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

a. Euromonitor International: **128,408,300** units of wearables estimated to be sold worldwide in 2017.
   * 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”

Converging Trends

Information sources

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**
   - **Entrepreneurship** for creative scientists (2018)
   - Intracellular Delivery III **Market Entry** Barriers of Nanomedicines (2016)
   - **Commercialization** secrets for scientists and engineers (2017)
   - Applied nanotechnology : the conversion of research results to **products** (2018)
   - **Commercialization** of Nanotechnologies–A Case Study Approach (2018)
   - Engineering the High Tech **Start Up** : Volume I & 2 (2018)


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
- 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 Publication Search Tool

8. **Other?**

*Journal articles? Plunkett? Consulting firms?*