

GLOBAL MARKET INFORMATION DATABASE (GMID), SRDS, BUSINESS & INDUSTRY, & MARKETLINE

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To access the **Library Databases**, go to the **Databases A-Z page** on the **Library's Homepage** (<http://www.lib.miamioh.edu/>) and click on the **letter for the database you wish to access** (i.e. G for Global Market Information Database or click on **Subject & Course Guides** link and then click on **Marketing** (<http://libguides.lib.miamioh.edu/mkt>) and then click on the link for **International Marketing and Country Information** link <http://tinyurl.com/IntlMkt>.

GLOBAL MARKET INFORMATION DATABASE (GMID)

GMID contains **US and international full-text market research reports** for consumer goods, and **statistics** on market penetration, consumer demographics, market share, market size, pricing etc.

- You can use the **search box at the top right** side of the screen and search on a term like **bottled water or income**. Once you get a list of results, use the **Geography Box** in the **left-hand** tool bar to limit to results in your **country**. (**Hint** – scroll down the Geography box to pick your **specific country**, **DO NOT** choose the overall region, i.e. pick Germany, **NOT** Europe).
- To find **income data** you can also click on **Countries and consumers in the black bar** at the top of the screen and then choose **Income**. From there, **use the search tree** to find the type of income data you need. From there, choose your **country**. Once you get a list of results, click on the one that says “**Countries and Consumers Annual Data**” at the top of the screen.
- To convert income data to **Per Capita**, or to **change the currency**, use the **tool box on the left side of the statistics page**.
- You can convert statistics to charts by clicking on the **bar graph icon** on the left side of the **statistics**. View related statistics by clicking on the **colored icons**.
- When you are looking for a report on consumption of a product in a specific country, look for “**Category Briefing**” or **Country reports**. These usually have generic titles like “Bottled Water in China” and these reports will have the most information, including brand share, market share and overall market size as well as trends and competitive data. **Look at other reports and statistics on your topic in GMID also though; GMID will be one of your best data sources for this class.**
- There is no email function in GMID, but you can convert the report to a **PDF and download it**. Use the **down arrow icon** on the **top left side of the screen**.

SRDS MEDIA SOLUTIONS

This database allows you to find **advertising rates** for **international print publications**, including newspapers, consumer magazines, and trade publications.

- For **international** Consumer magazines, click on **International Media Guides** (on the left side of the screen under the green box) and then choose **Consumer Worldwide**.

- On the next screen in Step One, choose **Search by Geography** from the Pull-down menu box and click on **Search** to get a list of **countries** to choose from (arranged by region).
- You will get a list of magazines listed by the **type of magazine**. Choose a type of magazine (from the **box on the left side of the screen**) that is **appropriate to the product or the target audience** you are advertising to.

BUSINESS & INDUSTRY

This database is a source for **full-text trade journal articles**, with many focusing on **international marketing and advertising information**.

- Search by **keyword, type of industry, company name, or brand**.
- Use the **marketing terms and concept terms in the menus** below the search boxes to narrow your search (use the **ctrl key to select more than 1 term** at a time). Only choose terms in **one of these areas at a time** though (i.e. DON'T choose both marketing terms **and** concept terms for the same search).
- If you are looking for **numerical information** (i.e. sales or market share data), you can limit to **articles that contain tables**. Do this by **checking the box** down to the right of Document Type.
- Use the **geographic regions** area box at the bottom of the screen to limit to **specific countries**.
- Use the **email function in the tools icon box** at the top right side of the screen to send yourself the full-text of the article.

MARKETLINE

Marketline's country reports provide an analysis of the **political, economic, social, technological, legal and environmental structure** (PESTLE) in each country. **Depending on your country**, you may also find a report for the bottled water industry.

- To locate the **country reports**, put the name of **your country** in the **search box** and when you get a list of search results, **click on the link to countries at the top of the screen** to limit to those reports.
- If you don't see your country, use the **Geography limiter** on the **right side of the Results screen** to first **limit to the region and then to your country**.
- To find **industry reports**, type in a **topic** (i.e. Bottled Water) in the **search box** and then **limit to your country using the geography limiter** on the right side of the screen.
- Once you find a report, **click on the link** and then on the next page, click on the **Download Full Report** link at the top of the next screen to get the entire report.

CITING YOUR SOURCES

Last but not least, remember to **CITE your sources**. Go to the **Marketing page** <http://libguides.lib.miamioh.edu/mkt> and click on the **Citing Sources link** for information on citing specific business databases, such as Marketline, GMID, SRDS, etc.

Questions - Contact Susan Hurst, hurstsj@miamioh.edu (513-529-4144), 219A Laws Hall