



Please go to: [www.lib.uwo.ca/business](http://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



Presented by Robyn Hall,  
Mark Rumas and Tony Onorato



# 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](http://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](http://www.lib.uwo.ca/resources/marketing.shtml)



# **Questions and comments**