

Goizueta Business Library

Creating Bridges to Knowledge

Bus 341/641 Marketing Seminar Team Project

The Rule of Three For Competitive Markets

Claudia Dale, Business Librarian

Industry Analysis

Business Insights

- Industry reports on key players, outlook, strategy and innovation
- Covers consumer goods, energy, financial services, healthcare (including pharmaceuticals) and technology industries
- Click through full reports, or run a search to find relevant report sections

Global Market Information Database

- Industry and company reports and data, including market size and company share
- Covers consumer goods, foodservice and retailing industries
- For **Industry reports** – click on Industries, then look under Search Analysis (left side of the screen) for Global Reports
- For **Company reports** – click on Industries, then look under Search Analysis for Company Profiles
 - Use the Filter by Sub-Type drop-down to select Global Profiles (competitive positioning and opportunities) or Factfiles (detailed market share for sectors)
- For **data** – click on Industries, then select a sub-sector and use the search builder tool to select a category and geography; look for results under the Statistics heading
 - Look for the Statistics icon when making selections in the search builder – statistics are only available for categories/geographies showing this icon

EIU Viewswire

- Industry briefings for automotive, consumer goods, energy, financial services, food and drinks, healthcare, telecoms and technology and travel and tourism industries
- Choose a country to see data, key players and an industry report containing analysis and forecasts

Marketline

- Industry profiles with market share and value and 5 forces analysis (in Global profiles)
- Company profiles with SWOT analysis for top 1000 companies
- For company rankings:
 - Click on the Find Information tab (top left); select an industry
 - Rankings by revenues and employees on the Overview page

<http://business.library.emory.edu>



ASK a Librarian

[Marketresearch.com](#)

- Market research reports for services, consumer goods, energy, healthcare, media and technology industries
- Reports may include competitor analysis – check the Table of Contents

[Intel](#)

- Market research reports for consumer goods and services industries
- Look for report sections: Competitive Context; Leading Companies; Innovation & Innovators

[S&P NetAdvantage](#)

- Industry surveys by S&P's expert industry analysts
- Covers 52 major U.S. industries (use drop-down menu under Quick Links)
- See Current Environment and Industry Profile for major players; Comparative Company Analysis for financials

Searching for Data in Articles

[ABI Inform](#)

[Business Source Complete](#)

[Factiva](#)

Search strategies and tips:

- In the search box, combine:
 - Industry and topic (*travel and competition*)
 - Company and topic (*delta air lines and competition*)
 - Use asterisks for alternative word endings (*travel and compet**)
- Try different ways to narrow your search such as selecting a type of source (journals, magazines or trade publications), using different search terms or changing date ranges
 - Find an article you like in Business Source Complete? Click on **Find Similar Results**, then use the Date selector to narrow down your results list

Guides

[Marketing Guide](#)

- Resources for marketing information, including data and research reports

[Company & Industry Guide](#)

- Resources for analyzing industries and companies and finding data and rankings

Next Steps and Questions

Business librarians may have additional suggestions based on your industry. Email **Ask a Librarian** on **First Class** to set up a consultation, for specific suggestions or with questions.