

Research Resources for Marketing

January 2012

Access the Business Subject Guide at the library homepage: library.queensu.ca or by clicking **Library** under **Queen's Resources** in the Commerce Portal.

Use the **Industries** and **Articles** sections of the [Business Subject Guide](#)

Queen's University

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Research by Subject
Specialized and recommended research tools.

Formats	Aboriginal Studies	Industrial Relations
Social Sciences	Asian Studies	Jewish Studies
Arts & Humanities	Business	Kinesiology and Health Studies
Engineering & Science	Canadian Studies	Latin American Studies
Health Sciences	Communications and Mass Media	Middle East and Islamic Studies
Education	Cultural Studies	Multidisciplinary
Law	Economics	Political Studies
Other	Environmental Studies	Psychology
All Subjects A-Z	Gender Studies	Public Administration
	Geography	Religious Studies
	Global Development Studies	Sociology

Expanding Horizons
Library Workshops for Graduate Students
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[Expanding Horizons Workshops](#) - featuring library workshops for grad students.

Library News

- [OUL Licensing Database](#) (posted on 2011-10-27)
- [Queen's Library gets an A](#) (posted on 2011-10-25)
- [Thomson ONE Research](#) (posted on 2011-10-12)

[New Databases](#) | [New Books](#) | [Library News](#)

Course Specific Exam Prep Workshops Now Available »
Queen's Learning Commons

Industry/Market Sector Research

Key Databases are in the [Industries](#) section of the [Business Subject Guide](#).

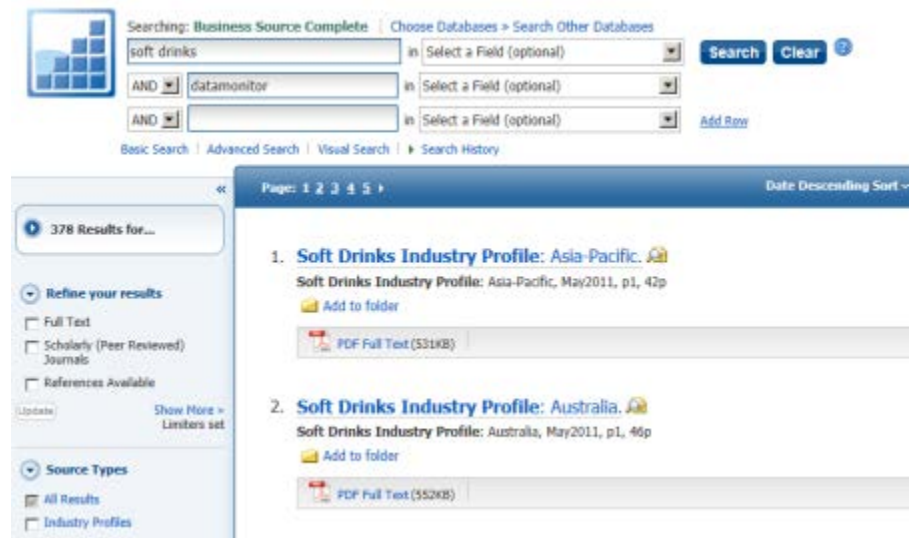
S&P NetAdvantage: Offers in-depth analysis of major industries, including data, forecasts and trends and comparative analysis.



Fredonia Focus: Market research covering 18 industry sectors

Gartner Research: Analysis of the global IT industry.

Business Source Complete: Search by industry keywords then limit results to “Industry Profiles”. For example, “soft drinks” for specialized reports published for that specific industry.



Conference Board e-Library: *free registration required.* Canadian industries, economic trends & forecasts – national, provincial and metropolitan

Thomson One: equity analyst research - public companies and their industry sectors

FP Advisor: Canadian public companies and industry sectors

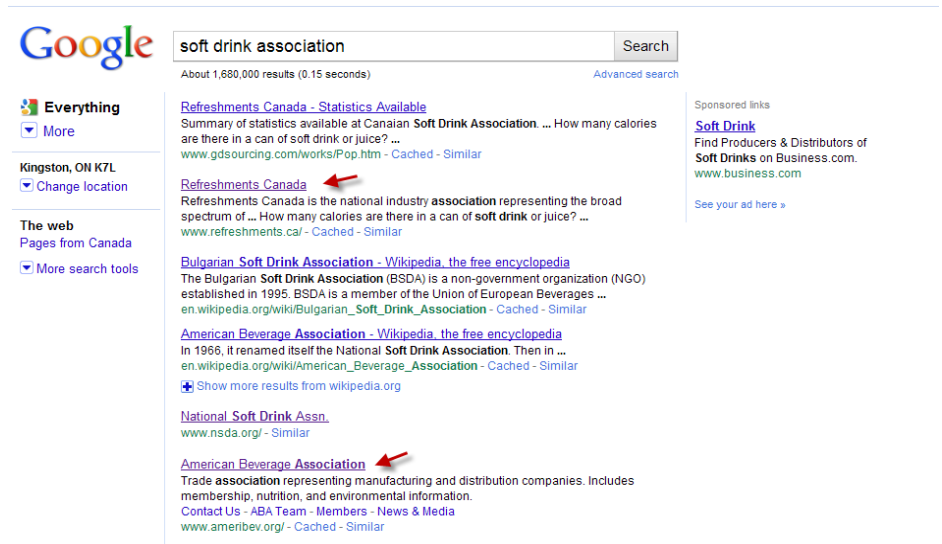
Also check for ‘on trial’ databases at <http://library.queensu.ca/research/databases/>

IBISWorld – 700+ market research reports is on trial until mid-February.

Coming soon – **Passport GMID** –global market information database

Industry Sources on the Web

Trade Associations: A web search using the name of your industry followed by “association” will find key trade associations. These associations may list member companies and provide statistics and reports about the industry.



The screenshot shows a Google search for "soft drink association". The search results include:

- Refreshments Canada - Statistics Available**: Summary of statistics available at Canaian **Soft Drink Association**. ... How many calories are there in a can of soft drink or juice? ... www.gdsourcing.com/works/Pop.htm - Cached - Similar
- Refreshments Canada**: Refreshments Canada is the national industry **association** representing the broad spectrum of ... How many calories are there in a can of **soft drink** or juice? ... www.refreshments.ca/ - Cached - Similar
- Bulgarian Soft Drink Association - Wikipedia, the free encyclopedia**: The Bulgarian **Soft Drink Association** (BSDA) is a non-government organization (NGO) established in 1995. BSDA is a member of the Union of European Beverages ... en.wikipedia.org/wiki/Bulgarian_Soft_Drink_Association - Cached - Similar
- American Beverage Association - Wikipedia, the free encyclopedia**: In 1966, it renamed itself the National **Soft Drink Association**. Then in ... en.wikipedia.org/wiki/American_Beverage_Association - Cached - Similar
- National Soft Drink Assn.**: www.nstda.org/ - Similar
- American Beverage Association**: Trade **association** representing manufacturing and distribution companies. Includes membership, nutrition, and environmental information. [Contact Us](#) - [ABA Team](#) - [Members](#) - [News & Media](#) www.amerbev.org/ - Cached - Similar

Business Article Databases

company news, brands, products, sales and market share numbers
trade magazine articles and academic research
reports and market research
newspaper articles

Key Databases are in the [Articles](#) section of the [Business Subject Guide](#)

ABI/Inform Global: a comprehensive database covering business, management, finance, industry and trade. Search words & phrases that describe the product or industry sector. Also, search by company name using the **Company/Org** option in the dropdown menu next to the search box to retrieve articles about a company from trade magazines and journals.



The screenshot shows the ProQuest ABI/INFORM Global Advanced Search interface. The search box contains "TransCanada" and the dropdown menu is set to "Company/org — ORG". The interface includes navigation links for "Basic Search", "Advanced", "Data & Reports", "Publications", "Browse", and "About". There are also links for "Look Up Citation", "Command Line", and "Find Similar". The search criteria are set to "All fields + text". A "Search" button and a "Clear form" link are visible at the bottom right.

Business Source Complete: Another comprehensive article database similar to ABI/Inform.

ABI/Inform Trade & Industry: Industry-focused info - journal articles, market reports, industry reports and news

Canadian Newsstand: Located under the “[News](#)” link in Business Subject Guide.

Full-text articles from the national and leading regional daily newspapers across the country. It’s especially useful for researching Canadian companies, markets and industries.

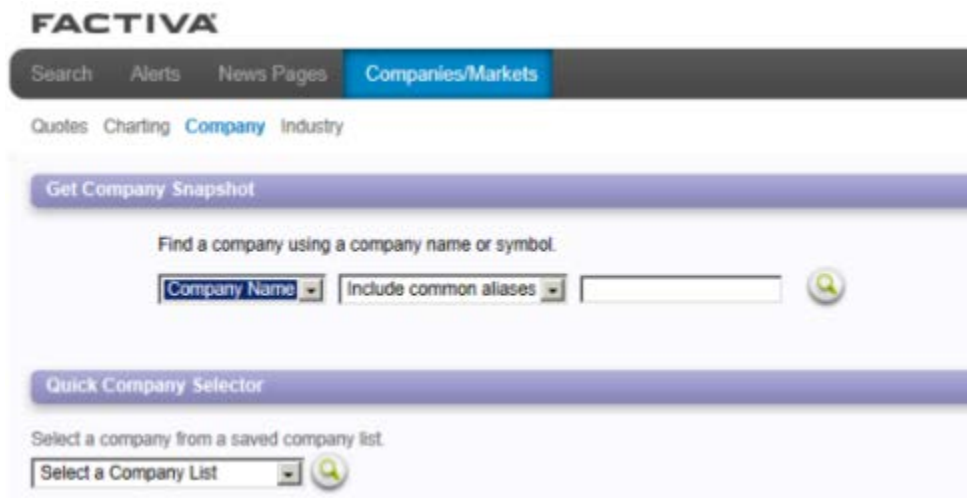
Research the Companies in an Industry/Market Sector

Company website: Shows how the company is structured – new products, marketing to certain segments, geographic and line of business segments, locations, product catalogues, etc.

If the company is public, find key financial reports - annual report or 10k under headings such as “Investor Relations” or “Our Company”.

Key Databases are in the [Companies](#) section of the [Business Subject Guide](#).

Factiva: select **Companies/Markets** tab, then **Company**. Search by company name for a report which includes the company’s business description, top executives, financial snapshots, key ratios, **peer/competitor group**, and more. Print or email customized pdf reports.



The screenshot displays the Factiva website's navigation and search interface. At the top, the 'FACTIVA' logo is visible. Below it, a dark navigation bar contains links for 'Search', 'Alerts', 'News Pages', and 'Companies/Markets', with 'Companies/Markets' being the active tab. Underneath, there are sub-links for 'Quotes', 'Charting', 'Company', and 'Industry'. The main content area features two search sections. The first is titled 'Get Company Snapshot' and includes the instruction 'Find a company using a company name or symbol.' It contains a search box with a dropdown menu labeled 'Company Name', a checkbox for 'Include common aliases', and a search button. The second section is titled 'Quick Company Selector' and includes the instruction 'Select a company from a saved company list.' It features a dropdown menu labeled 'Select a Company List' and a search button.

Hoovers Company Profiles: company overviews and **competitor** lists

Thomson One: company overviews and equity analyst’s research and reports.

Data & Statistics

Maps, Data & Government Information (MADGIC)

<http://library.queensu.ca/webdoc/>

Includes demography (census), Statistics Canada, Industry Canada, and U.S. and international sources.

Government departments and agencies are also a useful source of **industry** information.

See <http://library.queensu.ca/webdoc/>

Also via “Government Information” link under Research by Subject on the Library homepage.

[CARDOnline](#) (*Canadian Advertising Rates and Data*)

lists media outlets by type and provides current rates

When you know the name of a specific database, use the **Databases** tab:



The screenshot shows a navigation bar with five tabs: 'Summon', 'QCAT Catalogue', 'Databases' (highlighted in yellow), 'Journals A-Z', and 'Library Website'. Below the tabs is a search section titled 'Find a specific research database:'. It features a dropdown menu set to 'Title contains', a text input field containing 'canadian newsstand', and a 'Search' button. Below the search field, there is a list of example databases: 'e.g. web of science, psycinfo, istor, medline, proquest, ebSCO'. At the bottom of the search section, there is a link that says 'Browse Databases by Subject »'.