Mind Map
Use our brainstorming tool to find related terms and expand your search.

- Vertical integration
- Asahi Breweries
- Vertical market
- Exclusive dealing
- Monopoly
- Horizontal integration
- Vertical lift bridge
- Strategy
- Balanced scorecard
- Business
- Business model
- Michael Porter
- Supply chain
- Timothy Bates
- Organization
- Management
- Strategic planning
- Strategic management
- Organizational studies
Click ‘Mind Map’, type your search term and click the search button to create your map of concepts.
Your search term becomes the central concept in a map of related concepts. Related concepts are chosen based on how frequently those concepts appear with the central concept in Credo’s reference collection as a whole. The larger the font size, the greater the frequency.
Clicking a related concept will create a new map of related terms next to your original map. New related concepts will display, showing relationships between the two ideas. Only two maps will display at one time.
To bring your view back to one map, or to retrace your steps to visit previously viewed maps, use the “Most Recent Mind Maps” links at the bottom of your screen.
Credo’s reference content related to your central concept will display on the right side of your screen. These articles will always match your central concept.
Clicking the entry heading for an article, will bring you to the full text of that Credo article, where you can begin gathering background information for your research. The Mind Map will stay open in it’s original tab, so you can easily return to the map to continue exploring.
support@credoreference.com