



Database Guide

MarketLine

Introduction

MarketLine provides comprehensive information, news and market reports for international companies, industries and countries.

Scope

In-depth coverage on over 2,000 industries, 50 countries, and 10,000 companies worldwide.

Access

Available at the [Jackson Library Web site](#). Off-campus access available to the GSB community via [WebApps](#).

Help

- Click the **Help** link at the top menu bar on any page
- For search assistance, ask a librarian at the Information Desk or email to Jackson-infodesk@gsb.stanford.edu
- For technical problems, email to rcc-action@gsb.stanford.edu

Features

- Standardized format of company, country, and industry reports
- SWOT analyses section in company profiles
- Five-year historical and five-year forecast market values and/or volumes in industry reports
- Daily updates

Searching MarketLine

Quick search-search for relevant information across the entire database by entering the search terms in the **Search Our Products** text box. On the next screen, you can refine results by industry sector and/or dates.

Browse search-find reports by browsing the listings of reports in their corresponding categories by selecting the tabs at the top of the Home page or by clicking the quick links.

MarketLine About MarketLine | Help | Contact Us

Home Industries Companies Countries News & Comment

SEARCH OUR PRODUCTS Go

MarketLine Business Information Centre

Information on 10,000 companies, 2,000 industries and 50 countries

Browse Industries **Browse Companies** **Browse Countries**

Latest Industry Profiles **Latest Company Profiles** **Leading Countries**

Hot Drinks in Italy
15 December 2005

Pharmaceuticals in France
15 December 2005

Soft Drinks in Italy
15 December 2005

Soft Drinks in the United

Cepsa
4 March 2006

Amgen Inc.
4 March 2006

Goldtech Mining Corporation
4 March 2006

INFICON Holding AG

Brazil
China
France
Germany
India

Stanford University
Your account manager is:
Mychau Phan
t: +1 212 652 2661

How can I use MarketLine to:

- Generate new sales leads?
- Improve business planning?
- Understand the business environments of clients and prospects?

Enter keywords in this box and click **Go**

Click the tabs to browse reports and news

Use the quick links to browse reports or click on the latest reports in each category listed on the Home page

Industries page

Browse industry sectors listed alphabetically. Many sectors include sub-industries. After you select an industry, on the next page, you can screen results by country or region by making a selection from a drop-down list in the [Filter this page by countries...](#) box.

Each industry profile is a standardized PDF file which with slight variations is comprised of the following main sections:

- Market Overview and Size including five-year historical and five-year forecast market values and/or volumes
- Market Segmentation by products and countries
- Market Share by companies and/or products
- Competitive Landscape including major participants, distribution channels, and regulatory issues
- Leading Companies
- Market Forecast

Companies page

Browse companies by name or by industry. Also, access the lists of top companies in different industries and the lists of constituents of selected global indices by clicking the [View all lists](#) link.

The screenshot shows the 'Company Lists' page with several sections and annotations:

- Company Lists** (Header)
- Browse companies by name** (Section with a dropdown menu for letters # 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z)
- Browse companies by industry** (Section with a list of industries):
 - Aerospace and Defense**: Aerospace Products and Parts Manufacturing, Ammunition (Except Small Arms), Firearms, Military Armored Vehicles / Parts, Naval Ships, Navigational Instruments, Simulators, Space Programmes, Submarines / Submersibles, Vehicle / Aircraft Electronics
 - Government and Non-Profit Organisations**: Associations, Educational Services, Governmental Organizations, Non-Profit Organizations
 - Industrial Goods and Machinery**: Abrasive Products, Agricultural Machinery, Alarms / Signaling Equipment, Automatic Vending Machines, Automation and Process Controls, Battery Manufacturing, Boilers / Tanks / Vessels, Chemical Industry Machinery, Compressors / Hydraulic Equipment, Construction Machinery
 - Agriculture and Forestry**: Agriculture, Fishing, Forestry / Logging, Horticulture, Support Activities for
- Some of our Stock Exchange lists**: Nasdaq 100, Nikkei 225, Hang Seng, FTSE 350
- Some of our MarketLine lists**: Drinks - Top 100 Companies, Technology - Top 50 Companies
- View all lists** (Link)

Annotations with red arrows:

- Browse companies by name**: Points to the 'Browse companies by name' section.
- Browse companies by industry**: Points to the 'Browse companies by industry' section.
- Click here to access all MarketLine top companies' lists and selected Stock Exchange indices lists**: Points to the 'View all lists' link.

Company profiles are available in HTML or PDF formats. For the majority of public companies, a company profile includes the following main sections:

- Company and Business Description
- History
- Key Employees
- Products & Services
- Competitors
- Company View
- SWOT Analysis
- Location & Subsidiaries

Countries page

Browse countries grouped by regions. Once you select a country, on the next page you will find a link to the country profile and a list of industry reports pertaining to the subject country. You can screen reports by industry by making a selection from a drop-down list in the [Filter this page by industries...](#) box.

Each country profile is a standardized PDF file which includes the following main sections:

- Political Analysis including information on government, elections, and external relations
- Economic Analysis including key economic issues, trade partners, and economic prospects
- Macroeconomic data including GDP, stock exchange performance, international unemployment and inflation figures

News & Comment page

Browse News and Comment articles arranged by industry. Entries in this section are digested and written by MarketLine analysts. Once you select an industry, all news and articles will be displayed in chronological order starting with the latest.

Searching Tips:

- Search terms are not case-sensitive
- For a WORD search, use Boolean connectors, or wildcard (?), or truncation mark (an asterisk *)
- Words' search only returns documents that include all of your search terms. There is no need to include "and" between terms.
- Search for a phrase by typing the keywords in quotation marks
- MarketLine word searches include stemming, e.g. a search for "bank" will also return documents containing "banking"

Sample Searches

I have an interview with Siemens AG and would like an overview of the company.

1. Click on the **Browse Companies** link.
2. Click the letter **S** link in the **Browse by Company Name** section for a list of company profiles beginning with the letter **S**.
3. Browsing the list of companies, select **Siemens AG**.
4. A complete company profile including the **Full PDF Version** appears.

I'm interested in an overview of the pharmaceuticals market in the United States.

1. Click the **Browse Industries** link.
2. Scroll to the **Pharmaceuticals and Healthcare** sector and click on the **Drugs Manufacturing** link.
3. From the list of search results select **Pharmaceuticals in the United States** industry profile.

I want to learn more about Poland, key facts, macroeconomic data etc.

1. Click on the **Browse by Countries** link.
2. Select **Poland** under the **Central and Eastern Europe** heading.
3. Click the **Poland** country profile (PDF) link.

Print/Download

View/open PDF file.

Use Adobe Acrobat Reader's **Save** and **Print** options.