Library Resources & Services for MBA students

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Agenda

Details

Potential

Advice
Your Business Librarian Team

Moninder Lalli
Vancouver

Mark Bodnar
Burnaby & Surrey
Belzberg Library

Equipment and Technology Borrowing
I’m researching the industry strategy for car repair shops in Vancouver.
Contact the library
Contact the library

“Ask a Librarian” link

Chat, Phone, Email, Text, In-person…
Main Business Guide:
http://www.lib.sfu.ca/help/research-assistance/subject/business

Additional resources (Case studies, Company information, Market Research, etc)
First...

Industry surveys

Secondary Market Research Resources

There is a large amount of market research information available in print, on electronic databases, and on the web. Use this guide as a starting point for your research but remember that there are many more sources than those listed here.

Don't hesitate to ask for help at any of the SFU Library branches. You may also contact our reference librarians via telephone, chat, or email using our Ask a Librarian services.

Asking for help can save you a lot of time!

1. First Steps
   1.a. What are you looking for?
   1.b. Who might publish the information you need?

2. Market Overview

4. Business Conditions
   4.a. Journals & Magazines
   4.b. Government Sources

5. Demographics and Consumer Behaviour

Company Information

Company information is available in a wide variety of online and print sources. This guide is a starting point for company research, not a comprehensive source list. Ask our Reference Librarians for assistance if you are unable to find the information you need.

Generally, it is easier to find information about large, public, Canadian/US companies than about small, private, or foreign companies.

1. Company Web Sites
2. Directories and Reports
3. Financial Information
4. Company Histories
5. Newspaper and Journal Articles
6. Other Sources
7. Other Relevant SFU Library Guides
Discussion

Brainstorming specific needs/questions

- Economic & business environment?
- Competitors & suppliers?
- Customers?
Nature of business information...

- Big name analysis
- Below + analysis
- Aggregated information + gaps filled with primary research
- Aggregated and incomplete information
- Dispersed and incomplete information

Discussion

$$$$
Discussion

Adjusting expectations…

- Why would this info be published?
- Why might it *not* be published?
- Might someone have estimated it?
- Can we bend the constraints a bit?
- Can we look for disaggregated info instead?
Wine industry in BC!
Exploration

Identify likely publishers…
Exploration
Government depts
Exploration

Associations

Number of wineries
209 grape wine wineries licensed in British Columbia. 128 are members of the BCWI. BCWI membership represents 95% of BC VQA sales, 95% of the total wine production in the province, and produces 88% of 100% BC grape wine production.

Five wine regions (designated viticultural areas)
- Okanagan Valley
- Similkameen Valley
- Fraser Valley
- Vancouver Island
- Gulf Islands

Number of vineyards
864 (wineries and independent growers)

Grape varieties produced
60+
Exploration

Academic researchers
Exploration

Private research firms
Exploration
News sources

Canadian Invasion.

Authors: Bettridge, Jack
Document Type: Article
Subject Terms: *ALCOHOLIC beverage industry
ALCOHOLIC beverages -- Canada
Geographic Terms: CANADA

Wine Country Dreams.

Authors: Brennan, Morgan
Document Type: Article
Subject Terms: *WINERIES
*REAL property
*WINE & wine making
*BUSINESS enterprises
VINEYARDS

Report toasts robust wine industry

A reason to toast Canada's growing wine industry; Consolidation, better grapes help propel gains in annual output, study finds
“Thanks again for all your help - all these databases can be overwhelming!”
Bottom Line

• You’re not alone!
  There are Business Information experts available to help.

• Give yourself time…
  to explore, learn, change your topic…

• Learn the basics early.
  Start exploring our guides and resources before Summer 2016.
Hidden Treasures...

lynda.com®

My courses

Recommended for me  Playlists  Course history  Course Notes

10-minute tips

Small Business Secrets : Aug 26
Crafting a job and pay range

Deke’s Techniques : Aug 26
Creating a 3D doughnut in Illustrator

Pro Video Tips : Aug 26
Introduction to lighting ratios
WHO urged to allow untested Ebola drugs

With more than 1,000 lives now lost to Ebola, drug makers should be allowed to test their unproven medicines and vaccines on West Africans given the desperate nature of the situation, advisors to the World Health Organization have concluded. These include the Zmapp drug, which is based on three monoclonal antibodies, one of which is derived from a clone of a Neutralising serum.

Screen Legend Mourned

Lauren Bacall, a slickly, sultry-voiced actress, created onscreen magic with Humphrey Bogart in To Have and Have Not and The Big Sleep and off-screen magic in one of Hollywood’s most storied marriages. Bacall, whose long career brought two Tons and a special Oscar, died in New York Tuesday at age 89. The managing partner of the Humfrey Bogart Estate, Robert J.F. de Klerk, said Bacall Ottawa Citizen | Canada | Wed, 13 Aug 2014

Death details

SAN RAFAEL, CALIF. - Authorities detailed Robin Williams’ final moments Tuesday, saying the actor and comedian hanged himself with a belt in his home north of San Francisco. Lieutenant Keith Boyd of the Marin County Sheriff’s Office, said Mr. Williams was last seen alive by his wife, Susan Schneider, on Sunday night when she went to bed in a separate room. She woke up the next morning and finding he was still alive. Soon after that Mr. National Post (Latest Edition) | Canada | Wed, 13 Aug 2014

‘Aid’ convoy departs Moscow.

MOSCOW - With a theatrical flourish, Russia Tuesday dispatched hundreds of trucks covered in white flags and crosses and loaded with food aid to a desperate rebel-held zone in eastern Ukraine. The lifts the kilometer-long convoy sparked a show of indignation from the government in Kyiv, which insisted any aid must be delivered by the International Red Cross. Ukraine and the West have openly expressed their concern.

B. C. public system among world’s best

As back-to-school ads start popping up in newspapers and on the airwaves, many B.C. parents and students are optimistic about what to expect if school will be anything close to normal.

The Vancouver Sun | Canada | Wed, 13 Aug 2014
And finally…

A few tips to get you started

• **Specific article:**
  Peer Coaching: A Relational Process for Accelerating Career Learning

• **Articles on a topic:**
  Teamwork among business school students

• **(E)books**

• **Research guides:**
  Business + Belzberg + …
Questions?

Good luck!

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