



Please go to: www.lib.uwo.ca/business >
Bus Databases by Subject

Under **E. Marketing Databases**
Open **Market Research.com Academic**

In a separate window (CTRL N) open
Global Market Information Database
(accept the terms and conditions)

Marketing Resources



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Overview

- Introduction to Market Research and Resources
- Demonstration and Workshop:
MarketResearch.com Academic
- Demonstration and Workshop:
Global Market Information Database (GMID)
- Additional Resources
- Questions and Comments



Introduction to Market Research and Resources

What is Market Research?

■ Information about:

- Customers
- Companies
- Competitors
- Industries
- Markets

■ It includes:

- Customer analysis
- Competitor analysis
- Risk analysis
- Product research
- Advertising research

Introduction continued...

■ How is it done?

- Primary research
Ex. Surveys, focus groups, interviews
- Secondary research
Ex. Market research reports



MarketResearch.com Academic

- **Description:** International, full-text database of market research reports
- **Includes:** Thousands of reports, many with global coverage, from leading industry publishers.
- **Subject Coverage:** Business services, consumer goods, food and beverages, life sciences, demographics, heavy industry and technology/media.



MarketResearch.com continued...

- **Types of Materials Covered:** Reports usually between 100 - 300 pages. Include quantitative market trends and qualitative insights
- **Years of Coverage:** 1995 - Present
- **Database:** Browse by industry, or search for reports on specific topics by keyword or advanced search.

Sort results by relevance, publication date or alphabetically by title.

Alert-me service allows you to receive custom updates of the latest research available in your market and/or interest areas.

Accessible through the C.B. Bud Johnston Library website.

Also, visit <http://www.academic.marketresearch.com> for more information.

Global Market Information Database (GMID)

- **Description:** Provides information from market research reports on:
 - ❑ consumers
 - ❑ companies
 - ❑ retail sectors
 - ❑ industries
 - ❑ countries worldwide
- **Types of Materials Covered:** Economic, demographic, and market statistical data and forecasts, industry market reports, consumer lifestyle reports, country factfiles, and company profiles.



GMID continued...

- **Years of Coverage:** 20+ years
- **Database:** You can search by keyword or browse by category, by company and by country.

Click on **Getting started** on lower right screen of database for demonstration of how to navigate and search GMID.

Accessible through the C.B. Bud Johnston Library website.

*Also, visit **<http://www.gmid.euromonitor.com>** for more information.*



Demonstration and Workshop

MarketResearch.com Academic



Demonstration and Workshop

Global Market Information Database (GMID)

Additional Resources

- **Marketing Databases** (www.lib.uwo.ca/business)
 - Business Insights
 - eMarketer
 - Freedonia Focus
 - Global Market Information Database **
 - Market Research.com Academic **
 - Market Studies Library
 - MarketLine Business Information Center **
 - Mintel **
 - Sports Business Research Network
 - WARC

Titles with ** are Best Bets.

Additional resources continued...

■ General

Hiam, H. (2004). *Marketing for dummies*. 2nd ed. West Sussex, England: John Wiley & Sons LTD.

Smith, D. V. L. & Fletcher, J. H. (2004). *The art and science of interpreting market research evidence*. West Sussex, England: John Wiley & Sons LTD.

■ See also

UWO Libraries Marketing subject guide:
www.lib.uwo.ca/resources/marketing.shtml



Questions and comments