A. SECONDARY RESEARCH...

provides a foundation
for an estimate,
but that foundation is
imperfect:
incomplete, old,
off-topic...

B. Asking Why? to predict sources:

Of the key publisher types in this image, which ones might care about your topic and subtopics?

Why?
C. Resources #1: Library Guides
Identifying likely publishers gets easier as you start to learn more about key resources. Many of
the major marketing resources available to you as SFU students are listed on the following
guides:

SFU Library Guides to…

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

D. Resources #2: Sample Resources (all of which are listed in the above guides)

1. Passport

2. Factiva (be sure to try Factiva Expert Search)

3. Vividata Target Snapshot (see this blog post for details: bit.ly/sfu-vividatapost)

4. IBISWorld

5. Statista (see this blog post for details: bit.ly/sfu-statista)

6. Business Source Complete

7. Frost & Sullivan (see this blog post for details: bit.ly/sfu-frostposts)

8. Other useful resources: SimplyAnalytics, TechNavio, BCC Research, Best Customers…