off to a good start.

## Statista

[Statista](https://www.librarysearch.manchester.ac.uk/discovery/fulldisplay?context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&docid=alma992975777919901631), provides users with access to quantitative data concerning the media, business, finance and politics sectors. It include statistics on everything from the number of active users of Facebook between 2008 and 2020 to the price of a McDonald's Big Mac across the globe.

In addition to statistics, the database provides detailed quantitative analysis of worldwide markets such as; digital, technology and advertising. Using Statista to find this information is a great first step but what do you actually get in this analysis?

We will focus on one topic and see what we can find in Statista. For example:

‘I need data and analysis on the housing market in the UK’

We will demonstrate how to use the Statista database to find information to support answering this question.

### Statista search for housing market

Start by opening Statista from the link on the databases tab of the Business and Management subject guide. Then type "housing market" into the search bar.  On the right hand side of the screen you will see a list of the different types of data and statistical reports available in Statista. In the right hand menu you can easily limit the number of results by un-ticking the type of result that you are not interested in e.g. infographics. Below we have provided more detail about each of these datatypes:

* **Statistics**— this includes on rental prices, social housing vacancies, housing concerns etc
* **Forecasts & surveys** — this drills down into the topic to specifics relating to housing — it covers revenue of community housing services, the household cleaners market, polishes, room scents.
* **Topics** — housing markets across the world, mortgages, student housing etc.
* **Dossiers** — If we check out the dossier for the Housing market in the UK we get both the detailed statistics AND the analysis of the sector from house construction, prices, finance and the rental market. This will provide you with the information that you need in order to answer a question on this topic. There is also a lot of related information in Statista about the housing market that you can find.

In the right hand menu you can easily limit the number of results by un-ticking the type of result that you are not interested in e.g. infographics.

Statista is also a useful database for sourcing demographic information. For example, a simple search for "UK demographic analysis" returned a dossier titled "Demographics of the UK" which covered everything from population statistics to numbers of births/deaths and regional data.

## Passport

Another database that you can use for retrieving economic and demographic data is [Passport](https://manchester.primo.exlibrisgroup.com/discovery/fulldisplay?context=L&vid=44MAN_INST:MU_NUI&search_scope=MyInst_and_CI&tab=Everything&docid=alma992975778118201631). Passport is an online market research tool which monitors industry trends and provides strategic analysis, market size and market share information covering over 350 markets and 850 cities. Passport also has the world’s most comprehensive research on the luxury goods industry. They monitor and analyse industry trends in personal goods globally, including in-depth data on market share and market size. Also, what sets this database apart from other resources is its focus on the international markets. Using Passport you will be able to locate market intelligence and statistical data analysis from over 200 countries.

The Library's subscription provides you with access to information about industries (e.g. Luxury goods), economies (e.g. GDP), consumers (e.g. household income) and also profiles of leading international companies.

Passport uses a menu-driven search interface which makes it easy to select the industry and country you are interested in, then view a range of relevant statistical data and market analysis reports.

In this example we are going to search for:

“How has Brexit impacted the financial markets in the UK?”

Using Passport it is easy to carry out a quick search from the database homepage but you will notice right away that if you search for Brexit there is nothing under the ‘STATISTICS’ heading. Instead select ‘ANALYSIS’ to access the ‘Quarterly Brexit Report’ and the sector specific reports on areas such as packaged food, tourism, soft drinks. Scroll down the list of reports to find out how the UK business environment will compare to the EU post-Brexit which includes market capitalisation, stocks traded in the top European countries, regulatory information etc.

Searching for information on how Brexit is impacting the UK economy, there is a report which covers the key areas around the topic such as the economy, finance, and trade.

**To download the report:**

1. Go to the Passport homepage.
2. From the top menu bar select ‘Economies’.
3. From the second menu bar (underneath) select ‘Economy, Finance & Trade’.
4. Now use the side box ‘**EXPLORE ANALYSIS** ‘select from the drop down menu,
‘**Country Reports**’ > ‘**Economy, Finance and Trade**’ and ‘**United Kingdom**’
And click ‘**Go**’.
5. Click on the report of your choosing.

The report covers the uncertainty surrounding Brexit, a SWOT analysis of the UK, the current state of the economic landscape and much more — if you are looking for any kind of detailed financial analysis to use in your coursework then Passport should be one of your go to databases.

Remember that Statista & Passport are only two examples of key databases that you can use for your research — through the Library you can access a whole range of high quality information sources to support your studies here at Manchester.