



Datamonitor / Marketline

Overview

Datamonitor / Marketline uses published desk research and secondary data sources to create Company, Industry and Country Profiles.

This collection includes: 2'500 market research reports, 20'000 company profiles, 2500 company SWOT analyses, 60 country profiles, 50 industry lists, news and comment, financial deals.





Types of information

- **Company information** (Company profiles, History)
- **Country Information** (Country profiles, Economy)
- **Industry Information** (Industry reports: Aerospace and defence, Agriculture, Automotive, Business and consumer services, Chemicals, Construction and real Estate, Consumer packaged goods, Energy and Utilities, Environmental and Waste Management Services, Financial services, General Business, Government and Non-Profit Organisations, Industrial Goods and Machinery, Leisure and Arts, Media, Metals and Mining, Paper and Packaging, Pharmaceuticals and Healthcare, Retailing, Technology and Communications, Textiles, Transport and Logistics, Wholesale)





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 **Datamonitor/Marketline** then click on **Direct access to: Datamonitor/Marketline** 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 **Datamonitor/Marketline**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Datamonitor/Marketline**.

B. Searching

1. There are two ways to find a report, either by using the browse feature or by using the search engine within the database.
2. Browsing: The browse feature allows you to see the names of the companies, countries and industries, which are represented in the database. Simply click on one of the three browse options which are offered on the homepage to access the listings.
 **BROWSE ALL INDUSTRIES INFORMATION**  **BROWSE ALL COMPANIES INFORMATION**  **BROWSE ALL COUNTRIES INFORMATION**
3. For a straightforward view of all industries and sectors use the [Click here](#) link on the homepage or the **Find Information** tab.
4. Searching: Enter a keyword in the **SEARCH OUR PRODUCTS** window and click on  or **go**. The results of the search will be displayed.
5. You may refine these results by type, date, industry or geography, using the menu on the left.
6. Use the tools and databases menu on the right of the homepage to access information on financial deals, demographic and economic indicators and consumer markets data.



C. Displaying results

1. To display an industry report, simply click on the title.
2. For the company profiles, click on  [View the full profile](#) to see the report displayed section by section in html. Use the menu on the left to see the full html report. Choose  [Download the full profile](#) to download the full PDF version.
3. For the country profiles, click on  to download the full report. Use  to access the Base Drivers Database, which permits you to search and compare economic and demographic indicators for on over 200 countries and about 50 regions.

D. Marking and Saving

1. This database does not permit you to mark records.
2. To save a PDF report you should choose the “save a copy” option in the file tab, and then choose where you would like to save it. Remember to choose an appropriate file name.

E. Printing

1. To print a full PDF report, click the  icon from the top of the report.
2. To print a section of an html report, use the  icon from your browser toolbar.

F. Hints and tips

1. Please remember that these reports are not the full Datamonitor reports.
2. If you have any problems using this database please contact the Infodesk.
Infodesk@imd.ch
Tel +41 21 618 0366
Fax +41 21 618 0631