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The Goizueta Business Library is very excited to announce that it has added a new database to the suite of electronic resources currently available to Goizueta alumni. Thanks to the very generous gift from the EvMBA class of 2010 targeted specifically for the Business Library, Datamonitor’s Marketline database will now be available for our alumni to use free via remote access.

Marketline, produced by Datamonitor, an internationally recognized source of market research, combines both company and industry insights and competitive intelligence. With in-depth information on 50,000 public and private global companies, the company profiles include business descriptions, corporate history, major products and services, top management bios, key competitors, deal, and SWOT analysis for the largest 2500 companies. Marketline’s approximately 2500 industry profiles provide insight into key global industrial and consumer sectors. This includes market size and share, segmentation and distribution data, and a Porter Five Forces analysis. Additionally, Marketline contains country profiles across 215 geographic segments and deals data on M&A, PE, VC, IPO and private placement transactions.

“When surveying alumni about what type of additional content they would most value, global competitive intelligence and industry and market analysis consistently rises to the top,” says Malisa Anderson-Strait, the library’s alumni liaison.

Datamonitor’s excellent content adds global breadth and depth to the current suite of resources currently available to Goizueta alumni. Factiva, with its large collection of full text articles from international newspapers, industry magazines and wire stories, is the “go-to” source for current company and industry news and commentary. EIU, the Economist Intelligence Unit, provides a combination of global news and insightful analysis with international macroeconomic, demographic and industry historical, current and forecasted data. Hoovers includes company profiles and the ability to create target company lists from over 40 million US and international companies, while First Research summarizes trends, forecasts and more for over 200 industries. Finally, Value Line contains public company stock market and financial statement data and trend and forecasted analysis on company, industry and economic performance.

“We are so very honored that the Evening MBA students selected to support the business library with their class gift.” According to Susan Klopper, Director of the Goizueta Business Library and liaison to the Evening MBA students, “developing a relationship with our students that continues beyond their coursework is central to the library’s strategy, and continued access to some of the business content they were exposed to as students is a very visible way to make that connection. The 2010 Evening MBA class gift provided us with an opportunity that, given the current economic climate, might not have happened otherwise.”

Goizueta Business Library Team

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