### Key Sources for Marketing Reports – Fall 2017

<table>
<thead>
<tr>
<th>Company Profiles</th>
<th>Industry Analyst Reports</th>
<th>Consumer Data</th>
<th>Marketing Info</th>
<th>Journal &amp; Newspaper Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mergent Online ‡</td>
<td>IBIS World ‡</td>
<td>New Strategist Publications (e-books)—for Generations, Spending Patterns, Surveys ‡</td>
<td>Marketresearch ‡</td>
<td>Business Source Complete ‡</td>
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<tr>
<td>LexisNexis / Nexis Uni ‡</td>
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<tr>
<td>MarketLine Reports &amp; interviews (in Business Source Complete) ‡</td>
<td>MarketLine and other industry reports (in Business Source Complete) ‡</td>
<td>SimplyAnalytics (Simmons, Census) - SimplyAnalytics tutorials: <a href="http://guides.lib.uw.edu/c.php?g=345668&amp;p=2498479">http://guides.lib.uw.edu/c.php?g=345668&amp;p=2498479</a></td>
<td>eMarketer ‡</td>
<td>Lexis-Nexis/Nexis Uni ‡ (national/ regional/world newspapers, newswires, transcripts &amp; journals)</td>
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<tr>
<td>International Directory of Company Histories ‡</td>
<td>BCC Research ‡ (high-tech, energy &amp; health sector)</td>
<td>Nielsen Segmentation &amp; Solutions ‡ (To help determine your market, learn more about them and how to reach them)</td>
<td>Market Share Reporter ‡ (in Gale Directory Library)</td>
<td>Newspapers in - Access World News - Lexis-Nexis/Nexis Uni - Proquest Newspapers - Newspaper Source (Ebsco)</td>
</tr>
<tr>
<td>10K Annual Reports filed with the SEC ‡</td>
<td>Forrester ‡ (technology impact on industry, companies &amp; society)</td>
<td>U.S. Census such as American FactFinder <a href="http://www.census.gov/">http://www.census.gov/</a></td>
<td>Passport Markets &amp; Sectors ‡</td>
<td></td>
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</tbody>
</table>
| Investext (in Mergent) - Investment bank analyst reports on companies and industries. ‡ | Gartner ‡ (analysis & advice to global IT industry). Sports Market Analytics ‡ | MarketResearch ‡ | World Consumer Lifestyle Databook ‡ (Large PDF file) | Ebooks:  
- [Encyclopedia of Major Marketing Strategies](http://guides.lib.uw.edu/c.php?g=345668&p=2498479)  
- [Encyclopedia of Global Brands](http://guides.lib.uw.edu/c.php?g=345668&p=2498479)  
- [Encyclopedia of Major Marketing Campaigns](http://guides.lib.uw.edu/c.php?g=345668&p=2498479)  
Bizjournals ‡ (American city business journals like Puget Sound Business Journal) |
| ReferenceUSA (especially for private company research) ‡ | World Industry & Market Outlook ‡ | Polls and surveys such as iPoll Databank ‡ (Roper Center for Public Research) | ReferenceUSA ‡ (Corporate Yellow Pages to determine competitors) | |
| | Trade Associations | | | |

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To Locate Business Databases: [http://guides.lib.uw.edu/bothell/busdatabases](http://guides.lib.uw.edu/bothell/busdatabases)

If you are experiencing problems using UW restricted ‡ databases from offsite, get help here [http://library.uwb.edu/computing/offcampus.html](http://library.uwb.edu/computing/offcampus.html)
### Key Sources for Marketing Stages - 2017

#### SIZE OF MARKET (dollars, units)
- IBIS World
- eMarketer (digital market)
- MarketLine & other industry reports—in Business Source Complete
- MarketResearch
- World Industry & Market Outlook
- Journal & newspaper articles
- Other Industry Forecasts Reports & strategies

#### MARKET SHARE
- Market Share Reporter
- IBIS World
- MarketLine Industry Reports (in Business Source Complete)
- MarketResearch
- Journal & newspaper articles

#### MARKET TRENDS (growing?)
- eMarketer (digital market)
- Journal & newspaper articles
- Analyst Reports such as
  - IBIS World
  - Forrester (technology impact)
  - BCC Research
  - Investext (in Mergent)

#### MAJOR COMPETITORS
- ReferenceUSA
- Market Share Reporter
- LexisNexis / Nexis Uni (Company Profiles)
- Research competitors using
  - Company profiles
  - Analyst reports
  - Articles in journals & newspapers

#### CONSUMER BEHAVIOR
- Mintel
- eMarketer (digital market)
- SimplyAnalytics (Simmons, Census, etc.)
- Nielsen Segmentation & Solutions
- New Strategist Publications (from Consumer Data Research Guide) such as Who’s Buying Series
- SBRnet - Sports market research and news.
- Journal & newspaper articles

#### TARGET MARKET
- SimplyAnalytics (Simmons, Census, etc.)
- Nielsen Segmentation & Solutions
- American Marketplace (in LexisNexis)
- MarketResearch.com
- Mintel
- eMarketer (digital market)
- Demographics—New Strategist Publications (from Consumer Data Research Guide) including Who’s Buying Series
- Journal & newspaper articles

#### CHALLENGES & BARRIERS
- IBIS World
- MarketLine Reports for companies and industries (in Business Source Complete)
- Journal & newspaper articles
- Other Industry Analyst Reports

#### BRANDS
- Encyclopedia of Major Marketing Campaigns
  & Encyclopedia of Global Brands (ebooks)
- Market Share Reporter
- Industry Analyst Reports
- MarketLine Reports (in Business Source Complete)
- Journal & newspaper articles

#### ADVERTISING
- Advertising Spending & Where to Advertise:
  - Advertising Age (in Business Source Complete)
  - Nielsen Segmentation & Solutions
  - Journal & newspaper articles

#### SOCIAL MEDIA
- Social Media eBooks on Marketing Guide/Social Media subtab—see boxes titled:
  - Measuring Social Media Effectiveness
  - Tools for Measuring Results
- Journal & newspaper articles

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