The Mahaffey Business Library: Getting to Know Us

2-Year MBA Program
August 2013
Plan for Today

• Housekeeping/Logistics
  • Who we are & who we help
  • What we do and where we are
  • When you should and how to contact us

• Office Machines and Break

• Productivity Tools
  • Mahaffey Business Library Website
  • Popular Databases (7)
WHO

Stephen Hayes
Entrepreneurial Spirit Endowed Business Librarian & Director, Mahaffey Business Library

Pete Pietraszewski
Business Librarian
WHO

Andy Schmidt
Visiting Business Librarian
WHO

Michele Shaw
Branch Supervisor

Barbara Cole
Branch Specialist
What are your impressions of libraries?
What is a library of today like?
* Top 10 Things to Know about the Mahaffey Business Library*
WHAT

• Answers & Advice – Ask a Business Librarian
• Resources – Electronic and print
• “Office away from home”
“I’m looking for competitors for a private company.”

“I need to find crude oil price forecasts.”

“I need to find crop production data for the US and other countries.”
“I’m wondering if you can help me locate information regarding the Worldwide Flower Market. Who are the largest importers/exporters? How large was the market in 2012? What changes are we likely to see?”

“What is the market like for flavored milk?”
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WHAT

“Office away from home”

- Workstations
- Fax machine
- Copier (color is available)
- Scanner
WHERE
here...
AND here!
WHEN
WHY
To access library resources remotely, you must use your NetID and password.
• E-mail:
• Phone: 574.631.9098
• In person: Mon – Thurs 8:00am-6:00pm
• Web: library.nd.edu/business
“I am looking for a good source of data on Cuba. What are some good sources you might recommend?”

“I’m looking for a good source for economic data on Cuba. I need to download it to Excel.”

“I’m looking for economic data on Cuba. Specifically, I’m writing a 5-pg paper for Prof. Bergstrand’s class, and I need to find GDP and exchange rate data for the past 10 years on a quarterly basis. I need to know how the GDP is being calculated.”
Mahaffey Business Library Webpage

library.nd.edu/business

- **Key** Webpage content areas you should know about:
  - *Business Resources A-Z*
  - *Research Guides* (under ‘Help & Guides’)
  - *e-Journals*
  - *Quicklinks*
Popular Databases

The following are SOME of the more popular databases and Business Library resources and WHY
Factiva

- Key business publications (and more!)- Select ‘News Pages’
- From ‘Companies/Markets’
  - Publicly traded companies
  - Business & geographic segment data
  - Company vs. industry comparisons
  - Articles
  - Factiva industry groupings
LexisNexis Academic

• “Company Dossier” includes brand, competitor, subsidiaries, intellectual property information, etc.

• Public AND private companies covered in this database as well as international

• “Employee Contacts” information from Jigsaw now with links to LinkedIn profiles
ABI/Inform Global (ProQuest)

• Articles from 1600+ U.S. and international business publications, covering business and economic conditions, management techniques, advertising, marketing, etc.

• Scholarly, popular, and trade publications

• Includes access to the Wall Street Journal
Mergent Online

- Current and historical financial information on 15,000 US and 20,000 foreign companies
- Broad industry reports by world region
- Easy access to SEC filings and annual reports
- Insider holdings & earnings estimates data
- Financial data downloadable to Excel
Business Insights: Essentials

- Investment reports and forecasts for US and international companies and industries
- Profiles of more than 100,000 public and private companies
- SWOT Analysis from GlobalData
- Rankings, products, and associations
- Check out ‘Related Content:’ area
IBISWorld

- 700+ industry market research reports
- Some of the many sections in a report include:
  - Industry Outlook
  - Industry Life Cycle
  - Products & Markets
  - Competitive Landscape
  - Operating Conditions
- Business Environment Profiles
S&P NetAdvantage

• Good starting place for info on an industry
• Current environment, trends, key ratios, and statistics on 55 different industries within Industry Surveys section
• “Tear sheets” available in Stock Reports section
Additional Databases

- Frost & Sullivan
- Mintel (Consumer)
- PassPort GMID (International)
- Must be used on-site
  - Bloomberg, Capital IQ, Morningstar Direct