SEP: School of Engineering Practice

Library Services & Resources

Ines Perkovic, Business Librarian
Innis Library, KTH-108
perkovic@mcmaster.ca

October 7, 2014
Session Outline

• Finding library resources
• Accessing library resources
• Best library databases for industry & market research
• Accessing resources not available at McMaster
• Citing
• How to get more help
• **Mills** Memorial Library (Humanities & Social Sciences)

• **Innis** Library (Business), Kenneth Taylor Hall, Rm 108

• **H.G. Thode** Library of Science & Engineering

• **Health Sciences** Library, McMaster University Medical Centre
Finding Library Resources @ McMaster

**Library Databases**
- Catalogue
- Articles/Databases

**NOTE:** Articles, company financials, data, reports, etc. are contained in databases. Need to connect to a database first before searching for content.

**Library Catalogue**
- Books, journal titles, online resources and other materials in all four campus libraries and affiliates.
- Search the catalogue in Anywhere

**Journal, Magazine & Newspaper Titles**
- Catalogue (all formats)
- E-Journals (online only)

**NOTE:** Articles not included
Borrowing Books (& Other Materials)

- **Library Card:** McMaster Student ID card

- **Loan Period for Graduate Students:**
  - 3 months (Mills, Innis & Thode)
  - 2 weeks (Health Sciences Library)

- **Renewals:** All books can be renewed (unless they have been recalled) up to 6 times online.
  - Select [Account/Renewals](#) on Library home page.
  - Login with **14 digit barcode** on your ID card (e.g., 29005...)

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![McMaster University ID Card](image)
Accessing Library’s e-Resources

- McMaster subscribes to thousands of e-Resources (e.g., e-books, e-journals, databases, etc.) costing millions of dollars each year.
- Only accessible to authorized McMaster users only (i.e. current & retired McMaster faculty, staff & currently registered students).
- Use your MAC ID to access the Library’s licensed e-resources on & off-campus!
- Login when prompted or before you begin searching.
Articles/Databases tab
Library databases contain articles, data, reports, etc.

Don’t know the database name? Select a subject area from the drop-down menu (approx. 80 categories) to see a list of relevant databases.

Search or Browse by database name
KEY Library Databases for Industry & Market Research

• IBISWorld
• Business Source Complete
• MarketResearch.com Academic
• Passport
• Factiva
IBISWorld

• Includes over 1000 U.S., 350 Canadian and 100 global industry market research reports.
• Search or browse for content.

Sample Industry Listing

Start your search here:

Search by keyword, company or code:

Browse report listings:

- Road & Highway Construction in the US
- Road & Highway Maintenance in the US
- Road & Highway Services in the US
- Roofing Contractors in the US
- Steel Framing in the US
- Sustainable Building Material Manufacturing in the US
- Tile Installers in the US
- Transmission Line Construction in the US
- Water & Sewer Line Construction in the US
- Water Well Drilling in the US
IBISWorld
Sample Industry Report

IBISWorld Industry Report NN005
Sustainable Building Material Manufacturing in the US

June 2014 | Brittany Carter

Topics typically covered in these 30-40 page reports include:

• external drivers
• market share
• demand determinants
• major markets
• segmentation
• technology & systems

• basis of competition
• key success factors
• cost structure benchmarks
• basis of competition
• barriers to entry
• supply chain
Business Source Complete
Worldwide coverage of business literature. Search or browse for articles, profiles and reports on industries, products & companies.
• Lengthy reports (>25 pages)
• Worldwide coverage
• Typically include:
  – market overview
  – market data
  – market segmentation
  – market outlook
  – five forces analysis
  – competitive landscape
  – leading companies
  – macroeconomic indicators
MarketResearch.com Academic

Includes detailed market research reports from selected publishers such as Kalorama, SBI and Icon Group. Reports cover smaller, niche markets & industries, primarily in the U.S. Search for keywords or browse by subject.

Start your Search

Service Industries
Business Services & Administration, Financial Services

Consumer Goods
Consumer Goods & Retailing, Travel & Leisure

Demographics

Food & Beverage
Agriculture, Beverages, Food, Food Service & Hospitality

Heavy Industry
Energy & Resources, Manufacturing & Construction, Materials & Chemicals

Life Science
Biotechnology, Diagnostics, Healthcare, Medical Devices, Pharmaceuticals

Public Sector

Technology & Media
Computer Hardware & Networking, E-Commerce & IT Outsourcing, Telecommunications & Wireless
Cost is provided for your information. McMaster users can download the report for FREE.
Passport

- Includes detailed reports on 27 consumer oriented industries worldwide.
- Also includes Canadian B2B industry reports – see Industrials menu.
- Also includes current information on companies, consumers and countries.
- Search for keywords or browse menus for relevant content.
CONSUMER LIFESTYLES IN CANADA
Euromonitor International
August 2014

China Plays Catch Up With
Opinion | 11 Jul 2014
Ashma Kunde
Senior Analyst - Apparel and Footwear

NIKE INC IN APPAREL AND FOOTWEAR (ITALY)
Euromonitor International
September 2014

India: Country Pulse
Country Pulse | 22 Sep 2014
Hot topics in September 2014: Affluent consumers intend to spend more next year, Antiqua consumer laws to be reformed and Spotlighting the consumption habits of university student

Affluent consumers intend to spend more next year (September 2014)
More than half of affluent households in India are planning to increase their discretionary spending on travel over the next 12 months. It is encouraging that they regularly spent money on fine dining and 68% on jewellery. Credit cards

ELECTRONIC COMPONENTS, VALVES AND TUBES IN CANADA: ISIC 321
Euromonitor International
April 2013

China has scaled the rankings at a striking pace, leapfrogging from being the 19th largest country in 2008 to the second in 2013.

But, while China is closing the gap in terms of internet retailing penetration, consumer expectations of the online channel remain significantly different to in the US, throwing opportunities and challenges for international brands and retailers.
Includes approximately 8,000 sources:

- Thousands of **company & industry** reports
- 1,000 **international newspapers** including *Globe & Mail*, *Financial Times* & *New York Times*
- 22 languages, 87 countries
- 95% full-text
- Date coverage: varies by publication, but generally mid 1990’s to present
- **Limited to 6 simultaneous users**
Profiles on publicly traded companies can include:

- stock price activity
- business description
- key executives
- key financials
- SWOT analysis
- performance/segment info
- latest news
- peer comparisons
Factiva: Company/Markets > Industry
e.g., Biotechnology

Lists approx. 155 industries

Industry Averages and Ratios
- 1yr Sales Growth: 5.70%
- Net Profit Margin: 17.87%
- P/E ratio: 23.25
- Current Ratio: 4.06
- Debt to Equity Ratio: 8.34

Trade Association Web Sites
- AusBiotech Ltd: http://www.ausbiotech.org
- Biotechnology Industry Organization: http://www.bio.org/
- European Chemical Industry Council: http://www.cefic.org
- European Biopharmaceutical Enterprises: http://www.ebiopharma.org
- European Federation of Biotechnology: http://www.efb-central.org
- Life Sciences Ontario: http://www.lifesciencesontario.ca/

Top Participants by Sales
- Total Number of Companies: 580
- Amgen, Inc.
- Gilead Sciences, Inc.
- Biogen Idec, Inc.
- CSL Ltd.
- UCB SA
- Life Technologies Corp.
- Bio-Rad Laboratories, Inc.
e.g., digital media in the headlines of North American news sources during the last month.
Browse selected news sources by country or by industry.

Telecommunications News

1. **Cellphone Boom Spurs Antenna-Safety Worries**
   The Wall Street Journal, 3 October 2014, 1157 words, (English)
   The antennas fueling the nation's cellphone boom are challenging ... the pull (Document J000000020141003eaa30001a)

2. **Wireless**
   Communications Daily, 1 October 2014, 1015 words, (English)
   Public Knowledge posted an electronic petition Tuesday giving the p ... to protect the public ... (Document COMD000020141004eaa10000a)
Accessing McMaster Resources via Google Scholar

1. Go to http://scholar.google.ca/
2. Click Settings
3. Click Library Links (in left navigation)
4. In the Library Links section, find & select McMaster University Library
   - Library Links (what's this?)
   - mcmaster|
   - e.g., Harvard
   - Show library access links for (choose up to three libraries):
     - McMaster University Library - get it @ Mac
5. Click Save

NOTE: If using Google Scholar on more than one device, these settings will need to be saved on each one.
• Results should now have a get it @Mac (or find it @ Mac) link near the title if available at McMaster libraries
Get it!@Mac Menu

Title: Phytoremediation: current views on an emerging green technology
Source: Journal of soil contamination [1058-8337] Flathman yr.1998 vol.7 iss.4 pg.415

Options for the fulltext of this article are displayed.

When a link is selected, you will be prompted for your MAC ID before viewing the full-text.

If one link doesn’t work, try another.

Click for full-text
Citation Styles
Acknowledging Sources

• Many types of citation styles. Vary by discipline & publication. Some popular examples include ...
  – **ACS** (American Chemical Society)
  – **AIP** (American Institute of Physics)
  – **APA** (American Psychological Association)
  – **Chicago** Manual of Style
  – **IEEE** (Institute of Electrical & Electronics Engineers)
  – **MLA** (Modern Language Association)
• [Citation & Style Guides](http://example.com) (McMaster University)
• [Research & Citation Resources](http://example.com) (Purdue OWL)
Managing Citations

Citation Management Software

- collect, organize & store citations
- create bibliographies in a variety of styles
- share references & collaborate with colleagues

comparison chart of citation management software features from University of Toronto
Interlibrary Loan (I.L.L.)
Get Books & Articles from Other Libraries

• If a book or article is not available at McMaster, use RACER to submit I.L.L. requests (link on home page)
  NOTE: Requires one time registration.

• Regular service is FREE of charge.

• Books: Books will be delivered to McMaster. Pick up and return I.L.L. books at the Mills Library Service Desk (1st floor).

• Articles: I.L.L. articles will be mailed to you online. Paper copies are yours to keep.

• Takes 2-5 days (or longer) for materials to arrive.

• Notified by email when items are available for pickup
RACER Login is your 14 digit McMaster ID barcode.

Type your search words here.

Sign-in:
- Login: [redacted]
- Password: [redacted]
- Your Library: McMaster

Searchable Collections:
- Algoma
- Brock
- Carleton
- Lakehead
- Laurentian
- McMaster
- Nipissing
- Northern Ontario School of Medicine
- Ontario College of Art and Design
- Ottawa
- Queens
Borrowing Books @ Other Universities On Site

- Use a **Reciprocal Borrower Card** to borrow books from other institutions in Canada (including the **University of Toronto**) for **FREE**.

- Some material exclusions (e.g., reserves, reference) and borrowing limitations (shorter loan period, limit on # of items borrowed)

- For full details on program, read the [Canadian University Reciprocal Borrowing Agreement](#) and visit the reciprocal institution’s website for specific policies
Eduroam (Education Roaming)

- Provides **secure wireless network access** to McMaster students, faculty & staff when visiting other institutions.
- McMaster users can open their laptop and log into the eduroam network of a **participating institution** with their **MAC ID** and the realm identifier **@mcmaster.ca** (e.g., janedoe@mcmaster.ca)
- Access to another institution’s licensed online resources will likely be restricted.
Questions? Contact the Library

**Face to Face:**
Service Desk hours for each campus library noted on hours page:
http://library.mcmaster.ca/hours-info/

**Phone:** (905) 525-9140
Extensions for specific libraries noted on help page:
http://library.mcmaster.ca/justask

**e-Mail:** library@mcmaster.ca

**Live Chat:** http://library.mcmaster.ca/justask/
# Stay Connected!

Follow us on social media ...

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<th>Libraries &amp; Departments</th>
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<th>Flickr</th>
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http://library.mcmaster.ca/socialmedia