



Business Reference Suite

Overview

Business Reference Suite brings together three business databases: Business and Industry, Business and Management Practices, and TableBase.

These databases form a core business reference collection featuring more than 1,400 worldwide business sources, plus several thousand tables with strategic data. Its coverage is over 60% full-text and it is updated daily.

Types of information

- **Company information** (Features articles, News)
- **Industry information** (Features articles, News)
- **Business and Management Literature** (Academic articles)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Business Reference Suite** then click on **Direct access to: Business Reference Suite** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Business Reference Suite**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Business Reference Suite**.

B. Searching




1. You have several options to search in Business Reference Suite. If you have a specific term phrases or keywords, you can type it into the **Word or Phrase** or **Words in Title** fields. Or if you want information for a company, you may enter the company name in the **Company** field.
2. You may combine phrases, keywords and company names with an appropriate **Concept Term** or **Industry** to focus results:
 - **Concept Terms** define the events or facts discussed in articles.
 - **Industry** limits your search to the relevant set of SICs/Product codes
3. You may also limit the extent of your search:
 - by the **dated from** and **to** defining the date of publication.
 - by **Document Type** identifies the type of articles or sources from which you would like the information to be retrieved.
 - by **Geo Region** if you only need information regarding a specific country.
4. For all the above options, you may multi select terms using the Ctrl key and further refine your search using the **AND/OR** operator.
5. It is not compulsory to use all the options in a search. This is just to illustrate the potential combinations available.

Once you have made your selections, click on and the number of results in each of the selected databases will be displayed.

C. Displaying results

1. To view the results, click on  next to each database name.
2. To view an article, click on the  and the article will be displayed.




D. Marking and Saving

1. From the results list you can mark an article for use later. Select the next to the article. At any time you may  to view your selected articles.
2. When you are viewing your results, you may save to disk by going to **File** and **Save As** on the browser's toolbar.
3. Select the destination for the file and an appropriate filename with the correct file type (either .html or .txt).
4. Click  to return to your results list. Remember to  so as not to duplicate your selection of articles.

E. Printing

As you are viewing your article(s), you may print by simply clicking the **Print Icon** on the browser's button bar, or by going to **File** and **Print** from the tool bar. Select your destination printer.

F. Hints and tips

1. You may click on  to send your checked articles to a valid address. Only articles that are checked will be sent via email. Articles that have been cleared will be removed from the **Send E-mail** list. Enter a single valid E-mail address and click .
2. Do not forget that at the top of each screen in Business Reference Suite, there is the  button.
3. If you have any problems using this database please contact the Infodesk
Infodesk@imd.ch
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