A few words of experience...

1. Perfect information is rare, generally expensive, and very likely (+ paradoxically) imperfect!
   • Read this article for a worst-case scenario: https://bit.ly/scam-research

2. Market research usually involves seeking information you can use to estimate what you really want to know.
   • Watch this short video to learn about shifting your expectations when conducting secondary research: https://bit.ly/2nd-research

3. It’s often efficient to ask "Who would have an interest in collecting & publishing this data?" before you start searching randomly.
   • Read this series of blog posts to see the “Likely Publishers” approach in action: https://bit.ly/Trampoline-marketing

4. Market research lives on the edge – watching, adjusting to, and capitalizing on trends & surprises. Regular use of news sources is imperative!
   • Watch this video to learn about using SFU’s news databases to research company strategies & industry developments: https://bit.ly/newsforbusiness

5. Asking for help with a market research question is not a retail interaction — it's a consultation. You may not find what you initially wanted, but you might get alternative resources, a new perspective on the problem, different search strategies... and more words of experience!
Research Resources

1. Starting Points

SFU Library – Business – Additional Resources

- Biotechnology Industry Resources
- Market Research
- Industry Surveys
- International Market Research
- Company Information

1. Books & eBooks

- Entrepreneurship for Creative Scientists (2018)
- Medical Device Design: Innovation from Concept to Market (2020)
- MEMS Product Development: From Concept to Commercialization (2021)
- Commercialization of Nanotechnologies–A Case Study Approach (2018)
- Engineering the High Tech Start Up (2018)


3. IBISWorld

- Industry (not market) reports with strong US/Canada focus.

4. Frost & Sullivan

- Market reports on emerging technologies.

- See separate handout for overview of report types.
5. **Factiva**

- WSJ + 35,000 other sources (e.g., Fitch Solutions Country Risk Reports)
- Try **Factiva Expert Search** for pre-run searches on common business topics

6. **S&P Capital IQ + Refinitiv Eikon**

7. **Statista**

- Fast route to statistics and publications on most marketing topics.
- Don't miss the Publication Search Tool feature for grey literature searches.

8. **Other?**

- Journal articles?
- VC directory?
- Vividata?

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Mark Bodnar  
mbodnar@sfu.ca  
SFU Library  
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