Industry Analysis:

**S&P NetAdvantage - Industry Surveys (Database)**
- Start here to learn the basics about an industry. Standard & Poor’s Industry Surveys provide overviews of 52 major US industries including industry structure, recent developments, leading companies and financial data.
- See the Industry References for links to associations and other sources.

**Mintel Oxygen (Database)**
- Market research reports on consumer products and services with primary and secondary data.
- Gather sector insights on: “Competitive Context,” “Segment Performance,” “Leading Companies,” “Marketing Strategies” and “Advertising & Promotion”

**Passport GMID (Euromonitor)**
- Global coverage. Industry reports and data, including market size and company share. Click on Industries, then look under Search Analysis (left side of the screen) for reports.

**MarketLine Advantage (Database)**
- Industry profiles include Porter's Five Forces analysis.

**First Research (Database)**
- Industry reports on trends, challenges and forecasts, e.g. Cruise Ships

**Statista (Database)**

Company Analysis:

**Hoover's (Database)**
- Public and private global company profiles include company history and basic data.

**MarketLine Advantage (Database)**
- Country and public and private company profiles, including SWOT analyses for the top 1000+ companies.
  - Industry profiles include Porter's Five Forces analysis.

**Passport GMID (Euromonitor)**
- Public and private global company profiles with focus on company and brand strategy.
- Coverage includes: strategic evaluation (SWOT analysis), corporate strategy, product line strategy, company structure and brand assessment.

**Thomson ONE (Database)**
- US public company information with a focus on financial data.
- Search by company name or ticker in upper left corner. Click on Research in left panel to locate Wall St. Analyst reports on the company.
Standard & Poor's NetAdvantage (Database)
- Find Stock Reports for US public companies under the Companies tab. Short report covers business description and some corporate strategy, as well as 10 years of financials.

Market and Consumer Research:

Mintel Oxygen (Database)
- Covers consumer goods and services, as well as lifestyles. Reports analyze market drivers, segmentation, competitive context, company strategy and future prospects.
- Includes demographic and psychographic data from surveys and sources like Simmons and NPD to help develop understanding of customers’ needs, motivations and influences. Requires individual registration.

MarketResearch.com (Database)
- Covers several different industries and sectors. Reports include market size and growth potential, segmentation, competitors, trends and consumer demographics and behavior. Sources include Packaged Facts, Kalorama and Simba.

GlobalData (Database)
- Reports and analysis includes market segmentation, consumer preferences, new product and service innovations, and success and failures case studies.

Passport GMID (Euromonitor)
- Market research reports on global service and industrial sectors, countries and companies profiles, economic and demographic data, consumer behaviors and lifestyles.

Richard K. Miller Market Research Handbooks (Database)
- See: Travel & Tourism Market Research Handbook

SimplyAnalytics (Database)
- Create maps and tabular reports using data from many different sources, including Claritas (lifestyle segments), MRI, Simmons and the Census. Requires individual registration.

Simmons OneView (Database)
- Research your target's demographics, attitudes, lifestyles, brand preferences and media usage. Data are from a national survey of 25,000 US adults.

eMarketer Pro (Database)
- Market research reports on digital consumerism, including marketing, advertising, mobile, retail, ecommerce, social media, and more.

Marketing Communications and Media Planning:

Stradegy (Database)
- Reports on advertisers’ spending totals and media selections. Find ad spending data broken out by company, product or brand and by channel.

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SRDS (Database)
- Provides estimated costs for print and broadcast media, contact information and other detailed information required to plan advertising campaigns, including circulation. Digital listings include website audience metrics.

eMarketer Pro (Database)
- Digital marketing and media focus. Reports and charts provide data and trends for advertising, e-commerce, email, mobile, social media and video. Also includes advertising spending data for broad industries, channels and some top companies.

Ad Age Data Center (Database)
- Find rankings and statistics on top advertisers, media, agencies and more.

Thumbnail media planner: media costs and data (book)
- Media rates and planning advice for broadcast, print, interactive and direct marketing. Includes audience estimates.
- In the business library: Bus Ref HF5415.3.T56

Additional Useful Resources:


Advertising & Media Research Guide - http://guides.business.library.emory.edu/advertising


Marketing Research Guide - http://guides.business.library.emory.edu/marketing-guide

Social Media Marketing Intelligence and Analytics - http://guides.business.library.emory.edu/social-media

- Try this search in Google: millennials travel inurl:mckinsey OR deloitte OR bain OR bcg OR accenture OR ey

Websites of some industry trade associations/sources:

Cruise Lines International Association - https://www.cruising.org/about-the-industry/research


U.S. Travel Association - https://www.ustravel.org/

Questions?

Email gbsaskalibrarian@emory.edu with questions or to schedule a consultation, or stop by the business library – a librarian is available in the spring semester Mon-Thurs, 9am-8pm, Fri 9am-5pm and Sat/Sun, 1-5pm.

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