

Global Business

October 12th, 2009

Country Profiles

- **Business Source Premier – Enhanced Business Searching (EBSCO):** A large collection of country reports from a variety of publishers, including:
 - Economist Intelligence Unit (Country Commerce, Country Profile, and Country Report)
 - Business Monitor International (including Emerging Markets Monitor)
 - Political Risk Yearbook
 - CountryWatch, ICON Group International, Datamonitor, Global Insight, and moreYou can also find brief reports on major companies and search hundreds of scholarly journals.
- **U.S Commercial Service Market Research Library:** Includes Country Commercial Guides, the popular, free, in-depth reports provided by the federal government.
- **LexisNexis Academic:** Profiles, business opportunities, and economic news from:
 - Business Monitor News (BMI analyzes political and economic conditions in 175 emerging market countries in four global regions)
 - PRS Group's International Country Risk Guide (political, economic and financial risk analysis for 130 nations)
 - Global Insight, Interfax, Onvia, and more
- **CIA World FactBook:** A bare-bones overview of each country.

Trade and Economic Data

- **World Development Indicators:** 869 time-series for 227 territories, provided through the World Bank. Compare countries, create charts, export to Excel.
- **Global Development Finance:** Same platform as World Development Indicators, with a finance emphasis.
- **International Monetary Fund:** A good place for economic news and statistics that can be broken down by country and downloaded to Excel. After you pick a country, on the left there is a link to the World Economic Outlook. Click there and again on the left there's a link to the WEO database. Click there for the interactive statistics.
- **IMF International Financial Statistics:** A database with GDP, employment, trade and other national accounts dating from 1945.
- **UNdata:** Statistics compiled from international agencies.
 - The most detailed information is often from each nation's statistical office. Links can be found on the UNdata site.
- **NationMaster:** A free site that provides statistics: <http://www.nationmaster.com/index.php>
- **globalEDGE:** Hosted by Michigan State University, globalEDGE pulls together economic, trade, and industry information from a number of sources. They also produce a Market Potential Index (MPI) for Emerging Markets.
- **TradeStats Express:** Interactive data for U.S. imports and exports by country.

BYU's Business Library

www.lib.byu.edu/business

Resources licensed by the BYU Library can be found on the Business and Economics website. Use the Find a Database tool to search by name or click on the link to the Global Business subject guide, where databases are categorized topically.

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Factiva

Business and economic news from thousands of newspapers around the world in 22 languages. The drill-down filters below the search box allow for powerful searching. As an example, change region to “India,” industry to “Dairy Products,” subject to “Market Share,” date to “in the last year,” and remove the English language restriction, then run the search.

- LexisNexis Academic is another good news database.



Global Market Information Database

This Euromonitor database is our best source for international marketing. Covers the globe with in-depth market research reports and analysis of current trends. Strongest in consumer goods, GMID also provides demographics and economic data.

- Use the Menu Search to select a market or drill down to a market, then select nations of interest. This results in a list of relevant reports and statistics. You can play with the data in GMID’s interactive environment, or export it to excel.
- Browse by geography to find detailed analysis of consumer lifestyles and future demographics.

Other International Market Research Resources

- **Mintel:** In-depth reports covering market size, forecasts, competitors, innovators, branding, and consumer behavior.



Focus on the US and Western Europe. Strong in consumer goods, food, electronics, travel, financial services, and lifestyles. You must create a profile to access.

- **IBIS World:** Reports on over 700 industries: market size and share, barriers to entry, segmentation, and more. Now includes the “China Site,” with reports on Chinese industries.



- **eMarketer:** A leading source for statistics and analysis on E-commerce, internet use, advertising, and mobile technologies. Articles, reports, and webinars; and the videos and charts download for use in papers and presentations.



- **Gartner:** News, reports, and analysis in hi-tech industries.
- **U.S. Commercial Service Market Research Library:** Free market research reports.

Some Others

- **Global Road Warrior:** The ultimate business travel guide, covering 175 nations with practical travel information, intercultural communication, and business protocols.
- **World Bank e-Library:** All of the World Bank’s publications available online.
- **Mint Global:** Profiles for 50 million companies worldwide. Search by a wide variety of criteria. Construct lists and export to Excel. LexisNexis has similar features.
- **Economic Freedom**

- **Doing Business:** The World Bank’s attempt to rank nations by measuring the ease of doing business there.
- **The Economic Freedom of the World Project:** A report from the Fraser Institute.
- **Index of Economic Freedom:** From the Heritage Foundation.
- **Freedom in the World:** From Freedom House. Focused on social issues.

Video Tutorials

<http://guides.lib.byu.edu/businessutorials>

- Factiva
- MRI+
- Mint Global
- LexisNexis
- More soon!

