



In other words...

Adjusting expectations...

- 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