

BUSINESS RESEARCH CLINIC

International Marketing

February 25th & 26th, 2009

Global Market Information Database

This Euromonitor database is our best source for international marketing. Covers the globe with in-depth market research reports and analysis of current trends. Strongest in consumer goods, GMID also provides demographics and economic data.



- Use the Menu Search to select a market or drill down to a market, then select nations of interest. This results in a list of relevant reports and statistics. You can play with the data in GMID's interactive environment, or export it to excel.
- Browse by geography to find detailed analysis of consumer lifestyles and future demographics.
- Euromonitor is British, so use British spellings like colour, and dates are in dd/mm/yyyy format.
- Video tutorial: <http://screencast.com/t/4VQzD7CZ>

Mintel

In-depth reports covering market size, forecasts, competitors, innovators, brand qualities, advertising, and consumer behavior. Focus on the US and Western Europe. You must create a profile to access.

- Consumer Goods
- Electronics
- Travel
- Lifestyles
- Food
- Financial Services
- Demographic Segments
- Personal Care
- Apparel



eMarketer

Made available through a partnership between the BYU Business Library and the Rollins Center for eBusiness, eMarketer is a leading source for statistics and analysis:

- E-commerce
- Internet Advertising
- Consumer Behavior
- Entertainment
- Mobile Technologies



eMarketer includes video interviews and webinars, and the articles, reports and charts download easily for use in papers and presentations.

Other International Market Research Resources

- **Gartner:** News, reports, and analysis in hi-tech industries. A rich resource, though some of the reports are not available to us.
- **U.S. Commercial Service Market Research Library:** Free market research reports and Country Commercial Guides: http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no

Factiva

Business and economic news from thousands of newspapers around the world in 22 languages. Use the drill-down filters (the plus-signs) to narrow your search by language, country, industry, company, etc.

- An example search:
 - Change region to “India”
 - Change industry to “Dairy Products”
 - Change subject to “Sales Figures”
 - Change the date to “in the last year”
 - Remove the English language restriction if you want
- You can find a video tutorial here: <http://screencast.com/t/7kb1fyfdj>
- LexisNexis Academic is another good news database.



Company Databases

- **Mint Global:** Profiles for 50 million companies worldwide. Search by a wide variety of criteria. Construct lists and export to Excel. 4 min. video tutorial: <http://screencast.com/t/r59kOnw7juE>
- **LexisNexis:** Similar to Mint Global.

Other Resources

- **Global Road Warrior:** The ultimate business travel guide, covering 175 nations with practical travel information, intercultural communication, and business protocols.
- **Doing Business:** The World Bank's attempt to rank nations according to quantitative measurements of the ease of doing business there. <http://www.doingbusiness.org/>
- **globalEDGE:** Hosted by Michigan State University, globalEDGE pulls together economic, trade, and industry information from a number of sources. They also produce a Market Potential Index (MPI) for Emerging Markets: <http://globaledge.msu.edu/>

BYU's Business Library

www.lib.byu.edu/business

Resources licensed by the BYU Library can be found on the MEGI website (Management, Economics, and Government Information). Use the Find a Database tool to search by name or click on the link to the Marketing subject page or the Business Management subject page and try the International tab.

Industry and Trade Associations

Trade associations can be a great source of information. Depending on the association they might have data available on their website, or contacting them might result in good leads. A search in Google is a good a way to identify associations. You might also try the association directories available in the Gale Directory Library (use the Find a database tool).