Secondary business/market information is fragmented & incomplete.

Layered business information...

Likely publishers...
- Regulations, Trade Data, Industry Overviews, and more...
- directories and industry overviews
- Key financials? News about actions taken?
- Pyramid peak!

How and Why Questions

In other words...
- Why would this info be published?
- Why might it not be published?
- Might someone have estimated it?
- Can we bend the constraints a bit?
- Can we look for disaggregated info instead?
- Not all information is publicly available
- You will have to make some estimates & inferences
- Estimates & inferences need a foundation
- "Peak" reports are great, but not sufficient
- Get to know your local librarians!
Notes:

1. **Market Research**
   www.lib.sfu.ca/help/research-assistance/subject/business/secondary-market

2. **International Market Research**
   www.lib.sfu.ca/help/research-assistance/subject/business/international-market

3. **Company Information**
   www.lib.sfu.ca/help/research-assistance/subject/business/company-info

4. **Industry Surveys**
   www.lib.sfu.ca/help/research-assistance/subject/business/industry-surveys