

## Overview

Frost & Sullivan offers detailed market analysis on a number of key industries. In particular these reports focus on growth opportunities, market research and technical insights.

## Type of information

- **Industry information** (Industry reports: Aerospace and defence, Automotive, Beverages, Chemical, Computing, Construction, Consumer goods, Cosmetics, Defence and security, Electronics, Energy, Food, Healthcare, Information technology, Logistics, Machinery, Paper and packaging, Petrochemical, Pharmaceutical, Telecommunication, Textile, Transport, Utilities)

## Getting started

1. On Campus: Log onto [www.imd.ch](http://www.imd.ch), click on **Research & Knowledge, Information Center**, select **Databases**. Choose “**All databases**” followed by **Frost** and click **on the database name**.
2. Participants off campus: Log onto your program portal and click on the menu **Info Center** and choose **Databases**. A new window will open, click **Go** next to **Frost**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** from the menu on the left and choose **Online Databases**. Click **Go** next to **Frost.com**.

## Searching

1. To start your search you should select **RESEARCH FINDER**, which you will find on the right hand side of the screen. Go straight to this facility and click **GO**.
2. There are two ways to find a report: **BROWSE CATEGORIES** or **ADVANCED SEARCH**.
3. **BROWSE CATEGORIES** allows you to click through the complete 3 level hierarchy of market sectors so that you are shown all content available within a specific area. This is a fast way to browse the research by sector and by date.
4. **ADVANCED SEARCH** allows you to perform a keyword search of the contents of the entire database with a range of filters to narrow the results you receive

## Displaying results

1. In the search results, **R** denotes a full Market Research Report and **I** denotes a short Market Insight Article.
2. Click on the a report title. There are two ways to view all the chapters within a report. Either click on **VIEW FULL TOC** or click on the headings listed under **TABLE OF CONTENTS** to use the navigate report facility.
3. You will see a **NAVIGATE REPORT LINK** at the top of the report content. Clicking on this reveals a new panel that allows you to move to any page of the report directly. Select the page you want to read, and then click **GO**. You can click from page to page using **NEXT** and **PREV**.

## **Marking and Saving**

1. It is not possible to save the entire report in one go. You can however save each page individually by selecting the text, copying it and then pasting it into a word document.
2. It is possible to mark the report. You do this by selecting the report and then clicking on **ADD TO YOUR FOLDER**.

## **Printing**

It is not possible to print the entire report in one go. It should be noted that some of these reports have as many as 400 pages. You can print page by page, and by going to file and then by selecting print.

## **Hints and tips**

1. Please remember that these reports are very long.
2. Reports can be saved or printed, but only page-by-page.
3. If you have any problems using this database please contact the Infodesk  
[infodesk@imd.ch](mailto:infodesk@imd.ch)  
Tel +41 21 618 0366  
Fax +41 21 618 0631