



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)

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 **Global Market Information Database** then click on **Direct access to: Global Market Information Database** 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 **Global Market Information Database**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Global Market Information Database**.

B. Searching

There are three ways to search the database. Use the **menu search**, the **text search** or the **browse options**.

1. Menu search. Search using **Category** and **Geography** trees. First choose the menus for Category. The menus are expandable by clicking [+]. Just click on the terms you want from the menus and click on or use the **Find Category** box. In the menu the following symbols indicate what content is available for different categories/sub-categories:

 Statistics  Reports  Comment  Information Sources


Then click  and select the menus for **Geography**. The selected menus can be removed on the right-hand in the **Selected Items**. Then click on 

2. Text search. You can whether use the **Quick Text Search** or **Advanced Text Search**. Enter your keywords in the boxes. You can run a combined search using **AND, OR, NOT**.

3. Browse. Use the **Browse analysis** menu or navigation bar on the top of your screen for quick access to the latest research for Industries, Countries, Consumers, Companies, Geographies (individual countries or regions).



On the displayed page you will find on the left-hand a selection of categories to refine or modify your search. In the middle and on the right-hand you will find Headlines, Key trends and Latest Reports on the subject.


C. Displaying Results

1. The quickest way to display results is to click on the  icon next to the document you want to retrieve in the upper left-hand box.
2. You can also build a selection, filter your results by geography, category or title or review your selections.







Once you have selected the document, it will be displayed with a table of contents on the left-hand and related information on the right-hand.

To retrieve the whole report click on the  icon.



If you want to go back to the results list, use the  or  to modify the search.

On a statistic result page, you can also show chart for statistics  and enhance your statistics sheet with different selections, **Time series**, **Categories**, **Geographies** etc.

D. 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 right-hand menu, icons are displayed which enable you to either,  **save to my research**,  **print**,  **export to Adobe PDF**,  **export to Microsoft Word**,  **export to Microsoft Excel**,  **export to Microsoft Excel with layout**.

E. Hints and tips

1. You can return to your home page from anywhere in the site by clicking the **My Home** link

[My Home >](#)
2. You can create your own user profile to access personalised features including saving your research on the home page by clicking **Personalise this site**
3. Previously saved searches can be retrieved from  on the upper right-hand menu bar.
4. Don't forget to use the **HELP ?** menu (at the right top of every page). You can access a complete **User guide** for GMID. On the home page, you can also click on **Getting started** to have a quick tour of the site.
5. If you have any problems using this database please contact the Infodesk
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