

Euromonitor Market Research Journals

FILE DESCRIPTION

Euromonitor Market Research Journals is a unique collection of authoritative information on consumer markets across the globe.

This file offers research from four monthly publications: 1) *Market Research GB* includes special in-depth reports, market focus articles on up-and-coming or expanding markets, and other articles containing statistics and analysis of markets in the UK; 2) *Market Research Europe* includes both articles focused on products and services within major European markets and articles focused on single countries, including consumer profiles for the smaller European Countries; 3) *Market research International* covers global markets for products and services, including both the major industrialized countries and emerging markets; 4) *Retail Monitor International* follows trends and issues in retailing around the world and includes profiles of leading retailers.

The following are a few of the report titles included initially in File 566:

- The French Market for Ice Cream, Yoghurts & Chilled Desserts
- Corporate Strategies in Consumer Electronics Markets
- The UK Market for Cheese
- The Japanese Market for Canned Food
- Retail News Digest

SUBJECT COVERAGE

Topics cover food, durable goods, and other consumable and services markets.

TIPS

USE FILE 566

to track the latest market trends in the consumer marketplace.

EXPAND MT=

to see a complete list of reports included in the file.

USE SF=TABLE

to locate records that contain tables or exhibits.

USE CO=

to locate a company name mentioned in an individual report.

USE REPORT TITLES

to gather all records together for an individual report.

USE CS= AND PD=

to locate all articles in a specific journal. For example:
CS=EUROMONITOR? AND PD=9708.

DIALOG FILE DATA

Inclusive Dates: 1996 to April 2004

Update Frequency: Closed

File Size: 83,009 reports as of April 2004

CONTACT

Euromonitor Market Research Journals is provided by Euromonitor International, Inc. Questions concerning file content should be directed to:

Euromonitor International Inc.

60-61 Britton Steet

London EC1M 5NA

United Kingdom

Phone: +44 (0)207 251 8024

Fax: +44 (0)207 608 3149

SAMPLE RECORD

DIALOG(R)File 566 EUROMONITOR MARKET RESEARCH JOURNALS
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0000304

/TI Company rankings - R&D Expenditure
/MT, MT= Main Title: CORPORATE STRATEGIES IN CONSUMER
ELECTRONICS MARKETS - MRI0897B
PD=,PY= Pub. Date: AUGUST 1997
CS= Source: EUROMONITOR MARKET RESEARCH INTERNATIONAL
WD= Word Count: 115 (1 pp.)
LA= Language: English

/TX R&D expenditure, as a proportion of total sales, varies from a high of around 7-7.5% to a low of 3.6%. The smaller in-car entertainment manufacturers tend to devote the smallest resources to R&D compared with their main rivals. This could reflect their greater OEM businesses.

TABLE 13 RANKING OF COMPANIES BY R&D
EXPENDITURE AS A PERCENTAGE OF TURNOVER
1995/1996

R&D expenditure as % of turnover

Daewoo Electronics	7.4
Sharp	7.2
Samsung Electronics	7.0
Philips Electronics	6.0
Matsushita	5.9
Pioneer	5.9
SF= Sanyo Electric	5.8
Toshiba	5.8
Sony Corp	5.6
LG Electronics	5.3
Mitsubishi Electric	5.0
Hitachi	4.7
Clarion	4.3
Alpine	4.1
Kenwood Corp	3.6
Akai	na
Thomson Multimedia	na

Source: Euromonitor from company accounts

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SF= Features: TABLE
/CN, CN= Country: WORLD
/DE, IN= Industry: COMPUTERS AND ELECTRONICS

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S R(W)D
/CN	CN	Country Name	Word	S WORLD/CN
/CO	CO	Company Name ¹	Word	S PIONEER/CO
/DE	DE	Industry Description	Word	S COMPUTER(1W)ELECTRONICS/DE
/MT	MT	Main Title ¹	Word	S CONSUMER(W)ELECTRONICS/MT
/TI	TI	Subtitle	Word	S R(W)D(W)EXPENDITURE/TI
/TX	TX	Text	Word	S IN(W)CAR(S)ENTERTAINMENT/TX

¹ Searchable in the Basic Index and in the Additional Indexes.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AN	DIALOG Accession Number	Phrase	
CN=	CN	Country Name	Phrase	S CN=WORLD
CO=	CO	Company Name ¹	Phrase	S CO=PIONEER
CS=	CS	Corporate Source	Phrase	S CS= EUROMONITOR MARKET RESEARCH INTERNATIONAL?
IN=	IN	Industry Description	Phrase	S IN="COMPUTERS AND ELECTRONICS"
LA=	LA	Language	Phrase	S LA=ENGLISH
MT=	MT	Main Title ¹	Phrase	S MT=CORPORATE STRATEGIES IN CONSUMER ELECTRONICS?
PD=	PD	Publication Date	Phrase	S PD=199708
PY=	PY	Publication Year	Phrase	S PY=1997
SF=	SF	Special Feature	Phrase	S SF=TABLE
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count	Numeric	S WD>=100

SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK online.

LIMIT	/NONUSA -- Non-U.S. focus /USA -- Has U.S. focus /YYYY -- Publication Year	S S1/NONUSA S S2/USA S S1/1997
SORT	AN, CN, CS, IN, MT, PD, PY, TI, WD	SORT S6/ALL/WD
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK CO S3

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Full Record except Text
3	Medium	Bibliographic Citation
5	Long	Full Record
6	Free	Main Title, Title, Publication Date, Section, and Word Count
8	--	Main Title, Title, Publication Date, Section, Country Name, Company Name, and Word Count
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

USER DEFINED FORMATS	Display codes listed in the Search Options tables can be used to customize output.	TYPE S2/MT,PD/ALL
TAG	Output can be displayed with tags identifying each display field	TYPE S4/6,/ALL TAG
DIRECT RECORD ACCESS	If the accession number of a specific record is known, it can be used to display the record directly.	TYPE 00085603/9 PRINT 00095905/9

FOR ONLINE HELP:

See HELP FIELDS 566 for searchable fields; HELP FORMAT 566 for output formats; HELP LIMIT 566 for limits; HELP RATES 566 for cost information; HELP SORT 566 for sorts.