

Global Insight International Country & Market Research

INTRODUCTION

The *Global Insight* database provides detailed economic, country and industry sector information. The data provided includes:

- Same day analysis of the political and economic implications of global events.
- Special reports which offer an in-depth analysis of recent macro economic issues.
- Country reports and risk surveys (including 5 year forecasts) for over 180 countries.
- Industry sector overviews, same day analysis and special reports for each of the automotive, energy, healthcare & pharmaceutical and telecommunication sectors.
- A wide range of statistical data relating to the global economy; plus industry focused data for the automotive, energy, healthcare & pharmaceutical and telecommunications sectors (Easily exported to Excel through the *DataInsight-Web* feature).
- Sovereign and country risk tables that give an at a glance indication to stability and investment conditions in 180 countries.

ACCESSING THE DATABASE

- Global Insight can be accessed via the Electronic Resources section of the MBS Library Website:
<http://www.mbs.ac.uk/library>
- Select “**Databases**”, “**Market Research**” or “**Economic/Country Information**”
- **Note:** This database is only available on-campus: select “LOGIN” from the homepage and on the next screen select the option ‘If you wish to use your Internet identity [click here](#)’, which is located underneath the login box

SEARCHING THE DATABASE

Use either the Quick/Advanced search options or the “*My Insight Services*”.

Quick Search:

A free text search option, you can use AND / OR / NOT to refine your search if necessary. For example, to run a search for oil prices:

- Type “oil and prices” into the text box in the top left hand corner.
- Click on the *Search* icon to the right of the search box
- The *Search Results screen* will now display relevant results recently added to the database.
- Use the *Filter Search Results* options on the right of the screen to refine the search.
- It is possible to limit the date range, to search for only certain types of document (eg *Special Reports*), or shift the focus to a particular country (eg oil prices in Russia) or company (eg oil price results for Gazprom)

Advanced Search:

Allows you to select from a number of pre-defined options and/or enter required keywords.

- The *Categories* and *Companies* search options will differ depending on the selection made in *Select a Service*. Eg If *Automotive* is chosen then *Cars and Vans* will be a selectable category; similarly if *Energy* is chosen then you will be able to select *Oil and Gas*.
- Click on the *Search* option at the bottom of the screen to run the search. The results screen will take the same format as is returned for the *Quick Search*.

MYINSIGHT SERVICES SEARCH OPTIONS

The *MyInsight Services*, (top left hand navigation menu), allows you to shift the focus of the database to a particular area. Click the arrow to the right of the box marked *Select Services* and choose from:

*Same Day Analysis (All Options) / Automotive / Energy / Country Intelligence
Healthcare & Pharma / Telecommunications*

A new screen will load, displaying links to the latest *Same Day Analysis* articles produced for the chosen sector. The left hand navigation will now also contain a new series of options. The following will be displayed for all sectors:

- **Same Day Analysis:** Articles which discuss breaking economic and political developments, and consider the likely impact on the economies / industries they affect. Click on the title to view the article in full. Use the icons at the top of the screen to print or download in full.
- **Special Reports:** Provide a more in depth analysis, examining critical issues facing the countries/ regions or industry sectors concerned. Each report begins with a clear breakdown of the key findings, which are expanded on in detail throughout the report. Click on the report title to view in full, and use the icons at the top of the screen to print or download.
- **Country Reports:** Use the arrow underneath this option to select from a list of available countries/ regions. Country Intelligence reports are written for the benefit of potential foreign investors; they contain basic demographic information and risk assessments for 6 key aspects of the country (Political / Economic / Legal / Tax / Operational / Security). Industry reports concentrate on the current state of the industry within your chosen country. They provide information on topics such as the impact of recent government legislation, current sales trends, and market segmentation.

ADDITIONAL OPTIONS

In addition to containing the articles / reports listed above, a number of the *MyInsight Services* contain their own unique features:

COUNTRY INTELLIGENCE

- **Country Risk:** Provides a league table which assess the foreign direct investment climate based on 6 individual ratings for each country. Countries with the lowest investment risks are top of the table. Click on a country to access an individual report. You can also generate graphs/ tables to indicate patterns of risk over the last 5 years by using the options at the top of the screen.
- **Sovereign Risk:** Similar to the country risk tables but are ranked by sovereign credit ratings. Click on a country to display its individual report or generate tables by using the option at the top of the screen.

AUTOMOTIVE

- **Company Analysis:** Contains profiles of leading automotive multi-nationals such as BMW or Daimler-Chrysler. Use the arrow to select a company from the list, then use the left hand navigation to view different sections of the report. Reports can be downloaded in full by using the icons at the top right of the screen.
- **Glossary:** Contains concise definitions for acronyms, terms and concepts (eg) used frequently throughout the automotive articles / reports.

HEALTHCARE & PHARMA

- **Approved Drug Database:** Provides information on over 300 drugs and molecules that are in development by major pharmaceutical companies. Search for, and filter data by company or therapeutic area.
- **R&D Database:** Displays information on over 1,000 drug candidates that are in pipeline development (from Phase II to filing stage) across the world for 40 major pharmaceutical manufacturers, including new molecules, new formulations and new indications.

TELECOMMUNICATIONS

- **Company Analysis:** As with *Automotive*, a number of company profiles are available for the leading telecommunication multi-national companies. Use the arrow to select from the list of available companies
 - **Infrastructure Monitor:** Search and filter data on infrastructure contracts between twelve leading equipment vendors and telecoms service providers. Provides data on contract wins across all countries of the world, for the fixed-line, mobile, wireless, multimedia and convergent segments.
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DATA-INSIGHT WEB

Global Insight contains a wealth range of economic / financial data which you can easily export to Excel for further analysis by using the *Data-Insight Web* feature. The following example details how to extract macro-economic data about Japan from the database.

- Select *Data-Insight Web* from the left hand navigation panel (below *My Insight Services*)
- Select *Global Economy* as the *Data Source* (From the options on left hand panel)
- Open up the *Asia-Pacific* box and highlight *Japan* in the *Geography* section
- Click on *Concept* (underneath *Geography*), and highlight all the available check-boxes
- Click on the *Search* (Magnifying Glass) icon on the right hand side to place data in the lower half of the screen

N.B. This only shows your selected criteria NOT the search results themselves

- Highlight one of the lines of data and right click your mouse. Select *Export all to Excel*
 - Figures for the selected data will now open in a separate window in Excel format
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Further Information: For further information on using this database or for assistance with your research please contact a member of staff at the Eddie Davies Library or Precinct Library.

- Eddie Davies Library Enquiry Service Tel: 0161 275 6503 email: libdesk@mbs.ac.uk (postgraduate research)
- Precinct Library Enquiry Service Tel: 0161 200 3200 email: jrul.precint@manchester.ac.uk