Why do you think the following two market size estimates are so different?

   * Retrieved Oct. 5, 2017 from Euromonitor’s Passport database at SFU Library

b. “Gartner, Inc. forecasts that 310.4 million wearable devices will be sold worldwide in 2017”

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Business Information

Big name analysis
Below + analysis
Aggregated information + gaps filled with primary research
Aggregated and incomplete information
Dispersed and incomplete information

Issues

$\$$
Converging Trends


Information sources

Regulations, Trade Data, Industry Overviews, and more...

Directories, Industry Overviews, News...

How and Why Questions

Pyramid peak!

Key financials? News about actions taken?

Governments

Academics

Associations

Private Researchers

Companies

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Research Resources

1. Starting Points
   a. SFU Library – Business – Additional Resources
      • Biotechnology Industry Resources
      • Market Research
      • Industry Surveys
      • International Market Research
      • Company Information

2. Books & eBooks
   • Intracellular Delivery III Market Entry Barriers of Nanomedicines
   • Commercialization secrets for scientists and engineers
   • Commercialization of Nanotechnologies–A Case Study Approach
   • Engineering the High Tech Start Up: Fundamentals and Theory, Volume I

3. IBISWorld
   • Industry (not market) reports with strong US/Canada focus.

4. Frost & Sullivan
   • Market reports on emerging technologies.
   • Note: Special instructions re: PDF access
5. **Factiva**

- WSJ + 35,000 other sources
- Includes some hidden gems such as TechNavio market forecasts.
- Explore Factiva Expert Search

6. **S&P Capital IQ + Thomson Reuters Eikon**

7. **Statista**

- Fast route to statistics and publications on most marketing topics.
- Explore beta feature: Publication Search!

8. **Other?**

*Journal articles? Plunkett?*