Business Database Wish List
March 2007 Revision
March 2, 2007
Submitted by Peter Z. McKay

Executive Summary

- The SUL Business Librarians reviewed and expanded the list of business databases originally reported in February 2005 for statewide purchase.
- We reviewed and ranked twenty-three business databases for inclusion on an ERS "Wish List". A ranked list of the databases is included.
- The Value Line Research Center was the top pick. When we investigated it we found out that we already have access. Historical Value Line reports back to 1997 are available as an add-on for $5,000.
- Each business librarian ranked the databases based on his or her perception of the needs at the home institution. The rankings were summed to arrive at the final list with the lowest scores being given the highest rankings.
- The top five databases are briefly described and evaluated.
- We have pricing for GMID and D&B. We are still working on estimated pricing for the others.
- Current subscribers are identified for these five databases.
- The full list is provided in ranked order.

Observations

- International Business Information is still at the top of the business librarians list.
- One factor that biases the rankings is that if an institution owns a database it tends to fall to the bottom of the list since each of us naturally want to acquire things that we don't have.
- Although we already have ABI/INFORM Complete, EBSCO's Business Source Premier (BSP) is still highly desired. An important reason for this is that only BSP has the complete holdings of the *Harvard Business Review* from the first issue in 1922.

And the Winners are:

1. GMID: Global Market Information Database. Euromonitor.
http://www.euromonitor.com/GMID.aspx

GMID contains 6-year historic market size data for more than 330 consumer products in 52 countries, plus 5-year forecasts. It is very easy to analyze trends in consumer spending, establishing the largest markets for a product, the fastest growing markets, those that are mature and those that are in decline. Consumer lifestyles and behavior drive markets. Euromonitor researches and models a huge range of lifestyle indicators such as eating and drinking habits, home ownership trends and crime patterns for 71 countries worldwide. Create statistical profiles of lifestyle indicators to compare market conditions around the world. To help put the consumer lifestyle statistics in context there are lifestyle reports for 65 countries. Euromonitor examines how people live their lives and the factors influencing lifestyle choices to provide the story behind the numbers.

Evaluation: This is in-depth, real world data used by international marketers. The database fits perfectly in the global/international theme being emphasized by AACSB and Business Schools. It would be very useful to other groups on campus who are investigating international markets.

Pricing: **$185,000** (approx $1/FTE). Includes upgraded country coverage from 52 to 80 country reports. A new interface is being rolled out this summer.
Contact: Enrique Zuniga (800-577-3876 x229; enrique.zuniga@euromonitorintl.com)
One Subscriber: FAU, FIU, UF.

2. EIU Databases
http://www.eiu.com/

The Economist Intelligence Unit produces a variety of databases providing global business intelligence. Five of the most prominent are: Economist.com, EIU Viewswire, Country Reports, Country Profiles, And Country Data. 200 countries and regions are covered.
Economist.com includes all of the articles from the *Economist* weekly magazine since 1997 plus many special features.
Viewswire is a daily service that highlights up to 250 key economic, political and market developments around the world and provides concise analytical briefings on the implications for business. Updated Daily.
Country Reports examine and explains in depth the issues shaping each country: the political scene, economic policy, domestic economy, sectoral trends, and foreign trade and payments. Updated Monthly.
Country Profiles outline a country's economic and political status and background. Country Profiles put an annual perspective on the long-term political and social issues affecting each country, providing a complete introduction to all international markets. Updated Annually.
Country Data is a comprehensive database of economic indicators and forecasts, covering 317 series for 150 countries, as well as 45 regional aggregates, running from 1980 and forecasting out five years. For the 60 most important markets, key variables are additionally projected to 2030 in order to facilitate business planning.

Evaluation: The EIU databases are leading sources of international business, political and economic information used by government, corporations, international agencies, and universities. They support international programs across the university well beyond the business school.

Pricing: Craig Flansburg (tel: 646-206-1393; email: craigflansburg@eiu.com) is working on a proposal that would include the Country Reports and Country Profiles plus Economist.com.
Current Subscribers: Various Databases: FAU, FIU, UF, USF

3. D&B Million Dollar Database: Total U.S.
http://www.dnb.com/us/

Complete coverage of all U.S. businesses -- over 14 million company records nation-wide. Corporate Family Trees enable researchers to trace connections among companies. Company information includes lines of business, both NAICS & SIC industry classification, total employees, legal status, annual sales, type of ownership, principal executives and biographies, addresses, and telephone numbers.

Evaluation: This is a leading online business directory. It is useful for identifying businesses and key executives as well as creating lists that meet selected search criteria. It has applications beyond the business school from the university foundation, survey researchers, and others needing current company information.

Pricing: Year 1: 2007-08 $135,175.00; Year 2: 2008-2009 $142,290; Year 3: 2009-10 $149,405. From an offer made by Ralph Rose. Valid until September 30, 2007.
Current Subscribers: USF

4. Business Source Premier (BSP). EBSCO.
http://www.epnet.com/thisTopic.php?marketID=1&topicID=2

BSP is an excellent business research database, providing the full text for more than 2,300 journals. *Business Source Premier* provides full text back to 1965, and searchable cited references back as far as 1998. EBSCO claims that "journal ranking studies reveal that *Business Source Premier* is superior to the competition in full text coverage in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics." Additional full text, non-journal content includes market research reports, industry reports, country reports, company profiles and SWOT analyses.

Evaluation: Business Source Premier may well be the best aggregator among the business databases. It has unique coverage of the *Harvard Business Review* back to the first issue in 1922. Valuable add-ons such as market research reports and SWOT analyses enhance its coverage. Although there is significant overlap with ABI/INFORM, the Thomson Gale databases, and Wilson Business, there is highly significant unique content.

Pricing: Contact: Paul Bostley (1-800-653-2726 x379; pbostley@epnet.com)
Current Subscribers: UCF, UF.

5. IBISWorld Industry Market Research
http://www.ibisworld.com/

IBISWorld is America's largest collection of Industry Market Research Reports, analyzing more than 97% of the US economy. There are over 700 reports, published at the 5-digit NAICS code level. Each IBISWorld report is 25-30 pages long and updated up to 4 times a year, depending on the popularity of the industry by a team of industry specialists and economists to ensure they include the freshest data and reflect the current state of an industry.

Evaluation: The IBISWorld Industry Reports are a gold mine of information about industries at a very detailed level. We have never had updated coverage of so many U.S. industries. The quality of the reports is excellent. One of the valuable features is the linkage among industries that show how each industry is related to others "upstream" and "downstream". These reports will benefit many groups on campus from accounting, advertising and agribusiness, to entrepreneurship, marketing, retailing, and real estate. All of our innovators who are developing and marketing new products and need up-to-date marketing research can utilize them.

Pricing: Contact: Fred Pollack (856-429-5971; fredp@ibisworld.com). He is working on a quote. Current Subscribers: None

Complete Rankings

1. GMID (Euromonitor)
2. EIU Databases
3. D&B Million Dollar Database
4. Business Source Premier (EBSCO
5. IBISWorld America
6. Research Insight on the Web (S&P)
7. SimplyMap
8. International Financial Statistics Online
9. Standard & Poor's Global Industry Surveys
10. eMarketer
11. ProQuest Accounting & Tax with Standards
12. Mintel
13. Marketline (Datamonitor)
14. Morningstar Library Edition
15. ProQuest Historical Annual Reports
16. SourceOECD
17. Accounting Policy & Practice Series (BNA)
18. World Trade Reference
19. Jupiter Research
20. Mergent
21. WRDS: Wharton Research Data Service
22. ReferenceUSA from InfoUSA

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