

**DATABASE of
the MONTH**

SEPTEMBER 2008

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INFORMATION LITERACY WORKSHOPS ON

GMID Database

Date/Time : 2/9/2008 (Tuesday)
9.00 a.m. – 10.30 a.m.

9/9/2008 (Tuesday)
3.00 p.m. – 4.30 p.m.

16/9/2008 (Tuesday)
9.00 a.m. – 10.30 a.m.

23/9/2008 (Tuesday)
9.00 a.m. – 10.30 a.m.

Venue : Centre for Electronic Information Service,
3rd Floor, Hamzah Sendut Library 1 (PHS1)

Please register and check at :-

Reference and Information Service Counter,
2nd Floor, Hamzah Sendut Library 1 (PHS1),
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Global Market Information Database (GMID)



GLOBAL MARKET INFORMATION DATABASE

A 'must-have' reference for any business researcher

The Global Market Information Database is a unique business information system

It provides business intelligence on countries, consumers and industries

GLOBAL STATISTICAL DATABASE

- ✚ Country data: demographic, economic and marketing statistics
- ✚ Lifestyle statistics
- ✚ Market size data for hundreds of consumer products

MARKET RESEARCH REPORTS

- ✚ Global reports
- ✚ Country reports
- ✚ Consumer lifestyle reports

COMPANY MARKET PERFORMANCE ANALYSIS

- ✚ Company and brand share rankings
- ✚ Company profiles

For some background information on the database, please go to the USM Library Website at:

- (1) www.lib.usm.my
- (2) Subscribed Databases (e-Resources)
- (3) GMID