1. Is secondary market research useful? Imperative? Flawed? Cheap?

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2. Layered business information...

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3. Likely publishers...

How and Why Questions

Academics

Government

Directories and Industry Overviews

Associations

Key financials? News about actions taken?

Companies

Private Researchers

Pyramid peak!

4. Foundations for estimates + Bending constraints
Research Resources

1. Starting Points
   a. SFU Library > Business > Additional Resources
      • http://www.lib.sfu.ca/help/research-assistance/subject/business/additional
   b. Small Business Accelerators (UBC)
      • http://sba.ubc.ca/
   c. Librarians!

2. SimplyAnalytics
   • Map census and spending data, including current estimates and some forecasts, across Canada.
   • Map psychographic clusters and business locations.
   • Create detailed ring studies and ranked reports

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

4. Frost & Sullivan
   • Market reports on emerging technologies.
5. Factiva

- Includes some hidden gems such as TechNavio market forecasts, but the **news** content (35,000 sources) is the best feature.

6. Passport

- FMCG market reports and data at a national level for 100 countries.

7. Statista

- Fast route to statistics on most marketing topics.
- Can often link out to original sources.

8. Other?

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