



LIBRARY - BULLETIN

Featured Resources for Faculty of Business

In-depth analysis and forecast on the health of economies, outlook of market sectors, and financial performance of companies, are often essential sources to assist business leaders in making decisions. Our Library houses the following databases which are widely used by academics and commercial practitioners to gather the critical information:

Economist Intelligence Unit



Passport GMID



THOMSON REUTERS

- The **Economist Intelligence Unit (EIU)** contains timely analysis and forecast of the political, economic and business environment in selected countries, focusing on the latest management thinking on various strategic industries.
- **Passport GMID** (Global Market Information Database) gives you comprehensive analysis on market size and market share of major consumer products, together with consumer trends and lifestyles across all the key countries.
- **Thomson Reuters Knowledge** is a global investment information and analytics database, providing you with historical fundamental data, financial ratios, consensus estimates, ownership, latest equities market information, industry comparisons, news & research articles and more.

A series of online tutorials on how to search effectively in all the databases above can be found [here](#).

Media Resources



□ **Mark Zuckerberg: Inside Facebook 朱克伯格的臉書**

HM743.F33 M279 DVD

With an exclusive interview with Mark Zuckerberg himself and access to Facebook's offices in Silicon Valley and its most senior staff, this documentary tells the story of Zuckerberg's extraordinary rise, and examines his new challenge in combining his idealistic vision of a more open world with the business potential that Facebook now represents. The video explains how Facebook, now said to be worth up to \$100 billion, can act as a giant market research database, and it asks what all that time on Facebook is doing to our real-world relationships.

□ **How Facebook Changed the World: Arab Spring 臉書怎樣改變世界：阿拉伯之春**

JQ1850.A91 H69 DVD

From Tunisia to Egypt, Bahrain to Libya, a very modern kind of revolution has swept the Middle East; started by young people and powered by them, planned and engineered online. Using video and stills shot by thousands of people on mobile phone cameras, How Facebook Changed the World reveals how social and political change is being driven by the blogging, Facebooking, tweeting generation of the 21st century, wrong footing the gerontocracy in a matter of months if not weeks through the viral power of the internet.



Database on Trial

□ **人民日報 (People's Daily)**

(Expiry date: 31 Mar 2013)

此資料庫收錄了《人民日報》自1946年6月創刊至今的所有版面及全文。

