





<http://www.bus.umich.edu/KresgeLibrary>

Library Assistance & News

- E-mail: kresge_library@umich.edu
- In person: Reference Desk (2nd floor)
 - ✓ Monday-Thursday 11:00am-7:00pm
 - ✓ Friday 11:00am-5:00pm
- Phone: 734.764.9464
- IM:
 -  MSN Messenger: kresge_library@hotmail.com
 -  Yahoo!: kresge_library
 -  AIM: kresgelibraryIM
 -  Google Talk: kresgelibraryIM@gmail.com
- Web site:
 - ✓ NEED HELP? Section
 - ✓ News: <http://mblog.lib.umich.edu/kresgenews/> (Set up an RSS feed)
 - ✓ Kresge Podcasts: <http://www.bus.umich.edu/Kresgelibrary/help/podcast.htm>
 - ✓ Instruction Session Handouts:
<http://www.bus.umich.edu/Kresgelibrary/AboutKresge/Hours&Events/instruction.htm>
 - ✓ Find it Fast- frequently asked research questions
http://finditfast.bus.umich.edu/recordList?library=umich_business&institution=Umich
 - ✓ By Topic Marketing Page:
<http://www.bus.umich.edu/KresgeLibrary/Collections/ByTopic/>
 - ✓ Kresge Library Wiki:
<http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/>

Use Marketing and Industry Resources to Find:

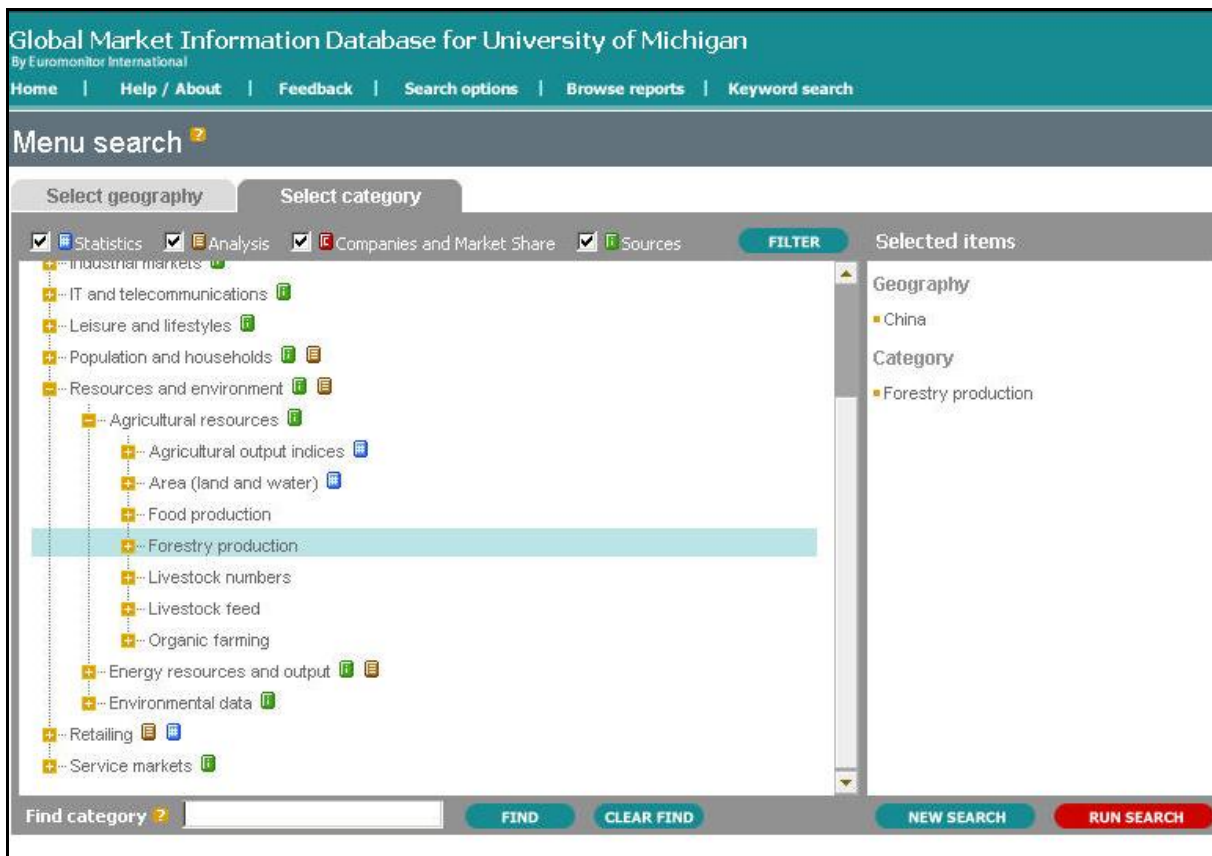
- ✓ Market Research Reports
- ✓ Market Share Data
- ✓ Demographic/Consumer Behavior Data
- ✓ Demographic Data
- ✓ Advertising and Media Sources
- ✓ General Business and Market Databases

Market Research Reports

Global Market Research Information Database

Why use this database?

- ✓ Industry, demographic, consumer and economic data
- ✓ GMID includes market, demographic and economic forecast data to 2010
- ✓ Market data for 330 consumer products in 49 countries
- ✓ A "Companies and Brands" section provides data on 100,000 consumer brands and the 12,000 companies that own them
- ✓ Full text market analysis reports on a wide variety of topics



Frost & Sullivan

Why use this?

- ✓ Frost & Sullivan Marketing Reports offer the latest research in market analysis, technical reports, end-user studies and more quantitative measurement based reports
- ✓ For assistance with downloading this content full-text, please email kresge_library@umich.edu and give us the title of the report you need

The screenshot shows the Frost & Sullivan website with a search bar and a list of results. The search results include:

- 1 to 10 of 184 items
- Refine Your Results: Search within the below results for: [input] GO
- OR: REFINE YOUR ORIGINAL SEARCH
- OR: Learn about GROWTH CONSULTING and our tailored research services.
- QUICK SEARCH: Research [input] GO
- ADVANCED SEARCH: Browse or search our research by market, technology, region or keywords [input] GO
- CHAIRMAN'S SERIES ON GROWTH: ASIA PACIFIC, EUROPE / AFRICA, NORTH AMERICA
- LIVE & VIRTUAL EVENTS: ANALYST BRIEFINGS, EBROADCASTS, EVENTS CALENDAR, CORPORATE TRAINING
- GROWTH OPPORTUNITY NEWSLETTERS: VIEW LIST
- THOUGHT LEADER FORUM

Search Results (1 to 10 of 184 items):

- 1 Opportunities in Nascent Applications for RFID in Asia Pacific 9 Jan 2009 | Electronics and Security | Complimentary
- 2 Microelectronics Technology Alert: Self-Assembly Technique for Microelectronic Devices Using Integrated Micromagnets; Plastic Diode-Based Rectifiers for Low-Cost RFID Antennas; Wearable OLEDs for Photodynamic Therapy 9 Jan 2009 | Electronics and Security | Owned
- 3 Application of RFID in Healthcare (Technical Insights) 31 Dec 2008 | Healthcare | Owned
- 4 Confidex Picks Up Frost & Sullivan Technology Innovation Award for its Pioneering RFID-based Limited Use Ticket 24 Dec 2008 | Information & Communication Technologies | Complimentary
- 5 Asia Pacific RFID Tags Markets 12 Dec 2008 | Electronics and Security | Owned
- 6 Frost & Sullivan Awards for Networked RFID and RTLS--Technology Analysis (Technical Insights) 12 Dec 2008 | Electronics and Security | Owned

MarketLine

Why use Marketline?

- ✓ Over 50,000 public and private, international company profiles
- ✓ Source for Datamonitor company and industry reports
- ✓ Industry, company, country focus allows you to easily find key competitors in the field
- ✓ 215 international reports from the "Base Drivers" database feature key macroeconomic, social, demographic and industry statistics

The screenshot shows the MarketLine website with a search bar and a list of industry sectors. The search results include:

- BY INDUSTRY SECTORS: Find, Highlight, Clear
- Aerospace and Defense
- Government and Non-Profit Organisations
- Agriculture and Forestry: Agriculture | Forestry and Logging
- Industrial Goods and Machinery: Agricultural Machinery | Automation and Process Controls | Construction Machinery | Electrical Components and Equipment | Engines and Turbines | Industrial Electrical Equipment | Wires and Cables
- Automotive: Parts, Tools and Aftermarket | Vehicle Manufacturing | Vehicle Rental, Leasing and Fleet Management | Automobile Distribution | Insurance
- Leisure and Arts: Hotels and Restaurants | Household Leisure | Gaming and Casinos | Leisure Products
- Business and Consumer Services: Accounting | Consultancy | Data Processing Services | Design Services | Diversified Services | Legal Services | Market Research | Recruitment and Employment Services | Telephone Call Centers
- Media: Broadcasting | Printing and Publishing | Advertising | Online News and Business Information | Motion Pictures and Sound Recording
- Chemicals: Agrochemicals | Basic Inorganic Chemicals | Basic Organic Chemicals | Commodity Chemicals | Diversified Chemicals | Paints and Coatings | Rubber Manufacturing
- Metals and Mining: Primary Metal Manufacturing
- Construction and Real Estate: Ware Containers and Packaging | Paper Packaging | Plastics

MarketResearch.Com Academic

Why use this?

- ✓ Full text of market research reports
- ✓ Excellent publishers include Packaged Facts, Kalorama Information, SBI, Simba Information, and others.
- ✓ Search
- ✓ International business services, consumer goods, food and beverages, life sciences, demographics, heavy industry and technology/media

The screenshot shows the MarketResearch.Com Academic website with search results for the keyword "Coffee". The search results include:

- Search Results (506 reports)
- Keywords: Coffee
- < prev 1 2 3 4 5 6 7 8 9 10 next >
- Use column headings to sort
- Table with columns: Rel., Title, Published

Rel.	Title	Published
	Top Global Food and Beverage Companies: Strategies for Success By: Packaged Facts	Jan. 2009
	Global branding in the food and beverage consumer packaged goods industry has never been more challenging. Manufacturers are undoubtedly used to working in a 'fast moving' industry but in recent years the pace of change more...	
	Market Trend: The Couponing Consumer in a Down Economy By: Packaged Facts	Dec. 2008
	Crisis is the word of the day when it comes to the U.S. economy late in 2008. Housing crisis, credit crisis, auto industry crisis. As Americans find themselves caught in the grip of more...	
	Coffee in the U.S.: Retail, Foodservice and Consumer Trends By: Packaged Facts	Aug. 2008
	With Starbucks' U.S. store business soft, McDonald's rolling out its McCafé specialty beverages concept and Procter & Gamble selling its Folger Coffee division to J.M. Smucker, massive changes are brewing in the U.S. coffee market, more...	

Mintel

Why use Mintel?

- ✓ Mintel offers a series of research reports covering the US and European marketplace
- ✓ Data & analysis of the competitive landscape
- ✓ Market-share analysis and consumer profiles
- ✓ Complex demographic issues are broken into easy-to-understand sections

My Reports

Mintel Reports: USA

Subscription	Reports
Beauty and Personal	Customized Health - US - January 2009
Drink	Cakes and Pies - US - December 2008
Finance	Natural Products Marketplace Review: The
Food and Foodservice	Evolving Natural Lifestyle - US - December 2008
Health and Wellbeing	Red Meat - US - December 2008
Household	
Lifestyles	Show All Mintel Reports: USA Reports >
Retailing and Apparel	
Technology	
Travel	



Gastrointestinal Remedies - US - September 2008

[Report homepage](#)

[Research Methodology](#)

[View tables](#)

[Contents](#)

[Scope and Themes](#)

[Executive Summary](#)

[Market Size and Forecast](#)


[Competitive Context](#)

[Segment Performance](#)

[Segment Performance —Antacids](#)

[Segment Performance —Laxatives](#)

[Segment Performance —Anti-diarrheals](#)



OTCs settle into a market formerly ruled by prescriptions

With the percentage of adults using OTC GI remedies holding steady in recent years, the category's modest growth has been driven primarily by Rx to OTC switches. After a pause in 2008, OTC switch activity is expected to pick up in 2009 and beyond, particularly in the antacid segment where new entrants will continue to strengthen the high-end of the market and accelerate the decline of older, less effective traditional brands.

In addition to these overarching trends, this report examines the following:

[...more >](#)

Company News

Shareholders call for oust
Witty reshuffles GSK's se
GSK reveals disappointing
[...more >](#)

News

Merck joins generic drug r
New biological drugs have
study says

Market Updates

Pharmaceutical sales in tl
Astrazeneca heartburn dri

This report is part of the following subscriptions:
Mintel Reports: USA - Health and Wellbeing

[set as homepage](#)

Plunkett Research Online

Why use this?

- ✓ Provides industry sector analysis, research, trends and statistics for 29 different industries
- ✓ Includes alternative, renewable and conventional energy; automotive; biotechnology; health care; outsourcing & offshoring; real estate; telecommunications; supply chain and more
- ✓ Content is updated weekly

Plunkett Research, Ltd.

When you want, Affordable, Timely Industry Research, Contacts & Business Development Data

Industry Statistics, Trends and In-depth Analysis of Top Companies

[Home](#) | [Industry](#) | [Trends](#) | [Statistics](#) | [Companies](#) | [Export Profiles](#) | [Export Organizations](#) | [Report](#) | [Associations](#) | [Glossary](#) | [Log Out](#)

Search

PLUNKETT'S INVESTMENT & SECURITIES INDUSTRY TRENDS

CONTENTS

Click to go directly to a subject area.
You can also use the bookmarks on the left of your screen.

Table of Contents	
Investment & Securities Industry Trends	1
1) Investment & Securities Industry Overview	2
2) Aging Populations Create Challenges and Opportunities	3
3) Employers Make 401(k) Enrollment Automatic The Average Account Balance Tops \$100,000	4
4) Globalization Changes the IPO Landscape New York Loses Market Share to Hong Kong and London	5
5) Investment Firms Focus on Private Banking Services for Wealthy Households	6
6) NYSE and NASDAQ Up the Ante in Electronic Trading by Acquiring ECNs The NYSE Evolves to a Hybrid Market	7
7) Mergers and Acquisitions are Big News at NYSE, NASDAQ, CBOT, CME and Other Exchanges	7
8) ETFs Expand and Take Market Share from Mutual Funds	7
9) Online Brokers Open Physical Offices/Online Trading is Free for Large Depositors	9
10) Hedge Funds are Hot All Over the World	10
11) Private Equity Investments Roar Ahead as LBOs Reach New Levels	10
12) The Investment World Keenly Watches Markets and IPO Activity in China	11
13) Health Savings Accounts and Health Reimbursement Accounts Gain Traction	12
14) Variable Annuity Accounts Top \$1.29 Trillion in the U.S., While Costs and Sales Practices are Scrutinized	12
15) Offshoring of the Financial Workforce	13
16) Credit Swaps Soar into the Trillions of Dollars	14
17) Investment Product Facts	15

Copyright © 2002-2007, Plunkett Research, Ltd. All rights reserved.

Market Share

TableBase

Why use TableBase?

- ✓ Market share, rankings, forecasts, shipments, output, consumption, users, imports, exports, capacity, etc.
- ✓ Over 25,000 tables added per year

Words and Phrases:

Words in Title:

Use Boolean Operators [and](#) [or](#) [not](#) [near](#) - use * to truncate words
Optionally, you may limit your search by using the following indexes:

dated from to (mm/dd/yyyy)

Company:

Concept Term: © And

Business & Company Resource Center

Why use this?

- ✓ Company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals
- ✓ Investext Plus analyst reports included

Advanced Search

Select a content area to search, then enter terms into a search box and select the desired field for searching:

Content Area:

in AND

in AND

Market Share Reporter (Print):

- ✓ Call Number: HF 5410. M34 (Current year in Reference)
- ✓ Tables of market share data from multiple source

Demographic/Consumer Behavior

American Generations series (print)

- ✓ Call No. Ref. HN60 .R96 2004
- ✓ Looks at predefined demographic groups, Baby Boomers, Generation X, etc. Who they are, what they think, where and how they live

Lifestyle Market Analyst (print)

- ✓ Call No. Ref. HF5415.33U6 2006
- ✓ Updated yearly with lifestyle information on American consumers

Choices 3 Database (see separate handout)

Why use this database?

- ✓ This database provides data on the demographic, psychographic and media use characteristics of users of products, brands and services
- ✓ Available on standalone computer in front of the Reference desk

DemographicsNow

Why use Demographics Now database?

- ✓ Demographic, income, and expenditure data by geography, including state, county, zip code, and census tract. Available reports include summaries, comparisons, rankings, and maps.

DemographicsNow
LIBRARY EDITION

Current Geography Selection: (1 Selected) Places by Alpha: Belmont CDP [Edit](#)

The **Geography Analysis** section allows you to examine your **Current Geography Selection** using various reports and maps.

Reports | **Report Packages**

Summary reports treat your entire selection as one geographic area.

- Consumer expenditure
- Demographic Detail
- Demographic Snapshot Charts
- Demographic Summary Index**
- Demographic Trend
- Executive Demographic
- Executive Summary with Charts
- Household Summary
- Housing Units
- Income
- Income By Age
- Mature Market Summary
- MOSAIC Index

Summary: **Demographic Summary Index**
This report provides charts for population, households, income, home value, race, education and marital status.

Enter email address [Email Selected Report](#) [View Selected Report](#)

[Back](#) | [Printable Version](#) | [PDF Version](#)

Date: 08/10/07
Current Geography Selection: (1 Selected) Places by Alpha: Belmont CDP

Demographic Summary with Index

Index Base Average = 100 Index Base File: US

Population and Gender					
Population:	2006 Estimate		2011 Projection	Percent Change 1990 to 2006	Percent Change 2006 to 2011
Total Population	23,689		23,267	-4.3%	-1.8%
Total Households	9,525		9,364	-1.6%	-1.7%
Gender:					
	2006 Estimate		2011 Projection	2006 Index	2011 Index
Male	11,171	47.2%	11,060	96	96
Female	12,518	52.8%	12,207	104	104
Population by Race/Ethnicity					
Race:	2006 Estimate		2011 Projection	2006 Index	2011 Index
White	21,010	88.7%	20,236	117	114
Black	395	1.7%	520	14	13
American Indian/Eskimo	37	0.2%	35	22	24
Asian	1,853	7.8%	2,229	174	188
Hawaiian/Pacific Islander	2	0.0%	0	6	0
Other	83	0.4%	62	8	7

General Industry and Company Data and Articles

ABI/Inform Global (ProQuest) Database

Why use Abl/Inform Global?

- ✓ Articles on consumers, including scholarly journals, trade press
- ✓ Use Advanced Tab to search

Business Source Complete

Why use Business Source Complete database?

- ✓ Business and trade press, academic publications, market and industry research, company information
- ✓ Includes full text of the *Harvard Business Review*

Factiva

Why use Factiva?

- ✓ Articles from 6000 business publications
- ✓ Use near operator to search, for example: echo boom near20 housing

Standard and Poor's NetAdvantage

Why use this database?

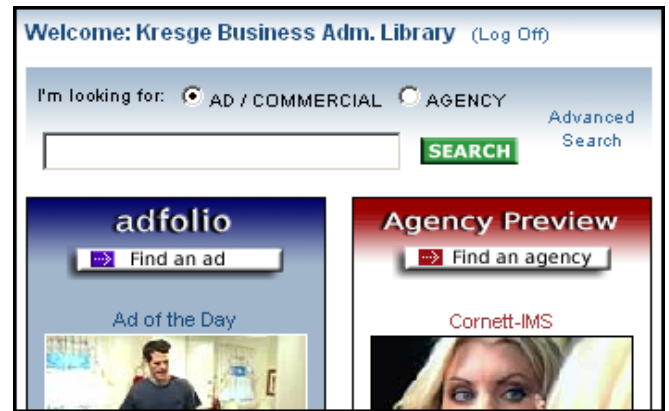
- ✓ One-stop shopping for company data, includes current industry news, competitors
- ✓ Use Tools, Create list for a downloadable report by industry, geography, company size and more

Advertising and Media Sources

Adforum

Why use Adforum?

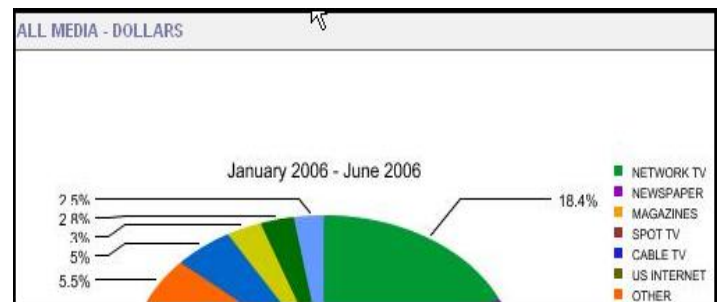
- ✓ 35,000 advertisements in all media, video and audio
- ✓ International in scope
- ✓ Advertising



Ad\$pende:

Why use Ad\$pende?

- ✓ Advertising expenditure information for millions of product brands
- ✓ Television, radio, magazine, newspaper, internet and outdoor channels
- ✓ You can search for information based on category, company name, subsidiary and brand
- ✓ Spenders can be ranked by category, company name, brand and more
- ✓ Data is available back to 1986.



Advertising Red Book (Print):

- ✓ Call No. Ref. HF5805.S792
- ✓ Covers Advertisers and ad agencies
- ✓ Company ad campaigns, including amounts spent on each ad medium

Ad\$Summary (Print):

- ✓ Call No. Ref. HF5805.S792
- ✓ Advertising statistics by brand name

Market- Specific Resources

Bankscope

- ✓ Current and historical financial and other data on 22,000 global financial institutions

Corporate Environmental Profile Database

- ✓ Environmental performance for over 1800 companies

Medical and Healthcare Market Guide

- ✓ Research reports covering the worldwide medical device, healthcare markets

Sports Business Research Network

- ✓ Annual and monthly statistics for 63 sports

Venture Xpert

- ✓ Executives and other personnel, deals and IPO data

Information Technology Market Research

eMarketer

- ✓ Market research on the Internet, e-business, online marketing, and emerging technologies, aggregated from over 1,700 sources. Includes analyst reports, daily research articles, market share and user data

Faulkner Advisory for IT Studies

- ✓ Library of IT-related market and technical information covering e-business, wireless, IT asset management and more

Forrester Research

- ✓ International market information and research specializing in the Internet economy; also includes research with an industry focus (i.e. IT use for automotive, retail market)

Gartner

- ✓ Market and technical information used by thousands of IT end users and vendors