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GMID: Global Market Information Database Tutorial

Learning outcomes

At the end of the tutorial you will be able to:

- Access the GMID Database
- Understand the Homepage
- Search for and retrieve data
- Understand the results page
- Create a personalised results list
- Analyse your results
- Navigate and output your analysis easily

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August 2008

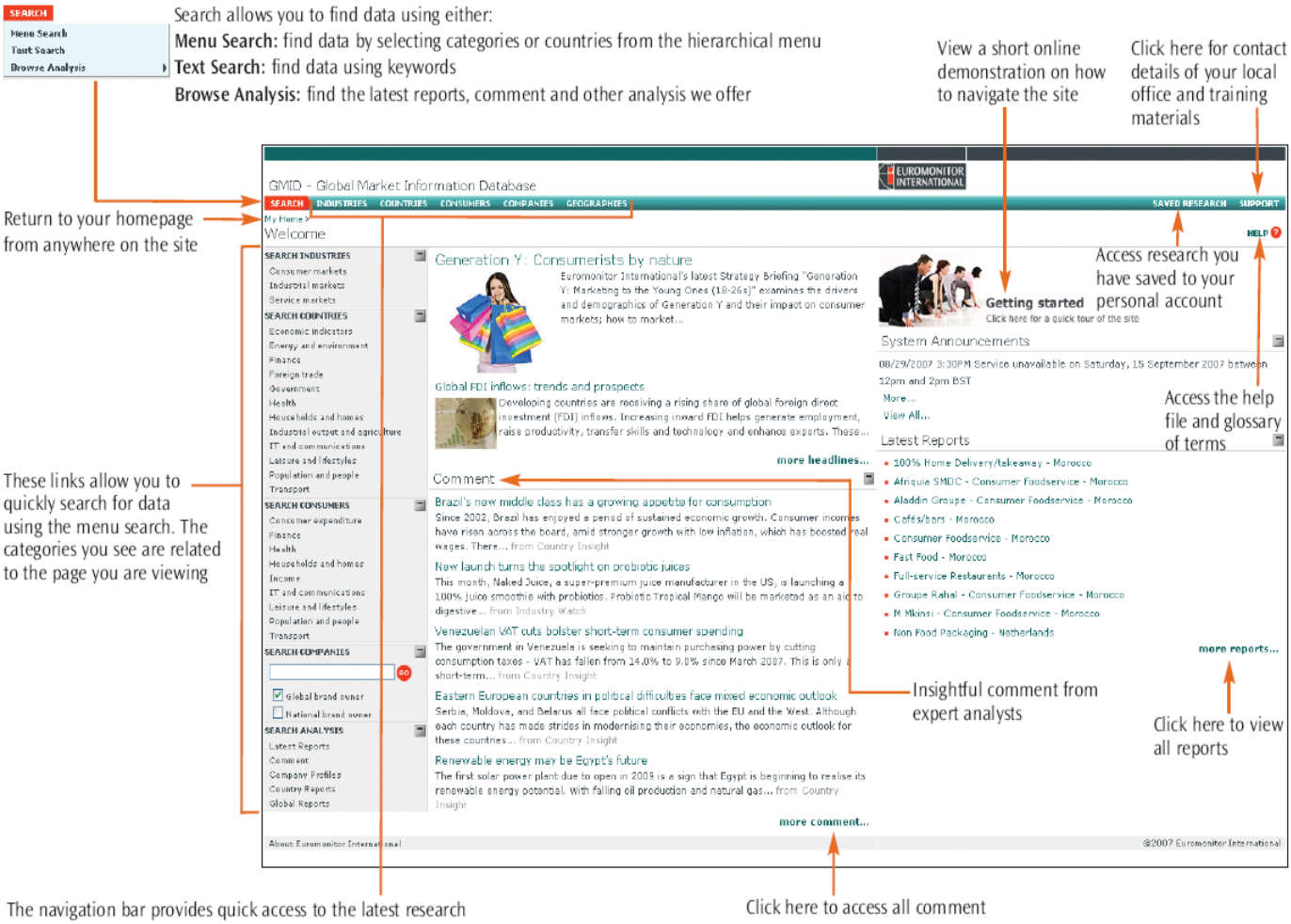
Euromonitor's International Global Market Information Database (GMID) is an integrated online information system providing business intelligence on industries, countries and consumers. It offers access to: statistics on industries, countries and consumers; industry, company, country and consumer reports; insightful comment from industry and country experts; sources of further research information

1. Accessing GMID

- To start, Logon using your NetAccount ID and password
- On the Library website; click *Databases & Article Searching*; use the alphabetical listing to find *Global Market Information Digest* and click.
- The Connect page provides information on the content of the database and links to the user guide.
- Click the Connect button to access the database; then scan and click Accept (terms of usage). The homepage loads (sometimes slowly).
- This database is available remotely at all times, and on laptops.
- The database is not compatible with Endnote.

2. Understanding the Homepage

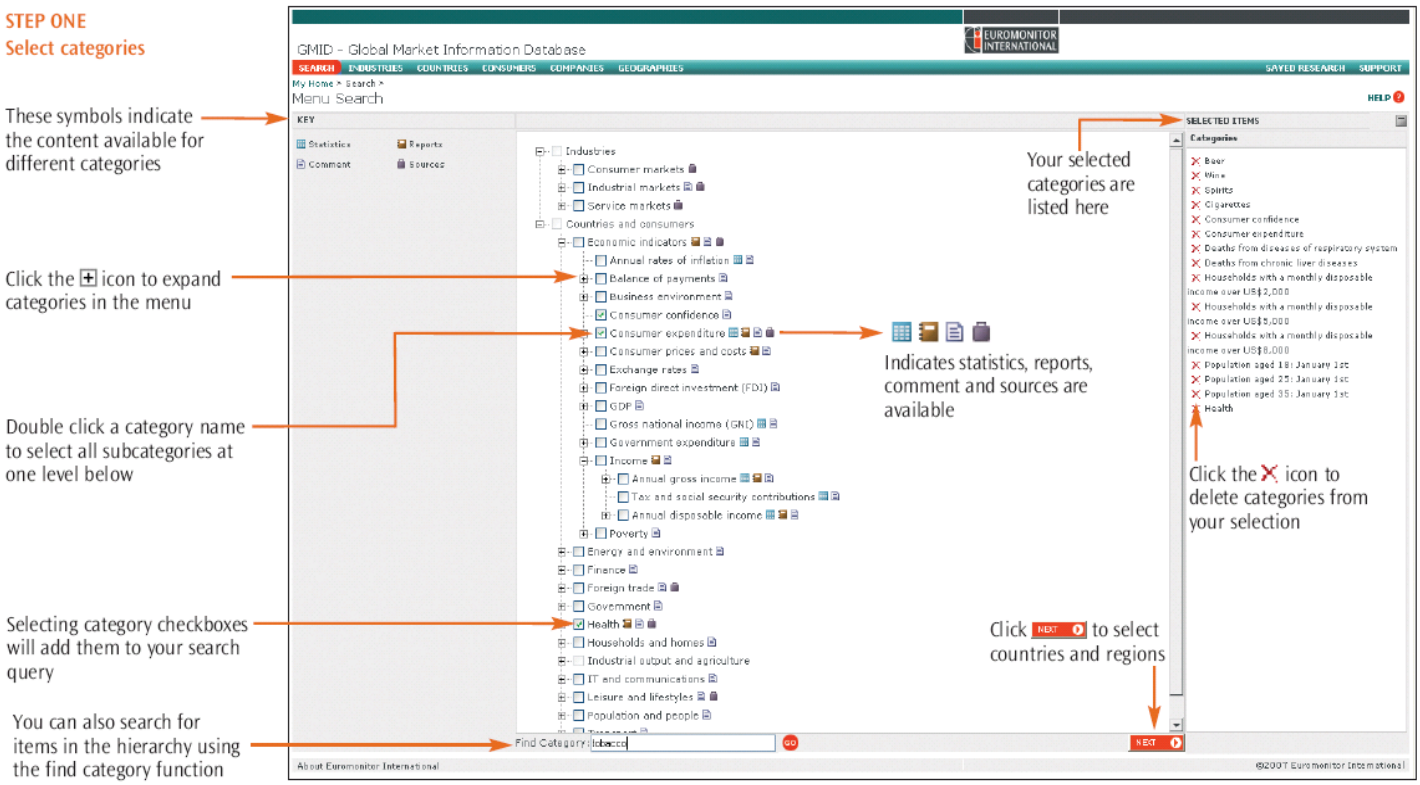
The homepage provides an overview of the latest industries, countries, consumers and companies information.



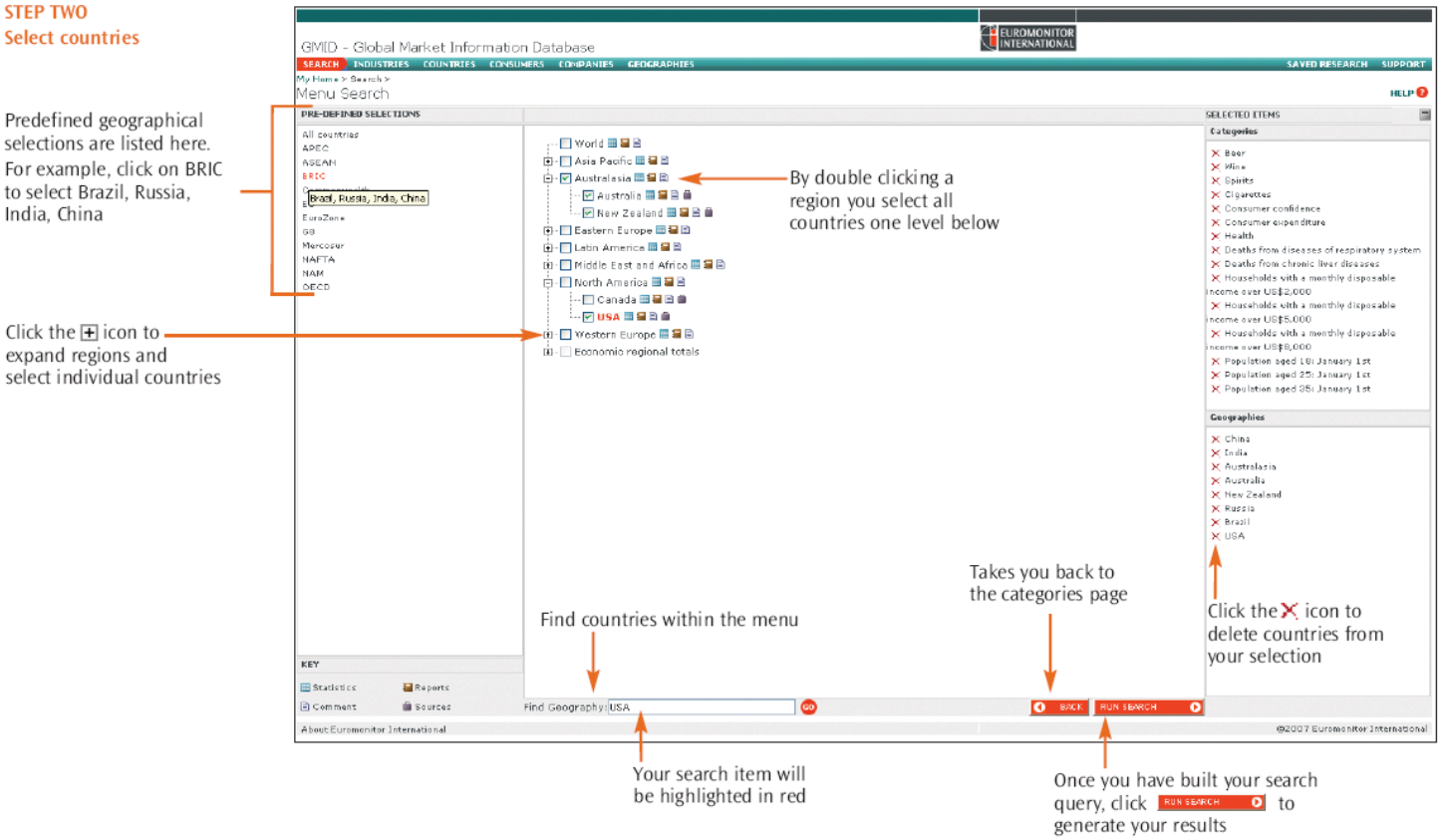
3. Searching for data

Menu Search allows you to access all data by selecting categories or countries from hierarchical menus. The number of menus to select from will depend on the type of search being carried out.

Step 1: Select categories

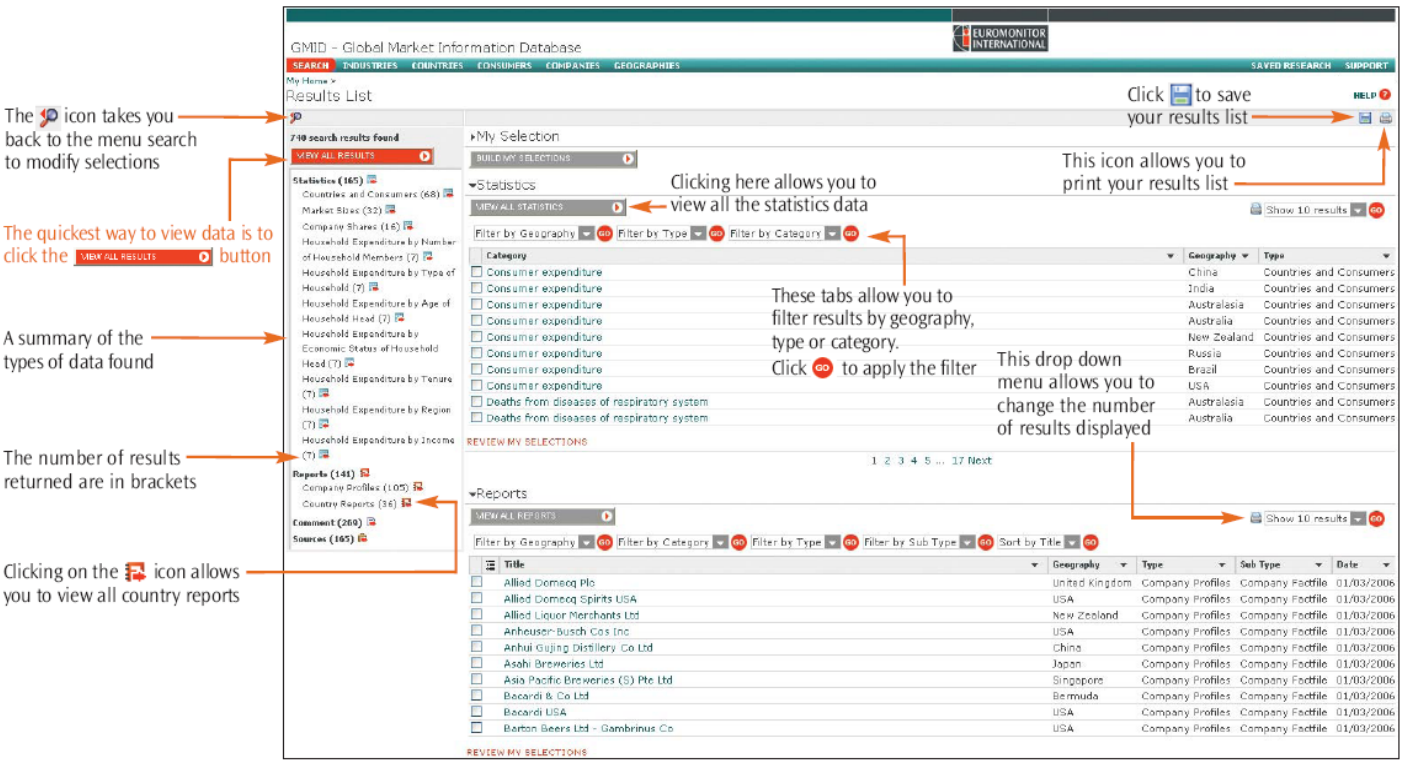


Step 2: Select countries



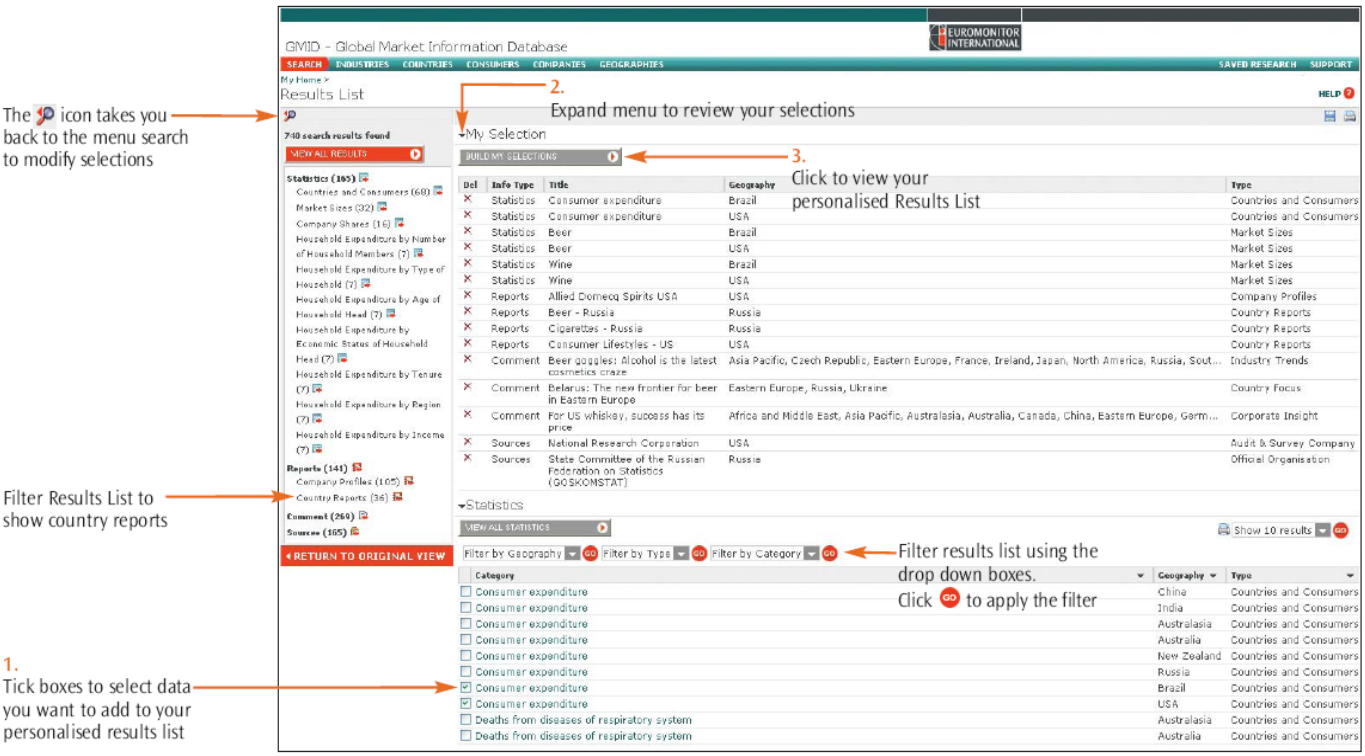
4. Understanding the results page

The results list contains all the data matching your search criteria. You can view: All Results, Statistics, Reports, Comments, Sources and create a personalised results list.



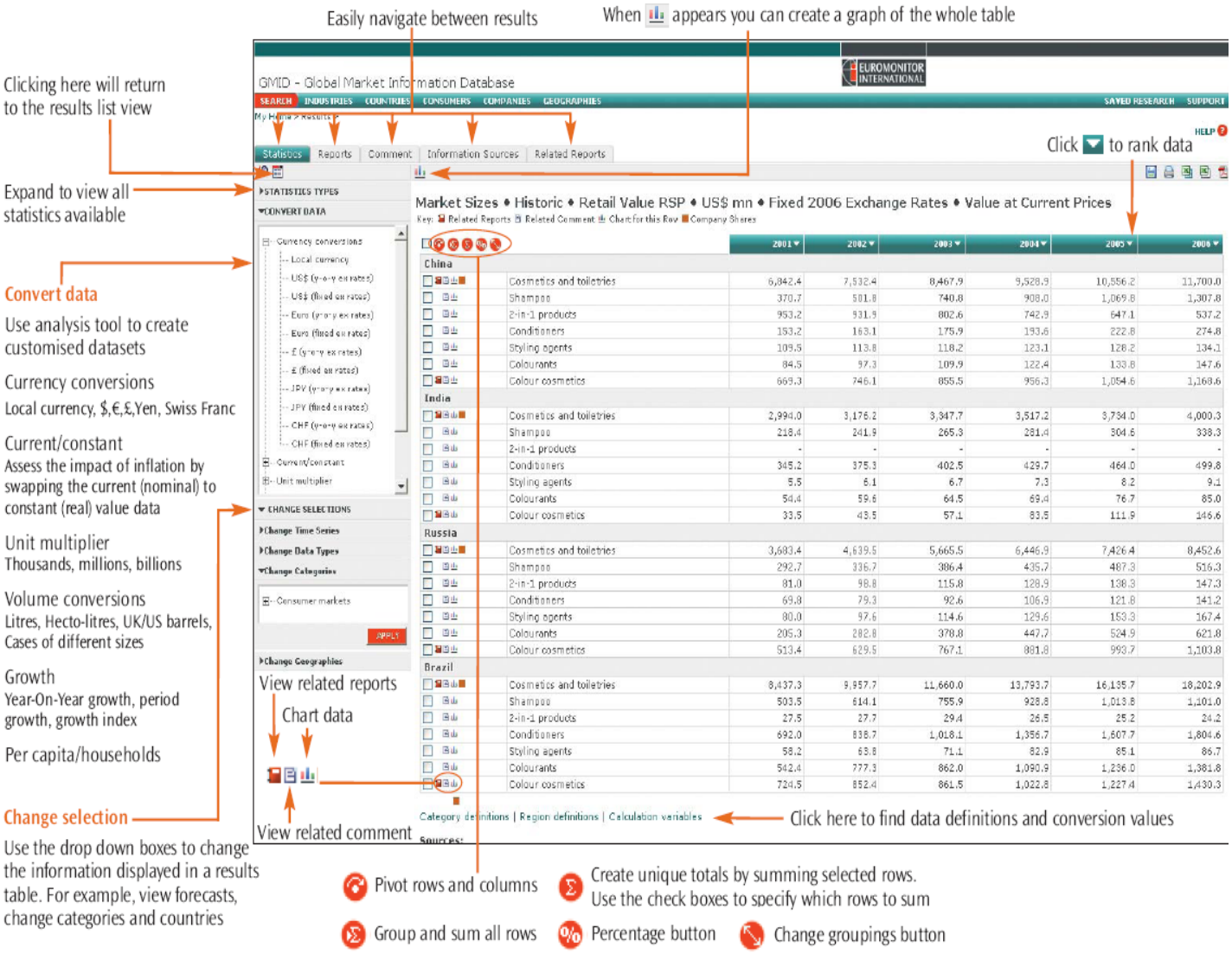
5. Creating a personalised results list

The results list highlights all matching statistics, reports and comment from your research criteria. This can be filtered to build a tailored list of results.



6. Analysing your results

When you click View All Results on the Results List, Statistics, Reports, Comments and Sources display automatically.
Navigate from statistics to reports, sources and related results using the tabs at the top of the results pages.



7. Navigation and Output

Depending on the type of results you have selected, there are a number of ways in which you can navigate and output your analysis easily.

For further practice:

A self-paced online tutorial is at: http://library.bloomu.edu/tutorials/GMID.html