

## Guide for Journalism—Strategic Communications Research

(Databases available from the KU Information Gateway (<http://infogateway.ku.edu/>) under Business)

### LexisNexis Academic > Business...

The screenshot shows the LexisNexis Academic search interface. On the left is a sidebar with 'Academic Search Forms' including Quick Info, News, Business, Legal Research, Medical, and Reference. The main area is titled 'Business' and lists several categories: News (Business News, Industry & Market), Accounting Literature (Accounting), Company Information (Company Financial Reports, Company Profiles, Compare Companies, SEC Filings & Reports), and Business Resources (Directories). A callout box points to 'Company Financial Reports' with the text: 'Search Source: Hoover Company Reports for nice snapshots of executives, competitors, financials, etc.'

### Business & Company Resource Center

#### ❖ Browsing Industry Information

- Click on **Industry** icon
- Search for Industry Description by keyword, or browse NAICS codes
- **Important Tabs to explore (if available for your industry):**
  - Industry Overview (subtabs Overviews and Market Research)

This screenshot shows the 'Industry Overview' interface for 'Current Industry: 2086 - Bottled and Canned Soft Drinks and Carbonated Waters'. It features a 'Revise Search' button and a row of tabs: Company Profile, News/Magazines, Histories, Investment Reports, Financials, Rankings, Suits and Claims, Products, Industry Overview, and Associations. Below these tabs are two sub-tabs: 'Overviews' and 'Market Research'.

- Rankings (subtabs Business Rankings and Market Share)

This screenshot shows the 'Rankings' interface for the same industry. It includes a 'Revise Search' button and the same row of main tabs as the previous screenshot. Below, the sub-tabs are 'Business Rankings' and 'Market Share'.

- Associations
- Company Profile

#### ❖ Browsing/Searching for Articles

- **To browse the Subject Guide**, click Articles icon, then enter search term and click Search
- Drill down within a Subject—Narrowing by Subdivision is particularly useful:

The screenshot shows a subject guide for 'Bottled Drinking Water'. It lists several sub-entries: 'Bottled Drinking Water' (64 articles), 'Bottled Mineral Water' (64 articles), 'Bottled Water Hall of Fame' (1 article), and 'Bottled Water Industry' (3381 articles). Each entry has a 'View' button and a 'Narrow' button. An arrow points to the 'Bottled Water Industry' entry.

- **To search for articles**, use the Advanced Search for more search options.

## ABI/INFORM

- ❖ Switch to the Advanced Search
- ❖ To browse the Subject Terms, select Subject in the dropdown menu, then click Browse subjects link
- ❖ Type a term in the popup window field, and click find term—browse the subject terms and add relevant ones to your search:

Databases selected: ABI/INFORM Dateline, ABI/INFORM Global, ABI/INFORM Trade & Industry

**Advanced Search** Tools: [Search Tips](#) [Browse Topics](#) [2 Recent Searches](#)

"target markets" or "market segment\*" Citation and abstract

AND flavor\* w/3 water Citation and abstract

AND Citation and abstract

[Add a row](#) | [Remove a row](#) [Search](#) [Clear](#)

- ❖ Once you've performed a search, pay close attention to the "Suggested Topics" that appear with your results—you may wish to revise your search using a Suggested Topic:

Databases selected: ABI/INFORM Dateline, ABI/INFORM Global, ABI/INFORM Trade & Industry

**Results** – powered by ProQuest® Smart Search

**Suggested Topics** [About](#) < Previous | Next >

- [Target markets AND Flavors](#)
- [Target markets AND Water](#)
- [Target markets AND Market segments](#)
- [Target markets](#)

**Browse Suggested Publications** [About](#)

- [Advertising Age, Midwest region edition](#)
- [Brandweek, New York](#)
- [Marketing, London](#)
- [Electronic Engineering Times, Manhasset](#)

21 documents found for: ("target markets" or "market segment\*") AND (flavor\* w/3 water) [Refine Search](#) | [Set Up Alert](#) ✉

**Trade Publications**

Mark all [0](#) marked items: [Email](#) / [Cite](#) / [Export](#) [Show only full text](#)

1. [Latin Americans sprint toward sports drinks](#)  
Lucien O Chauvin. **Beverage World**. New York: Mar 15, 2006. Vol. 125, Iss. 1760; p. 8 (1 page) [KULink](#)

[Text+Graphics](#) [Full Text - PDF](#) [Abstract](#)

2. [CSDs increasingly catering to consumer's lifestyles](#)

## Factiva—Search (\*Only 6 users at a time can use Factiva—please **logout** when finished.)

factiva Search 2.0 Beta Search Track News Pages Companies/Markets

RSS interface language tools **logout** Support

**Search Builder** | Saved Searches

**Free Text** [Examples](#) flavor\* w/5 water and (marketing or advertis\*) [Run Search](#)

**Date** In the last 2 years

**Select Sources and Factiva Intelligent Indexing™**

**Currently Selected**

- Source: All Sources
- Company: All Companies
- Subject: [Marketing](#) Or [Performance](#) Or [Plans/Strategy](#) Or [Research/Development](#) Or [Corporate Changes](#)
- Industry: [Bottled Water](#)
- Region: All Regions
- Language: [English](#)
- Look up

**More Options**

Search for free-text terms in: [Full Article](#) Custom

**Exclude:**  Republished news  Recurring pricing and market data  Obituaries, sports, calendars...

**Sort results by:** [Relevance](#)

❖ Use truncation, nesting, Boolean and/or proximity operators for more effective searching

❖ Click on Examples link for search tips

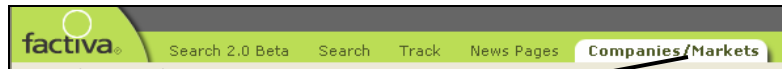
\*Drill down w/in these to weed out tangential sources

Exclude these, and sort by Relevance, but note date of info

\*Drilling down—click + to see, - to hide, and ⓘ for more info about subcategories.

## Factiva—Companies/Markets

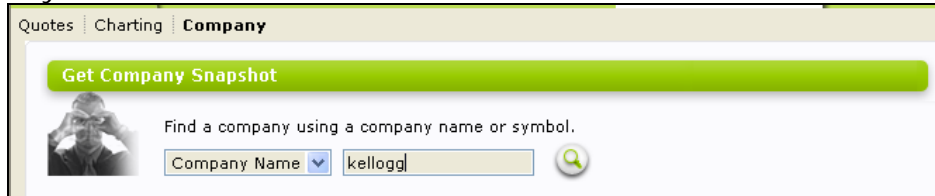
- ❖ Click Companies/Markets tab:



- ❖ Click Company search:



- ❖ Type in company name:



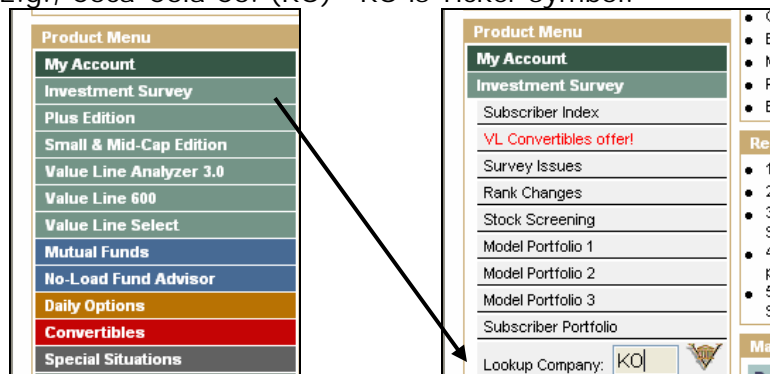
- ❖ **Company Snapshot—**

- General Info: Stock price activity, NAICS industry classification, key execs and financials
- News Briefs: Latest news, trade articles
- Peer Group: competitor info

## Value Line Research Center\*

\*Aimed at investors, but has good info about industry/company projections, performance, influences, etc.

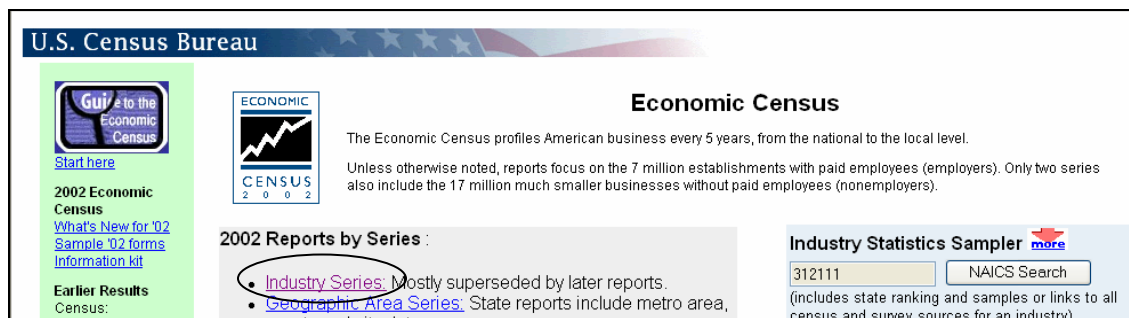
- ❖ Click on Investment Survey in Product Menu to left of screen
- ❖ Look up an individual company by its Ticker symbol (see Business & Company Resource Center Company Profiles. E.g., Coca-Cola Co. (KO)—KO is Ticker symbol:



- ❖ Be sure to check out Company Commentary, Industry Commentary, and Industry Peers
- ❖ Guide for interpreting Value Line Investment Survey: [http://www.valueline.com/ed\\_vlpage.html](http://www.valueline.com/ed_vlpage.html)

## Searching the Web

- ❖ Looking for industry information
  - **US Economic Census Industry Series** (<http://www.census.gov/econ/census02/>)



- Current Industrial Report (<http://www.census.gov/cir/www/>)—monthly, quarterly, and annual data useful for market analysis and forecasting.
- ❖ Customer satisfaction data
  - **American Customer Satisfaction Index** (<http://www.theacsi.org/index.php>)—ACSI reports scores on a 0-100 scale at the national level and produces indexes for 10 economic

sectors, 43 industries (including e-commerce and e-business) and more than 200 companies and federal or local government agencies

- ❖ Looking for demographics/market segment data
  - **U.S. Census Bureau *Statistical Abstract*** (<http://www.census.gov/compendia/statab/>)—great place to find summary statistics collected by the US Census Bureau, and look at the Source listed for a table of interest to perhaps dig deeper—Excel files allow you to manipulate the data and generate charts for visual representation of data.
  - **Library of Congress Business Reference Services—“Market Segmentation”** (<http://www.loc.gov/rr/business/marketing/>)—a guide to print and online sources
- ❖ Look at professional association websites
  - May be listed in Business & Company Resource Center under Associations tab
  - Try searching using a Google Advanced Search and limiting to .org sites

### **Some Print Resources...**

- ❖ *Standard & Poor's Industry Surveys* (Anschutz Library—Reference, HC106.6 .S74)
- ❖ *Market Share Reporter* (Anschutz Library—Reference, HF5410 .M35)—often the most up-to-date market share data
- ❖ *Lifestyle Market Analyst* (Anschutz Library—Reference, HF5415.33.U6 L54)
- ❖ Market research on specific segments:

<b>Baby Boomers and Older</b>	<b>Millennials/Generation Y/Echo Boomers</b>
<p><i>50+ marketing: marketing, communicating, and selling to the over 50s generations</i> / Jean-Paul Tréguer. Location: Anschutz Library, HF5415 .T6965 2002</p>	<p><i>Millennials and the pop culture: strategies for a new generation of consumers in music, movies, television, the internet, and video games</i> / William Strauss, Neil Howe, with Pete Markiewicz. Location: Watson Library Stacks, HQ796 .S866 2006</p>
<p><i>The maturing marketplace: buying habits of baby boomers and their parents</i> / George P. Moschis... Location: Anschutz Library, HF5415.33.U6 M36 2000</p>	<p><i>Children, teens, families, and mass media: the millennial generation</i> / Rose M. Kundanis. Location: Watson Library Stacks, P94.5.C552 U65 2003</p>
<p><i>Marketing to the mindset of boomers and their elders</i> / Carol M. Morgan and Doran J. Levy. Location: Anschutz Library, HF5415.127 .M664 2002</p>	<p><i>The Millennials: Americans under age 25</i> / by the New Strategist editors. Location: Watson Library Stacks, HQ796 .M55 2001</p>
<p><i>Older Americans: a changing market</i> / by the New Strategist editors. Location: Watson Library Stacks, HQ1064.U5 O4155 2004</p>	<p><i>Millennials rising: the next great generation</i> / by Neil Howe and Bill Strauss ; cartoons by R.J. Matson. Location: Watson Library Stacks, HQ796 .H74 2000</p>
<p><i>Advertising to baby boomers</i> / Chuck Nyren. Location: Anschutz Library, HF5823 .N85 2005</p>	<p><i>Millennials go to college: strategies for a new generation on campus: recruiting and admissions, campus life, and the classroom</i> / by Neil Howe &amp; William Strauss. Location: Watson Library Stacks, LA229 .H63 2003</p>

### **Some possible keywords/keyword combinations...**

- ❖ advertis\* or marketing or “market strateg\*” or “public relations” or “sales promotions”
  - \* is a truncation symbol, which allows searching for variant forms of a word, e.g. advertis\* will return results with advertising, advertisers, advertisements, etc.
- ❖ “target markets” or “market segment\*” or “niche marketing” or demographics or psychographics
- ❖ revenue or profit or sales
- ❖ “market shares” or “market segment\*”
- ❖ “consumer behavior” or “consumer attitudes” or “consumer spending” or “consumer expenditures” or consumption
- ❖ “sales forecasting” or “market potential” or future or “market analysis”