High School Business Heroes
Research Resources

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Business Librarian

Innis Library (Business)
KTH-108

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Build a strategic marketing plan for automotive sales leveraging relevant advertising mediums with consideration for ‘today’s’ buyer.
• Primary & secondary sources
• How to access, find and search for these sources
• How to get more help!
Primary Sources

- Materials containing first-hand information
- Direct, personal observations
- Original materials that do not analyze or interpret other materials

Examples?

- Diaries & Letters
- Photos & Videos
- Interviews
- Speeches
- **Surveys**
- Art
- Music
Secondary Sources

• Second-hand account, taken from someone or something else
• Usually describing, summarizing, analyzing, evaluating, derived from, or based on primary source materials

Examples ?
• Articles in Journals, Magazines and Newspapers
• Books
• Encyclopedias
• Statistics
• Reviews (Movies, Art, Theatre, etc.)
Secondary Sources @ McMaster

• **Books cannot** be borrowed by high school students, but items may be consulted and/or copied in the library.

• Use McMaster’s **Library Catalogue** to find books in all 4 libraries on campus
  – Mills (Humanities & Social Sciences)
  – Innis (Business)
  – Thode (Science & Engineering)
  – Health Sciences
Secondary Sources @ McMaster

- Magazines, newspapers & reference materials (e.g., directories, etc.) are for in library use only
- Use McMaster’s Library Catalogue to find these types of materials by title

**DRIVING IT HOME**
Canadians vs. Americans: Top 10 differences in auto ownership

**JEREMY CATO**
Special to The Globe and Mail
Published Thursday, May 22, 2014 12:01PM EDT

**TRENDS**
Why millennials are forcing a shift in the auto industry

**STAFF**
The Globe and Mail
Published Tuesday, Apr. 26, 2016 9:46AM EDT
Last updated Tuesday, Apr. 26, 2016 9:49AM EDT

Luxury cars selling big in Canada
Luxury-brand cars are top sellers in Canada, Kumar Saha writes.
Secondary Sources @ McMaster

- The Library’s online resources are only accessible to current McMaster users with a MAC ID.
- Sample research databases ...

- **FACTIVA**
  - Includes 1000s of full-text newspapers from around the world

- **Business Source Complete**
  - Includes articles from business journals, trade & popular magazines. Also includes company and industry reports.

- Sample research databases include:
  - **Toronto Star**
  - **Hamilton Spectator**
  - **The Globe and Mail**
  - **Maclean's**
  - **Marketing Automotive News**
Secondary Sources @ HPL

- Access to all types of library materials is available for free to anyone with an HPL card.
- Get a Library Card
- Use the HPL library catalogue to find books, DVDs and other materials held in all branches of the HPL system

HPL Online Resources:
http://www.hpl.ca/online-resources

- Business
- Consumer Support
- Encyclopedias
- Genealogy
- Health
- Jobs & Careers
- Learning
- Magazines & Newspapers
- Readers' Resources
- Homework Help

Best Bet
Secondary Sources on the Web

• **Associations** and government web sites for trends, statistics, analysis & links

• Use an **Internet search engine** to find these & other materials. For a list of web tools go to: http://library.mcmaster.ca/find/web-search

**Transportation**
Transportation by road
Road motor vehicles, used for personal transport or for the commercial movement of goods or people. Trucking, taxis and limousines, courier and local delivery, buses, and urban transit are included, as are profiles of the stocks of road motor vehicles, distances driven, and fuel used.

**Resources**
- Latest news releases in The Daily (28)
- Summary tables (7)
- Census tables (4)
- Detailed tables from CANSIM (166)
- Publications (100)
- Information for analysts and researchers (26)
- Definitions, data sources and methods (17)
Include Canadian advertising, media and consumer info

Contents:
- Business of Media
- Media Channels
- Consumer Data and Trends

NOTE: McMaster does not subscribe to CARDOnline. Advertising rates are not available.
Search Tips
Use synonyms or alternate words for your key concepts

Marketing
• promote, advertise, sell, encourage, advocate, etc.

Automotive
• automobile, car, motor vehicle
## Search Tips

*Use appropriate syntax to construct your searches*

<table>
<thead>
<tr>
<th>To Find ...</th>
<th>Library Databases</th>
<th>Google</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>exact words</strong> or <strong>words in exact order</strong></td>
<td>use “quotation marks” e.g., “motor vehicle”</td>
<td>use “quotation marks” e.g., “motor vehicle” or use <strong>Verbatim</strong> option (In results list &gt; Search Tools &gt; All Results)</td>
</tr>
</tbody>
</table>
| **word variations**  
  • *expands search*  
  • *can also retrieve unwanted words* | use relevant wildcard symbol at end or middle of words (usually an asterisk *) e.g., market* finds market, markets, marketing, marketer, e.g., wom*n finds woman and women | stemming of words is automatic, *sometimes* spelling variations are included by default  
  
  * = fill in the blank e.g., * increases car sales |
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<tr>
<td>all words</td>
<td>use <strong>AND</strong> between words</td>
<td>if nothing is specified between words, <strong>AND</strong> is implied or use Advanced Search &gt; all these words: e.g., cars buyers</td>
</tr>
<tr>
<td>• narrows search</td>
<td>e.g., cars and buyers</td>
<td></td>
</tr>
<tr>
<td>• useful when you have too many results</td>
<td></td>
<td></td>
</tr>
<tr>
<td>any words</td>
<td>use <strong>OR</strong> between words</td>
<td>use <strong>OR</strong> (in CAPS) between words or use Advanced Search &gt; any of these words: e.g., promote OR market OR sell</td>
</tr>
<tr>
<td>• broadens search</td>
<td>e.g., automobile or car or van or truck or SUV</td>
<td></td>
</tr>
<tr>
<td>• useful when you have too few results</td>
<td></td>
<td></td>
</tr>
<tr>
<td>words in a specific field or location</td>
<td>use drop-down menus in database to specify a field or use field codes</td>
<td>use the following syntax, with a space after colon allintitle: selling cars allintext: selling cars allinurl: selling cars or Advanced Search</td>
</tr>
<tr>
<td></td>
<td>e.g., cars <strong>in Title; TI(cars)</strong></td>
<td></td>
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<tr>
<td>more precise search results</td>
<td>use <strong>filters</strong> provided in database e.g., publication date, document type, etc.</td>
<td>use <strong>Search Tools</strong> options in results list e.g., Any Country, Any Time, etc.</td>
</tr>
<tr>
<td>linked or related items</td>
<td>look for <strong>Find Similar Results</strong> or <strong>Search with Indexing Terms</strong> options; these features typically use standardized or controlled vocabulary</td>
<td>use the following operators with no space after colon use <strong>link:</strong> to find webpages that link to a webpage e.g., **link:**<a href="http://www.canadianautodealer.ca">www.canadianautodealer.ca</a> use <strong>related:</strong> to search for similar sites, e.g., **related:**<a href="http://www.canadianautodealer.ca">www.canadianautodealer.ca</a></td>
</tr>
</tbody>
</table>
Build a strategic **marketing plan** for **automotive sales** leveraging relevant advertising mediums with consideration for ‘today’s’ buyer.

**NOTE:** If using Google, remove the asterisks * from the search as stemming is automatic.
Need Help?
Get in touch with the Innis Library

• **Location:** Kenneth Taylor Hall (KTH), Room 108
• **eMail:** library@mcmaster.ca
• **Phone:** 905-525-9140 x22081
• **Hours**
  – Monday to Thursday: 8:30 a.m. - 3:00 a.m.
  – Friday: 8:30 a.m. - 6:45 p.m.
  – Saturday: **CLOSED**
  – Sunday: 1:00 p.m. - 7:45 p.m.