

Global Market Information Database

☑ Overview

Global Market Information Database provides integrated access to statistics, market reports, company profiles and information resources. It contains over 200 country reports, over 4000 market research reports, and profiles from over 3000 of the worlds leading consumer goods companies.

☑ Types of information

- **Country information** (Economy, Emerging markets, Statistics)
- **Industry information** (Industry reports: Aerospace and defence, Beverages, Computing, Consumer goods, Cosmetics, Electronics, Food, Healthcare, Household appliance, Household care, Information technology, Insurance, Leisure, Machinery, Media, Metal, mineral and mining, Paper and packaging, Printing and publishing, Retailing, Textile, Tobacco, Toys, Travel and tourism, Utilities)




☑ Getting started

1. On Campus: Log onto www.imd.ch, click on **Research & Knowledge, Information Center**, select **Databases**. Choose “**All databases**” followed by **Global Market Information Database** 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 **Global Market Information Database**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** from the menu on the left and chose **Online Databases**. Click **Go** next to **Global Market Information database**.






☑ Searching

1. There are three ways to search the database. Use the keyword search, the menu search or the browse.
2. **Keyword search** **Keyword search** : enter your keywords in the Keyword search box. You can run a combined search using **AND, OR, NOT**.
3. **Menu search**. There are two menus to select from **Geography** and **Category**. The menus are expandable by clicking [+]. Just click on the terms you want from the two menus and click on. **RUN SEARCH**
4. Icons under Select Category indicate the types of data available at every level: Statistics, Market reports, Companies and market share, Sources.
5. You can find data of interest within the category menu using the category filter function **FIND** .
6. Market reports can be accessed via the menu bar **Browse reports** **Browse reports** |.

Displaying Results

1. The quickest way to display results is to click an underlined heading.
2. Custom results are created using the check boxes to make multiple selections. Once you have chosen data choose how you wish to display it.
3. **Load details** :  statistical data selections are loaded in an interactive format.
4. **Build report**  : data selections are displayed in a custom report.
5. **Excel format**  : statistical data selections are loaded into an MS Excel spreadsheet
6. **PDF format**: data selections are displayed in PDF.

Marking, saving and printing

1. A variety of display options are available to you depending on the type of search you have made.
2. From the left-hand menu, icons are displayed which enable you to either, **print** , **save** , **export to Excel** , **create a .pdf**  or **view the report in full** .  .

Hints and tips

1. When you make your search, you cannot combine the two methods of searching, **Menu** and **Keyword search**.
2. Previously saved searches can be retrieved from **Search Options** on the menu bar.
3. Don't forget to use the HELP menu (at the top of every page). You can download a complete User guide for GMID.
4. 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