

USE BUSINESS & INDUSTRY ON THE WEB WHEN YOU NEED THE FACTS AND FIGURES FOR COMPANIES, INDUSTRIES, MARKETS AND PRODUCTS

Business & Industry on the Web provides access to articles appearing in the business & trade press from around the world with a strong focus on facts, figures and key events dealing with public and private companies, industries, markets and products for all manufacturing and service industries. B&I on the Web provides full text for over 65 percent of the articles available on the database. A wide range of indexing terms help you find the business information you are looking for. Select one or more terms from the text boxes to achieve the most relevant search results.

QUESTION: FIND THE US MARKET SHARE FOR M&M'S AND IT HAS TO BE IN A TABLE

Try the search as shown:

KEYWORDS m&m

Automatic stemming will check for plurals and other word variations

CONCEPT TERM Market Share

INDUSTRY Candy

CHECK Must Contain Table box

CHECK USA box

Multi-select

You may choose one or more terms from the text boxes.
PC - click and hold Control key
Mac - click and hold Apple key

- Keywords**
words or phrases
anywhere in the text
- Words in Title**
word(s) must be in title
- Dated**
limit by date of publication
- Company**
article must discuss
this company
- Concept Term**
events, facts, markets or ideas
- Marketing Term**
marketing/advertising concepts
- Industry**
retrieves all articles dealing
with an industry
- Search terms are shown**
- Document Type**
specific types of articles
- SIC/Product Code**
single product or family
of products
- Geo Region**
specific countries or regions
- Must contain table**
articles that have tables

Date	Title	Source	Text Available
July 1998	Christmas-1997 candy sales reached \$504 mil through drug, food and mass merchandise stores, up 1.5% from 1996 sales	Candy Industry	3342
June 08, 1998	Dollar sales of chocolate candy increase to \$3.12 bil for the 52 weeks ending 3/29/98, despite a trend toward more healthful eating	Chain Drug Review	671
June 1998	Candy sales totaled \$12.028.3 mil in 1997, with supermarkets accounting for \$3,154.4 mil of that	Snack Food & Wholesale Bakery	3187
May 25, 1998	Sales of nonseasonal chocolate candy through all 3 mass channels rose 1.5% to \$3.1 bil in 1997; sales of seasonal candy through drug stores rose 1.7% in 1997, but sales through food stores rose 6.1%	Drug Store News	2474
May 1998	According to data collected by A/C Nielsen, chocolate category sales achieved a 6% dollar growth in 1997	Professional Candy Buyer	736
April 06, 1998	Candy sales are on the increase, retail sales rose nearly 6% in 1996 to \$19 bil	MMR	981

- New Search**
returns you to a blank search screen
- Refine Search**
add or delete items from your search strategy
- Display Marked Articles**
brings up all checked articles
- Document Icon**
brings up one complete document at a time
- Check articles to save for later viewing**

It is not required that all fields be used in a search.

Keywords Searching

Use this for unique words not in the text boxes such as brand names, personal names or buzz words. Combine **Keywords** with appropriate **Concept**, **Marketing** or **Industry** terms to focus results. **Keywords** will search the entire record for an occurrence of the term(s).

- **Keywords** provides automatic stemming so no manual truncation is needed.
- Words typed next to each other are searched as a phrase.
- Combine words using Boolean operators: **and** or **not**
- **Adj** finds words in a specified order within a stated proximity to each other. For example, **cellular adj5 telephones** finds documents where **telephones** follows **cellular** by 5 words or less.
- **Near** finds words within a stated proximity without regard to order. For example, **price near10 copper** finds occurrences where **price** and **copper** are within 10 words of each other in any order.
- **Parentheses** are used to group terms. For example, **price and (copper or steel)** finds documents that include the term **price** and either **copper** or **steel**.

CONCEPT TERMS find articles that deal with a range of events, facts, markets or ideas. All records in B&I on the Web are indexed to one or more **Concept Terms**. Select from the **Concept Term** text box. You may choose one or more terms using **Multi-select**. Using these **Concept Terms** will provide more focused results than using **Keywords**.

Ad budget	Consumption	Exports	Inventory	New process	Public relations
Affluent market	Copyright	Financial data	Joint venture	Number outlets	Quality
African American market	Copyright license	Foreign business	Labor relations	Orders	R&D expenditures
Antitrust regulations	Corporate strategy	Franchising	Litigation	Output	Sales
Applications	Costs	Gay and Lesbian market	Market share	Outsourcing	Securities
Asian American market	Defense spending	Generation X market	Market size	Patent license	Shipments
Baby boomer market	Demographics	Government assistance	Marketing campaign	Patents	Tax rates
Bankruptcy	Distribution license	Government budget	Materials use	Plant closing	Test marketing
Capacity	Divestiture	Green market	Mature market	Pollution	Trade issues
Capital expenditures	Downsizing	Headquarters relocation	Men's market	Price trends	Trademark license
Capitalization	Energy use	Healthcare regulations	Mergers & acquisitions	Privatization	Trademarks
Communications license	Environmental regulations	Hispanic market	Minority market	Product development	Trends
Company forecasts	Ethnic market	Imports	Name change	Product discontinued	Users
	Exploration	Industry forecasts	New company	Product introduction	Women's market
			New laws	Product recalls	Youth market

MARKETING TERMS deal with the advertising or marketing of products or services. Select from the **Marketing Term** text box. You may choose one or more terms using **Multi-select**.

Account activity	Campaign spokesperson	Crisis communications	Line extensions	Placement	Regional campaign
Ad inserts	Campaign theme	Direct mail	Loyalty	Point-of-purchase	Sales promotion
Ad recall	Catalogs	Direct response TV marketing	Magazine advertising	Political advertising	Sampling
Ad tip ins	Character symbol	Distribution channels	Media costs	Positioning-repositioning	Sports campaign
Ad volume	Cobranding	General agency	Media-buying service	Premium-luxury products	Teaser campaign
Agency self-regulation	Community advertising	General campaign	Movie theater	Print ad coupons	Telemarketing
Association advertising	Consumer behavior	General media	NAD review	Print advertising	TV advertising
Brand equity	Contests	General product marketing	National campaign	Professional advertising	Umbrella marketing
Business-to-business	Cooperative campaign	General research	Network TV advertising	Public opinion	Yellow pages
Cable TV advertising	Corporate advertising	Global campaign	New campaign	Public service advertising	
Campaign awards	Corporate sponsorship	Infomercials	Newspaper advertising	Radio	
Campaign design	Corrective ads	Interactive	Online		
Campaign effectiveness	Coupons		Other general		
Campaign slogan			Outdoor		

INDUSTRY NAMES allows searching of all product codes (SICs) that are within a specific industry. This is especially effective for multi-product industries or industries having both a manufacturing and service component. Select from the **Industry** text box. For single products you may want to use the **SIC/Product Code** field. You may choose one or more terms using **Multi-select**.

Advertising agencies	Computer	Industrial machinery	Packaging	Restaurants
Aerospace & defense	Consumer electronics	Information industry	Paints & varnishes	Retailing non-food
Ag chemicals	Dairy products	Inorganic chemicals	Paper packaging	Sanitary paper products
Agriculture	Department stores	Insurance	Paper products	Securities
Airline	DIY	Mail order	Payment cards	Semiconductors
Alcoholic beverages	Electronic components	Marine transportation	Personal care products	Snack foods
Apparel	Energy	Medical devices & diagnostics	Personal computers	Software
Applications software	Entertainment	Metal packaging	Pet food	Sporting goods
Automotive	Fast foods	Metals	Pharmaceutical	Supermarkets
Baked goods	Financial services	Mining	Pipeline distribution	Telecom equipment
Banking	Food	Mobile communications	Plastic packaging	Telecom services
Beer	Footwear	Network hardware and software	Plastics	Telecommunications
Beverage	Forest products	Nonalcoholic beverages	Portable computers	Textiles
Broadcasting	Frozen prepared foods	Office equipment	Professional management services	Tobacco
Building products	Glass packaging	Oil & gas	Publishing	Toys & games
Business services	Health care delivery	Online services	Railways	Transportation
Candy	Home furnishings	Organic chemicals (industrial)	Railways	Travel & leisure
Chemical	Household appliances		Real estate	Trucking
Coal	Household cleaners		Recording	Utilities

DOCUMENT TYPE describes both publication types, and the nature or structure of the information within the record. Select from the **Document Type** text box.

Column	Cover Story	Geographic Profile	News Brief
Company Overview	Directory List	Industry Overview	Ranking
	Executive Overview	Interview	Survey



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