

Industry Profiles in the Library

Business Source Complete

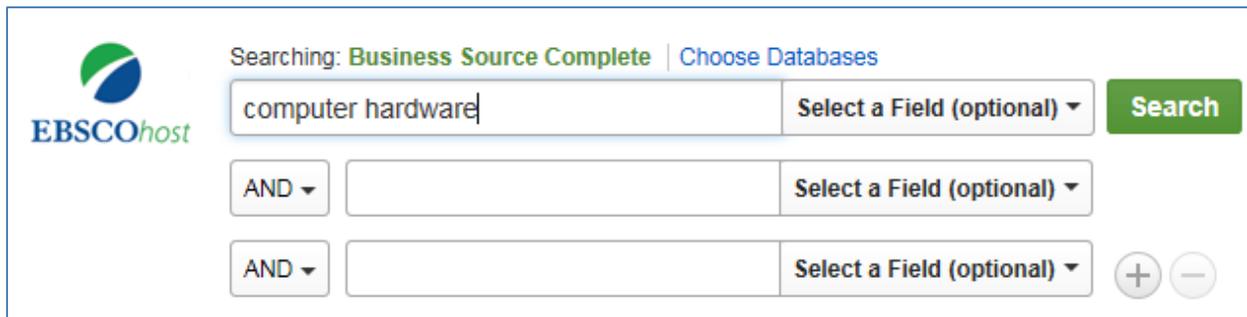
Business Source Complete is one of the library's business research databases. You can use Business Source Complete to find articles from journals, newspapers, and magazines, as well as industry profiles. To search Business Source Complete, follow these steps.

- Look for **Business Source Complete** in the list on the library homepage. Click directly on its title to load Business Source Complete's search page.



Image of database link

- Once you have Business Source Complete loaded, type the **name of the industry** you are interested in into the search box and click the **Search** button.



EBSCOhost Searching: **Business Source Complete** | Choose Databases
 computer hardware Select a Field (optional) Search
 AND Select a Field (optional)
 AND Select a Field (optional) + -

Image of search box

- Results will load beneath the search boxes. To view industry profiles, look for the **Source Type** on the left side of the screen. Mark the **Industry Profile** box.

Source Types

- All Results
- Industry Profiles (353)
- Trade Publications (1,441)
- Magazines (1,366)
- Academic Journals (406)
- Product Reviews (293)

Image of Source Types options

- The results will reload and will now only contain industry profiles. Profiles are available for regional, global, and country-specific markets.

1. **Computer Hardware Industry Profile: Mexico.**

Computer Hardware Industry Profile: Mexico. 7/ 1/2014, p1-32. 32p.

Subjects: COMPUTER industry; COMPUTER input-output equipment; BEST Buy Co. Inc.; GRUPO Elektra SA de CV; RADIOSHACK Corp.; Computer and peripheral equipment manufacturing; Computer Terminal and Other Computer Peripheral Equipment Manufacturing; MEXICO; COMPETITION in the computer industry

 [PDF Full Text](#) (1.1MB)

Image of PDF link

- Click the **PDF Full Text** link beneath a profile's title to read the profile.
- Industry profiles include sections on market value, market value forecasting predictions, market segmentation, market share, competitive landscape, and list the leading companies in the sector.

Detailed Record

PDF Full Text

Source: Computer Hardware Industry Profile: United States
Date: June 1, 2015

Inside this work

Choose Another Issue

MarketLine Industry Profile

Computer Hardware in the United States

June 2015

Image of result

- You can print, email, or save any industry profile.

*Image of print, email, and save options*

- When searching, you may also add the name of a country you're specifically interested in the second search box to refine your results even further.

The screenshot shows the EBSCOhost search interface. At the top left is the EBSCOhost logo. The search bar contains the text 'computer hardware'. To the right of the search bar is a dropdown menu labeled 'Select a Field (optional)'. Below the search bar is a second search box containing the text 'Australia'. To the left of this second search box is a dropdown menu labeled 'AND'. To the right of the second search box is another dropdown menu labeled 'Select a Field (optional)'. At the bottom right of the search interface are two circular buttons, one with a plus sign and one with a minus sign. A green 'Search' button is located to the right of the first search bar.

Image of search box

- The names of the industries in these profiles are very specific, so if your first search doesn't yield any results, try searching for synonyms and like-terms for that industry. It may also be that what you're searching for is a small part of a larger industry, and the profile is titled by the larger industry. There's no quick way to know what term to use, so you may have to make a few guesses before you find your profile!

The image shows two side-by-side screenshots of the EBSCOhost search interface. The left screenshot shows a search for 'washing machines' with a red X over the search bar. The right screenshot shows a search for 'household appliances' with a green checkmark over the search bar.

Good guess, but too specific....

Just right! This profile covers the greater appliances industry, which includes washing machines.

Image of search

- If you're not sure, don't hesitate to contact the library and we would be more than happy to help you find the right phrase.

IBISWorld Industry Research Reports

IBISWorld is a business intelligence company, offering extensive research reports for more than 1,000 industries in the United States. These reports are available in the library's IBISWorld Industry Research Reports database. They include statistics as well as information related to industry life cycle, market size, industry analysis and trends, SWOT analysis, and more.

- Scroll through the alphabetical list of databases and look for **IBISWorld Industry Research Reports**. Click directly on its title to load the search page.



Image of database link

- Use the search box in the middle of the page to search for industry reports. Enter a NAICS code or a keyword describing an industry into this box. You can also enter a company or product name in this box to find reports that mention that company or product.

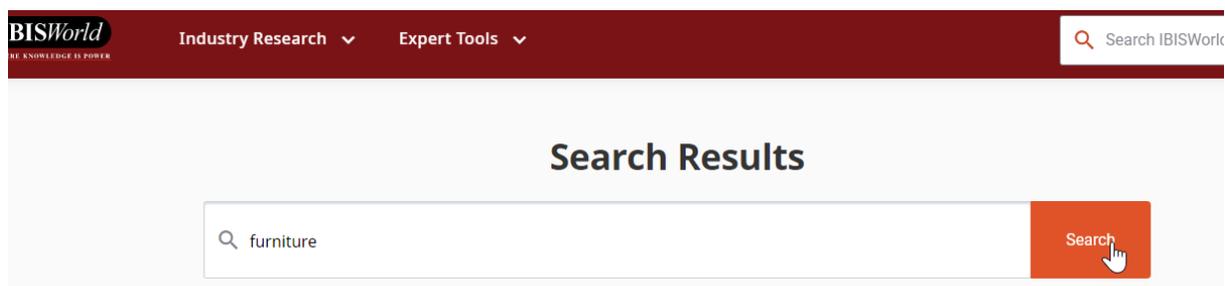


Image of search box

- If you select an industry from the drop list of option, you will be brought immediately to an industry report.

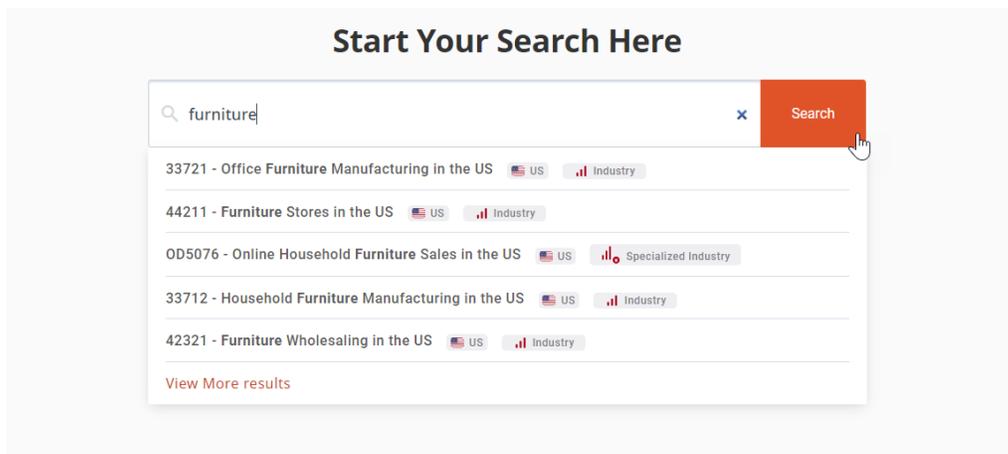


Image of search box

- If you search on a keyword or industry code, you will be brought to a list of options

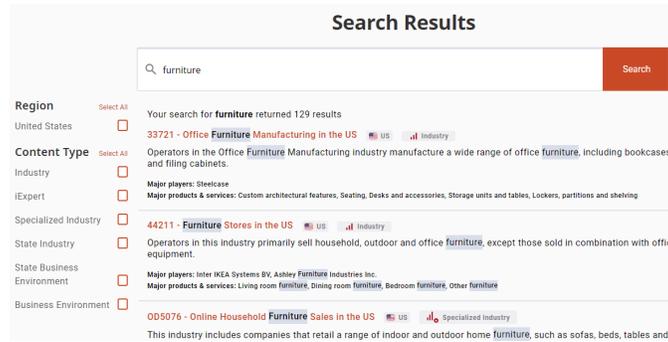
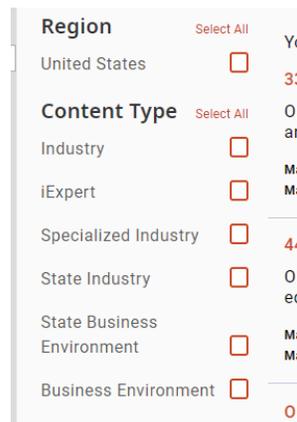


Image of results page

- You can use the filters on the left to narrow the results to a particular type of report, or region (if more than one is given).



Options to limit

There are several type of reports available in IBISWorld:

Industry Reports are industry profiles of NAICS-classified industries.

Specialized Industry Reports are industry profiles of niche and emerging industries.

Industry iExpert Summaries are summaries of Industry Reports.

Specialized Industry iExpert Summaries are summaries of Specialized Industry Reports.

Business Environment Profiles & State Profiles examine external factors that impact industry performance such as commodity prices or consumer behavior.

- Click on the name of a report to read it in full.



Image of result

- Use the links on the left to navigate to different sections of the report. Click on a heading to view that section of the report.

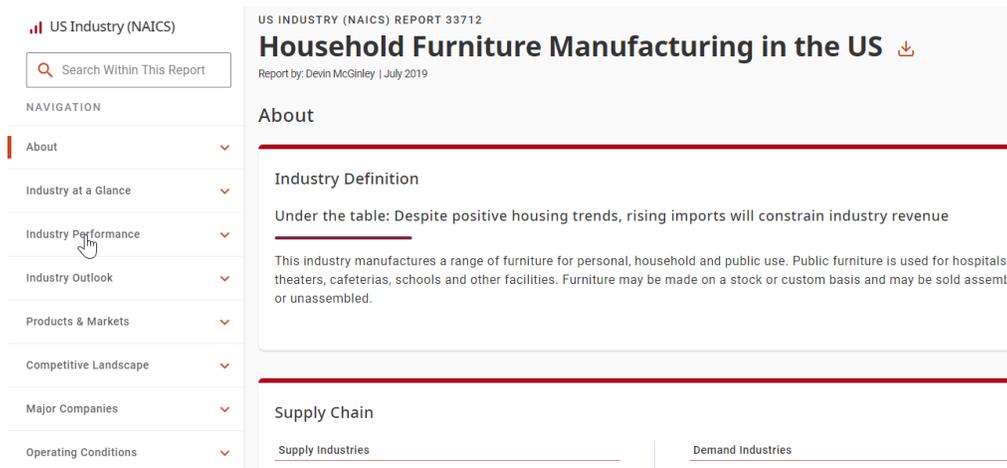


Image of database report

- Click the arrow to open the menu and view sub-sections of that area.

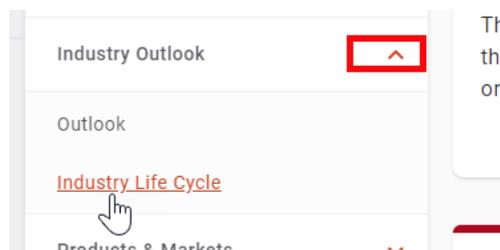


Image of database report

- You can also go to the next or previous topic, by using the links at the bottom of the page.

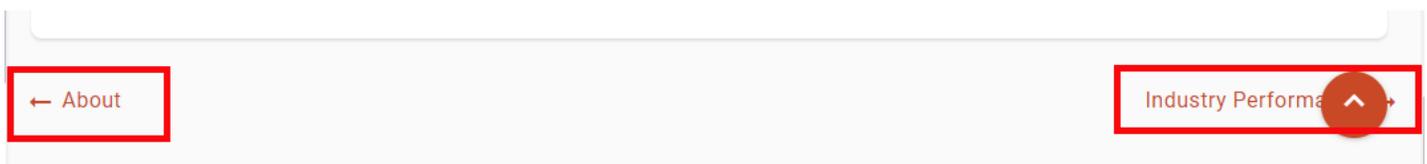


Image of database report

- To download and save or print the report, click the arrow to the right of the title at the top of the report.

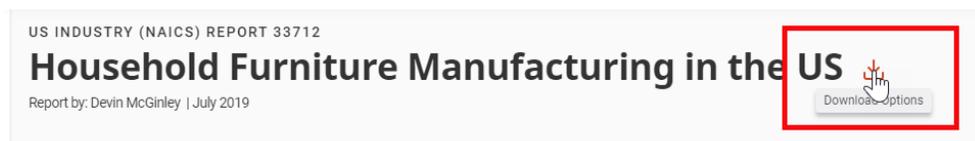


Image of Download icon

- Select the format (PDF, Excel, etc.) according to your preference and the options available.

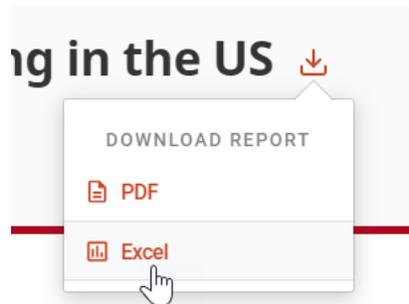


Image of Download options

- A PDF will open in a new window. You can then use the icons to download and save or print.



Image of PDF icons

- Other formats may appear at the bottom of the screen in the lower right corner. Click on them to open.
- Use the option “Search Within This Report” to search within the report for a keyword.



Image of Search box

- The report will show your search term highlighted and indicate how many times it appears in the report.



Image of results

- To search for something else, use the search box at the top of the page, or click the **IBISWorld logo** to go back to the homepage.

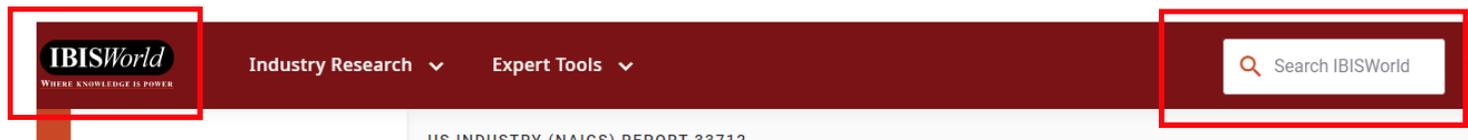


Image of database links

- You can also find reports by clicking the link for Industry Research at the top of the page, and select the report type.



Image of Search screen

- Click on the name of a report to read it in full.



Image of report links

Business Market Research Collection

Business Market Research Collection provides company, industry, and geopolitical macroeconomic market research from three sources. You can find Snapshot Series Industry Reports in this database. These reports include statistics pertaining to industry performance and trends.

- Look for **Business Market Research Collection** in the list on the library homepage and click its name to open the database.

Business Market Research Collection (ProQuest)

Topics: Company Information

Materials: Company Reports

Image of database link

- Once you have the search page loaded, type the **name of the industry** you are interested in into the search box and click the *magnifying glass* icon.



Image of search box

- Results will load beneath the search boxes. To view industry profiles, look for **Document Type** on the left side of the screen. Click on the **Industry Report** link.



Image of Document Type options

- The results will reload and will now only contain industry profiles. Profiles are available for regional, global, and country-specific markets.
- Use the slider under **Publication date** on the left side of the screen to narrow your results to recently published reports.

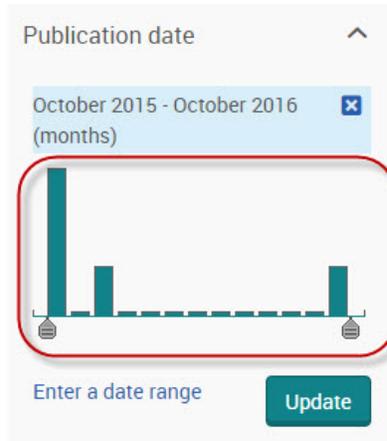


Image of date range

- Click the **PDF Full Text** link beneath a profile's title to read the profile.



Image of PDF link

- The report will open. Use the links on the right side of the screen to email, download, or print the report.



Image of download, cite, print, and email options

Web Resources

The library also has annual report information and links in the Web Resources section of the library. To search the Web Resources for industry information, follow these steps:

- From the library homepage locate **Additional Resources**. Click on **A-Z List of Resource Tools & Tutorials**.



Image of library page

- Click on **Business** under **Web Resources**.

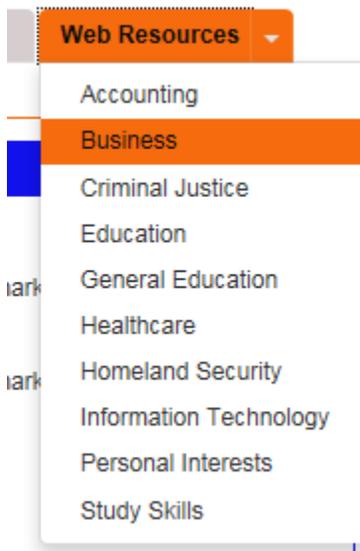


Image of library index page

- From the **Table of Contents** select **Industry & Market Research**, then click on the links to open the webpages.

Table of Contents	Industry & Market Research
Business Law	<ul style="list-style-type: none"> • Conducting Market Research Guide to conducting market research from the U.S. Sr • Conducting Market Research (SBA.gov) Guide to conducting market research from the U.S. Sr • Industry Statistics (Bureau of Labor Statistics) Industry information for the U.S. which is based on dat • North American Industry Classification System (NAICS) The NAICS is used by federal statistical agencies for th industry in the system is identified by a six-digit code. I <i>more...</i> • Statistics for Specific Industries This page from the U.S. Small Business Administrator
Business Technologies	
Communications	
Company Research	
Demographics	
E-commerce	
Economics	
Ethics	
Finance & Investing	
Human Resources	
» Industry & Market Research	

Image of library index page

- **Note:** You can also try searching your favorite web search engine for the name of an industry and the phrase industry profile or industry statistics, as in the Google search example below:



Image of search box

Library Contact

- If you have any questions, or if you need assistance using the library's resources, please let us know!
- Contact your campus librarians using the information below. The library is also available through Messenger.
- To receive the quickest response, please be sure to use the contact information for your campus.

Campus	Email	Phone
AIU Online	librarian@aiuniv.edu	877-221-5800 x15721 Or: 847-851-5721
AIU Houston	library@aiuniv.edu	832-201-3640
AIU Atlanta	atllib@aiuniv.edu	404-965-6533