Finding Marketing Information for COMMERCE 2MA3

Ines Perkovic, Business Librarian
Spring 2020

Library Support for Business available at Mills Memorial Library during construction of The McLean Centre for Collaborative Discovery (expected to open 2023/24)
During this session, you will learn ...

• How to find and use **industry codes**
• Identify companies and **competitors** in your industry
• How to find **company info**
• How to track down **market share** data
• How to find **industry info**
• **Cite** all the stuff you find
• Get more **help**!
What is an Industry Classification Code?

- a hierarchical numbering scheme used to **classify** and **organize** industries
- **assigned to companies** engaged in the same activity (regardless of size or type of ownership)
Hierarchical Arrangement

The longer the code number, the more specific the industry

31  Manufacturing [sector]
311  Food Manufacturing [subsector]
   3113  Sugar and Confectionary Product Manufacturing [industry group]
   31134  Non-Chocolate Confectionary Manufacturing [industry]
   311340  Non-Chocolate Confectionary Manufacturing [national industry]
311340  Non-Chocolate Confectionary Manufacturing

This Canadian industry comprises establishments primarily engaged in manufacturing non-chocolate confectionary.

**Example(s):**

- candy (except chocolate), manufacturing
- chewing gum, manufacturing
- marshmallows, manufacturing ...

**Exclusion(s):**

- roasting, salting, drying, cooking or canning nuts and seeds (see 31191 Snack food manufacturing)...
Codes Apply to All Types of Companies

5942 Retail Books

This industry includes both major companies (e.g., Indigo) as well as local independent booksellers (e.g. King W. Books) - because both entities are engaged in the same activity.
Who Creates the Codes?

- Created by government statistical agencies
- No central agency assigns the codes to companies
Who Uses Industry Classification Codes?

- Academics & Researchers
- Government Policy Analysts
- Businesses
  - To identify competitors
  - To identify B2B targets
Why are the Codes Created?

• To **overcome language barriers** (use numbers instead of words)
• To provide **precise** and **official industry names** and descriptions
• To **gather** and **collate information** on industries
• To identify **key competitors**
TWO Most Common Industry Codes Used in Canada

• **SIC (Standard Industry Classification)**
  - Usually produced by and for a single country
  - Codes are only 4 digits long - not much detail
  - Poor coverage of new technology
  - No longer updated

• **NAICS (North American Industry Classification System)**
  - Jointly produced by Canada, U.S. and Mexico
  - Codes 6 digits long instead of 4 – more detail
  - Much better coverage of new technology
  - Updated every 5 years
Everyone must be using NAICS by now...right?

**Reality:**

- Some of the biggest names in competitive intelligence continue to use the old SIC codes.

- Costs too much money to switch research databases over to newer code
Bottom Line for COMMERCE 2MA3 Students

• Must include the Canadian **NAICS** code in your reports

• Must find the relevant Canadian **6-digit NAICS** code for your industry
Canadian NAICS Manual

• Revised every 5 years:
  – 2017 NAICS IS the most recent edition
  – use NAICS 2017 Version 3.0 via Statistics Canada

• Use the 6 digit NAICS code & description from this manual for your report.
**Step 1:** Key in your industry words in the search box

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**NAICS Canada Online**

Example: Beer Brewing

### North American Industry Classification System (NAICS) Canada 2017 Version 3.0

- **Status:** This standard was approved as a departmental standard on October 16, 2017.

The North American Industry Classification System (NAICS) has been developed by the statistical agencies of Canada, Mexico, and the United States. However, Statistics Canada has created 5 cannabis industries that are unique to NAICS Canada 2017 Version 3.0.

### Classification structure

<table>
<thead>
<tr>
<th>Code</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Agriculture, forestry, fishing and hunting</td>
</tr>
<tr>
<td>21</td>
<td>Mining, quarrying, and oil and gas extraction</td>
</tr>
<tr>
<td>22</td>
<td>Utilities</td>
</tr>
</tbody>
</table>
Step 2: In the search results list, click on the relevant link for the full industry name & description.

1. NAICS 2017 Version 3.0 - 4453 - Beer, wine and liquor stores - Industry group
2. NAICS 2017 Version 3.0 - 445 - Food and beverage stores - Subsector
3. NAICS 2017 Version 3.0 - 44531 - Beer, wine and liquor stores - Industry
4. NAICS 2017 Version 3.0 - 453992 - Beer and wine-making supplies stores - Canadian industry
5. NAICS 2017 Version 3.0 - 445310 - Beer, wine and liquor stores - Canadian industry
6. NAICS 2017 Version 3.0 - 453999 - All other miscellaneous store retailers (except beer and wine-making supplies stores) - Canadian industry
7. NAICS 2017 Version 3.0 - 31212 - Breweries - Industry
8. NAICS 2017 Version 3.0 - 453992 - Beer and wine-making supplies stores - All examples
9. NAICS 2017 Version 3.0 - 445310 - Beer, wine and liquor stores - All examples
10. NAICS 2017 Version 3.0 - 312120 - Breweries - Canadian industry
NAICS Canada Online
Example: Beer Brewing

Step 3: Review the definition & description of the industry (including exclusions)

- 31-33 - Manufacturing
- 312 - Beverage and tobacco product manufacturing
- 3121 - Beverage manufacturing
- 31212 - Breweries

**Breweries** - formal industry name

This Canadian industry comprises establishments primarily engaged in brewing beer, ale, malt liquors and non-alcoholic beer.

**Illustrative example(s)**
- beer breweries

**All examples - 312120 - Breweries**
- beer breweries
- brewed beer, manufacturing
- grain, brewers’, spent, manufacturing
- lager, porter, stout, ale, brewing
- malt liquor, brewing
- non-alcoholic beer (e.g., near beer), brewing

**Exclusion(s)**
- bottling purchased malt beverages (See 413220 Alcoholic beverage merchant wholesalers)
- manufacturing malt (See 31121 Flour milling and malt manufacturing)
Industry Names with a Superscript CAN, MEX, or US

• It's **okay** to use a NAICS code which has a superscript CAN, MEX or US. For example,

  722511 - Full-service restaurants\(^{\text{US}}\)

  This Canadian industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated and pay after eating. These establishments may

• All the codes are Canadian, but some are more comparable with the US and/or Mexico.

**Definition of superscripts**

The superscripts at the end of NAICS class titles are used to signify comparability:

**CAN**
Canadian class only

**No superscript**
Canadian, Mexican and United States classes are comparable

**US**
Canadian and United States classes are comparable

**MEX**
Canadian and Mexican classes are comparable
WARNING: Read carefully!

- **EXAMPLE ONE:** Group wants to do shoe manufacturing, but select a code for shoe stores!

- **EXAMPLE TWO:** Group wants to do instant coffee, but select a code for coffee beans (which excludes instant)

**RESULT:** Both groups submit incorrect codes AND incorrect lists of competitors!
Can Your Group do a “Piece” of a Code?

• **NO**, you must do the ENTIRE code

• EXAMPLE:
  – You can’t do basketballs.” You must do “Sporting Goods” which includes basketballs, hockey sticks and fishing rods!
Choosing the Right Industry

• Industry selected should be **Business to Consumer (B2C)**

• Choose an industry that will allow you to complete a **PESTEL** analysis (i.e., at least **one opportunity** & **one threat** for each environment)
Can I Do a Manufacturing Industry?

- **YES**, as long as the end product that the industry generates is a consumer good or service.

- The industry does not have to sell directly to the consumer, but it should be a consumer product.

- Ask yourself, have I bought this product lately?
Choosing the Right Industry

• The **product (good/service)** that is produced by this industry must be **marketed (i.e., sold) in Canada** - although not necessarily made in Canada

• There must be **at least three competitors** in this Canadian industry; therefore, no monopolies! Companies do not have to originate in Canada, but they do have to do business in Canada
Using Industry Codes to Find Companies/Competitors

• Your course research guide lists key directories and databases which group companies by SIC and/or NAICS code.

• Principle is the same: Look up the code and find the list of companies active in it.
Canadian Business Database
Most comprehensive directory of public & private companies in Canada covering all industries by SIC or NAICS.

1. Click the Advanced Search tab
2. Select search criteria
3. Select & key in relevant industry classification code(s)
4. Select View Results button

NOTE: Canadian and U.S. NAICS codes should be the same up to 5 digits. Can be variation at 6 or more digits. This source uses U.S industry codes.
Canadian Business Database
Sample Results (Competitors) List
> 650 companies listed

Click column headings to change sort order

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City. Province</th>
<th>Postal Code</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick Brewing Co LTD</td>
<td>George H Croft</td>
<td>400 Bingemans Centre Dr</td>
<td>Kitchener, ON</td>
<td>N2B3X9</td>
<td>(519) 742-2732</td>
</tr>
<tr>
<td>Bridge Brewing Co</td>
<td>Brett Hewitt</td>
<td>1448 Charlotte Rd</td>
<td>North Vancouver, BC</td>
<td>V7J1H2</td>
<td>(604) 770-2739</td>
</tr>
<tr>
<td>Bridges Ale House...</td>
<td>Trent Koehler</td>
<td>2415 22nd St W</td>
<td>Saskatoon, SK</td>
<td>S7M0V8</td>
<td>(306) 382-6060</td>
</tr>
<tr>
<td>Brimstone Brewing Co</td>
<td>Zack Gagnon</td>
<td>209 Ridge Rd N</td>
<td>Ridgeway, ON</td>
<td>L0S1N0</td>
<td>(289) 876-8657</td>
</tr>
<tr>
<td>Brisset Beer Intl...</td>
<td>Stephane Pilon</td>
<td>G9-370 Rue Guy</td>
<td>Montreal, QC</td>
<td>H3J1S6</td>
<td>(514) 906-6851</td>
</tr>
<tr>
<td>Britannia Brewing</td>
<td>Lloyd Kinney</td>
<td>12500 Horseshoe Way</td>
<td>Richmond, BC</td>
<td>V7A5K2</td>
<td>(604) 273-9379</td>
</tr>
<tr>
<td>Broadway Brewing Co</td>
<td></td>
<td>122 Broadway W</td>
<td>Vancouver, BC</td>
<td>V5Y1P3</td>
<td>(604) 874-2324</td>
</tr>
<tr>
<td>Brock Brewing Co</td>
<td></td>
<td>326 St. Paul St W</td>
<td>St Catharines, ON</td>
<td>L2S0B3</td>
<td>(905) 682-5556</td>
</tr>
<tr>
<td>Brock Pub</td>
<td></td>
<td>59 King St W</td>
<td>Brockville, ON</td>
<td>K6V3P8</td>
<td>(613) 342-2733</td>
</tr>
</tbody>
</table>
Canadian Business Database
Sample entry: Brick Brewing

Brick Brewing Co LTD
400 Bingemans Centre Dr
Kitchener, ON N2B3X9

Business Demographics

<table>
<thead>
<tr>
<th>Location Employees</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Employees</td>
<td>145</td>
</tr>
<tr>
<td>Location Type</td>
<td>Headquarter</td>
</tr>
<tr>
<td>Stock Ticker Symbol</td>
<td>BRB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location Sales Volume</th>
<th>Not Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sales Volume</td>
<td>$27,936,000</td>
</tr>
<tr>
<td>Credit Rating Score</td>
<td>A</td>
</tr>
<tr>
<td>IUSA Number</td>
<td>01-338-3831</td>
</tr>
</tbody>
</table>

Business Expenditures

These expenditures are an estimated annual expense.

<table>
<thead>
<tr>
<th>Accounting</th>
<th>$1,000 to $2,500</th>
<th>Advertising</th>
<th>$20,000 to $50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Labor</td>
<td>$10,000 to $50,000</td>
<td>Insurance</td>
<td>Not Available</td>
</tr>
<tr>
<td>Legal</td>
<td>$5,000 to $10,000</td>
<td>Management/Administration</td>
<td>$5,000 to $10,000</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>Not Available</td>
<td>Package/Container</td>
<td>Not Available</td>
</tr>
<tr>
<td>Payroll &amp; Benefits</td>
<td>$1 to $2.5 Million</td>
<td>Purchased Print</td>
<td>Not Available</td>
</tr>
<tr>
<td>Rent &amp; Leasing</td>
<td>$50,000 to $100,000</td>
<td>Technology</td>
<td>$1,000 to $2,500</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$2,000 to $5,000</td>
<td>Utilities</td>
<td>Over $100,000</td>
</tr>
</tbody>
</table>
Choosing An Industry Based on Your Company

1. Start with a company name
2. Look up the company in one or more company directories/databases
3. Review the company entry and look for the industry code(s) assigned to that company
4. Look up the code(s) in the Canadian industry classification manuals to confirm the industry code, name and description
NOTE: Canadian Business Database uses **U.S.** SIC and NAICS codes. You should verify the industry codes & descriptions in the **Canadian NAICS** code manual and use those in your reports. For this example ...

- **Canadian NAICS is 334210**
  Telephone Apparatus Manufacturing
Help! I just found 2 Different Codes for my Company!

• Most companies are diversified. Need many codes to capture all their various activities

• No central agency for assignment of codes. Sources may interpret a company’s activities differently.

• Which code do you pick? The one that meets the criteria of the assignment and the one you like best.
Industry Codes Example: Home Depot

• Home Depot of Canada is a **home improvement retailer** that sells building materials, home repair & improvement products, lawn & garden supplies & various installation services.

• What **NAICS codes** would you select given the following options?
Home Depot - Possible NAICS Codes

- **444110**: Home Centres
- **444130**: Hardware Stores
- **444190**: Other Building Material Dealers
- **444210**: Outdoor Power Equipment Stores
- **444220**: Nursery Stores and Garden Centres
- **532490**: Other Commercial & Industrial Machinery & Equipment Rental & Leasing
When searching with industry codes, *keep in mind* that ...

• Companies may have *inconsistent* industry codes
• Companies can have *multiple* industry codes

• Directories, databases and other business resources may *vary* in the use of classification systems (e.g., U.S. vs. Canadian industry codes).
Choosing the Right Company: Canadian-Based & Publicly Traded

- Must have a **head office in Canada**
  - this alone does not guarantee that it meets the company requirements
- SHOULD be an **active, listed (public)** company for at least the last four consecutive years
- CAN be a multinational company or a subsidiary of a multinational, but the **Canadian entity** should be **publicly traded** (e.g. HSBC Bank Canada)
Company Suggestions

• Try to focus on companies that are **well known** and have a **national** presence

• Focus on a company where you have a **confirmed contact**

• **Avoid** private companies, holding companies, income fund companies & public institutions (e.g., universities)

• **Confused?** Use [Mergent Online (Basic)](Mergent Online (Basic)), [Nexis Uni (Dossier)](Nexis Uni (Dossier)) and/or [Factiva (Companies/Markets)](Factiva (Companies/Markets)) to confirm company type and structure.
Mergent Online
Includes publicly traded companies worldwide. Search by company name, industry codes, country & more

Pick the (Active) International Company Database to find current publicly traded companies in Canada.
Mergent Online Company Profile

e.g., Maple Leaf Foods – includes Company Details, Financials (in Excel), Reports (Annual, Broker) and more.

Maple Leaf Foods Inc. (TSX: MFI) to Company Analysis List
Address: 6985 Financial Drive, Mississauga, L5N 0A1 Canada | Phone: 905 285-5000 | Fax: 905 285-8000 | Company
Website: www.mapleleaffoods.com

Incorporated: August 1927, Canada
CUSIP: 56490510
Auditor: KPMG LLP
Transfer Agent: Computershare Investor Services Inc., Toronto, Ontario, Canada
Country: Canada

Sector: Food
Industry: Meat packing plants (SIC 2011)
Industry: Animal (except Poultry) Slaughtering (NAICS 311811)
Number of Employees: 12,000 (Approximate Full-Time as of 12/31/2018)
Number of Shareholders: 772 (record) (as of 12/31/2018)

Market Cap: 2.625,825,000
Revenue: 3,698,555,000
Net Income: 82,267,000
Dividend: 0.58 | Dividend Yield: 2.3298
EPS Basic: 0.67 | EPS Diluted: 0.65
PE Ratio: 37.7264

Recent Companies

Company details | Executives | Ownership | Company financials | Equity pricing | Reports | Filings | News | Competitors | Report builder

Annual reports | Industry reports | Equity reports | Mergent reports | Portraits | Broker research reports

Annual Reports
Note: Company Reports selections are in PDF format. In order to view PDF selections, you must have Adobe Acrobat Reader.

<table>
<thead>
<tr>
<th>Year</th>
<th>File Size</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019-09-30 Interim</td>
<td>728K</td>
<td>English</td>
</tr>
<tr>
<td>2019-06-30 Interim</td>
<td>722K</td>
<td>English</td>
</tr>
<tr>
<td>2019-04-06 Proxy Statement</td>
<td>1489K</td>
<td>English</td>
</tr>
<tr>
<td>2019-03-31 Interim</td>
<td>1121K</td>
<td>English</td>
</tr>
<tr>
<td>2018-12-31 Annual Report</td>
<td>1638K</td>
<td>English</td>
</tr>
</tbody>
</table>
Company Annual Reports

• CAN be an excellent source for company financials, plans, mission statements, etc.

• Find annual reports (& other company documents & financials) via the company website, SEDAR or Mergent Online.
Use Company Annual Reports With Care!

• Don’t expect the annual report to answer all of your marketing research questions (advertising strategies, target markets, etc.)

• Don’t expect an annual report to be objective! They are promotional tools
  – good news stories!
  – will downplay poor financials and bad ideas
Investext via Mergent Online
Includes analyst reports on companies worldwide

- Reports can include ...
  - company overview
  - key facts
  - history
  - major products & services
  - financial analysis
  - SWOT analysis
  - top competitors
  - company view
  - and more ...
You need to find...

- **top 3 competitors** in your industry (based on sales/revenues) & their corresponding **market share percentages & values**; your company of choice may or may not be in the list.

- Competitors can be **public, private, Canadian, or international**

- Top 3 competitors do not typically represent 100% of the industry
# Market Share Table Example

**Beer in Canada 2018**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Market Share %</th>
<th>Value of Market Share*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labatt Brewing Co. Ltd</td>
<td>45%</td>
<td>C$3.5 billion</td>
</tr>
<tr>
<td>Molson Coors Canada</td>
<td>34%</td>
<td>C$2.7 billion</td>
</tr>
<tr>
<td>Sleeman Breweries Ltd.</td>
<td>5%</td>
<td>C$393 million</td>
</tr>
</tbody>
</table>

* Value of market share is based on the **sales or revenue of the industry not** on the company’s overall sales or revenue. Value of market share was calculated based on a Canadian beer industry revenue of C$7.86 billion.

NOTE: The numbers in this table are fictional and are being used for illustrative purposes.
Finding Market Share

- Market share for Canada can be difficult to locate
- No easy answers
- Like putting together a puzzle
  - Have to piece together information from a variety of sources
  - You may not be able to find all the pieces!
Sources of Market Share

- **IBISWorld** (database) – see **Major Companies & Key Statistics** sections in Canadian industry reports
- **Passport** (database) – see **Competitive Landscape or Category Data** sections in industry reports
  - **Business Source Premier/Ultimate** (database) – check **Industry Profiles** for Canada
  - **Mergent Online** (database) – select **Investext** tab and search for reports by company/keywords
  - Newspaper & Magazines Articles
    - **Factiva** (database)
    - **CPI.Q (Canadian Periodicals Index Quarterly)** (database)

Remember to look for Canadian content.
## Top Marshmallow Brands 2002

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jet Puffed</td>
<td>41.2%</td>
</tr>
<tr>
<td>Campfire</td>
<td>9.0%</td>
</tr>
<tr>
<td>Jet Puffed Funmallows</td>
<td>3.6%</td>
</tr>
<tr>
<td>Fireside</td>
<td>2.2%</td>
</tr>
<tr>
<td>Other</td>
<td>39.0%</td>
</tr>
</tbody>
</table>

Found in *Market Share Reporter*, 2004
Things to Watch Out For ...

• If the word “Canada” doesn’t appear in the source, the data is probably U.S.

• Is the source listing brands or companies? Are there really just a few companies fronting a large number of brands?
Calculating Market Share

Can’t find your market share in a published source?

• Try a company contact. If your contact says the company doesn’t know, ask someone else.

• **Estimate:** calculate a very rough estimate using all the information you’ve gathered from primary and secondary sources.
Environmental Trends Analysis

- You need to discuss trends in the industry that are, generally speaking, impacting companies in the industry.
- Environments that should be discussed include:
  - Political
  - Economic
  - Social
  - Technological
  - Environmental
  - Legal/Regulatory

Sources useful for a **PESTEL analysis** are noted on the following slides ...

**NOTE:** a coloured letter indicates good coverage of that environment, e.g., **P** = economic
IBISWorld
Includes Industry Reports for Canada

Covers over 1,400 U.S., 430 Canadian, 52 Ontario & 73 global industries, many at the 5 digit NAICS level.

Browse or Search for industry reports which are typically 40 pages in length.

REPORT:
How to Use IBISWorld Research in a PESTEL Analysis
Sample IBISWorld Industry Report

Industry reports are approx. 30-40 pages long & content is structured into these sections:

- Key External Drivers
- Industry at a Glance (includes a SWOT)
- Major Companies (includes market share)
- Operating Conditions
- Key Statistics (includes industry revenues over time)

Points are specifically related to industry:

ARTICLE: Coronavirus Impact on Industries & Sectors Around the World

Number of adults aged 20 to 64

Industry Performance

Per capita disposable income is expected to increase in 2019.

Consumers aged 20 to 64 are most likely to use smartphones and subscribe to high-margin mobile data plans. Additionally, wireless substitution for wired devices is the most prominent among consumers.
Canada

The EIU View

The Liberal Party government, led by the prime minister, Justin Trudeau, secured a second term at the federal election in October 2019, but has lost its parliamentary majority. It will seek to negotiate legislation with other parties on a case-by-case basis. The coronavirus epidemic, coupled with a sharp fall in global oil prices, will send the Canadian economy into a full-year recession in 2020. The provinces that depend on oil production, such as Alberta, will be the most affected.

Summary of the country's political, economic and policy outlook

One click: Canada

- Briefing sheet
- Canada: Country outlook
- Outlook for 2020-24: Forecast summary
- Canada--highlights: Business environment outlook
- Long-term outlook: The long-term outlook
- Data and charts: Annual trends charts
- Data and charts: Quarterly trends charts
- Data and charts: Monthly trends charts

NOTE:
Content is not necessarily industry specific.
Passport

Includes reports and statistics on industries & consumer lifestyles worldwide

**TOPICS COVERED** ...
- Life Priorities
- Home Life
- Working Life
- Leisure
- Health
- Shopping
- Technology

**Sample reports and statistics**

**Market Sizes**

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**Research Sources:**
1. Consumer Foodservice: Euromonitor from trade sources/national statistics
Statista

Includes millions of statistics & reports on thousands of topics from a variety of sources. Worldwide coverage.

Browse or search for country, consumer, company & industry info. Search results can be limited to Canada.

Sample Reports
Canadian Trade (or Industry) Associations

Often provide statistics & identify current issues and trends in a particular industry

- Use *Associations Canada 2020* (directory)
  - Available **ONLINE** via *Canada’s Information Resource Centre* database
- Try **Google** (or another web search engine)
  - Type the words **canada** and **association** along with terms that describe your industry
Trade (or Industry) Associations

e.g., Retail Council of Canada

Visit or follow the association’s social media channels for current info & trends in the industry.

Resources section usually includes latest statistics and research on the industry across Canada.

Advocacy & News sections typically address issues related to that industry, particularly legal and regulatory ones.

NOTE: Some association content may only be available for a FEE or for members only.
So How Do You Cite All this Stuff?

• Use the *Citation Guide For Business (Fall 2019)* exactly
  • Based on *Chicago Manual of Style*, 17th ed. (available online)

• Capture references as you research

• Do not copy URLs from the address bar of your browser when using library databases – the links may not be stable! Use *permalinks* (if available) for library database content.

• Don’t leave it till the last minute!
COMM 2MA3 Slides and hot-linked Course Research Guide

Finding Canadian Business Information

Navigate to different sections of the guide using links on the left.

http://libguides.mcmaster.ca/commerce2ma3
Research Help

• **E-mail:** library@mcmaster.ca
  - Account checked **daily** on weekdays
    - Monday to Friday: 9am-5pm

• **Live Chat:**
  [http://library.mcmaster.ca/justask/](http://library.mcmaster.ca/justask/)
  - Ask a Librarian icon appears on most library web pages (bottom right corner)
  - Open **7 days a week** during the Spring term
    - Monday to Thursday: 10am to 7pm
    - Friday: 10am to 5pm
    - Saturday & Sunday: 12pm to 5pm