UCSD Library’s Top Recommended Resources for Market Research

All links are here: [http://ucsd.libguides.com/marketresearch](http://ucsd.libguides.com/marketresearch)

Off campus access info: Use the VPN client when you want to access online Library subscriptions. Choose Group: allthruucsd. Info on set up is here: [https://lib.ucsd.edu/remote-access](https://lib.ucsd.edu/remote-access)

Library contact: Adele Barsh, Economics & Business Librarian, [abarsh@ucsd.edu](mailto:abarsh@ucsd.edu). Also, we have 24/7 help via [https://lib.ucsd.edu/ask](https://lib.ucsd.edu/ask) (text, email, phone).

<table>
<thead>
<tr>
<th>Function</th>
<th>Tab</th>
<th>Name of Database</th>
<th>Why Use It?</th>
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</table>
| 1 Industry Reports | 1 | • IBIS World  
• Business Insights: Global  
• EMIS Intelligence  
• ThomsonONE/Investext  
• Business Monitor Online  
• ProQuest Statistical Insight | Overviews (scope of industry, forecasts, factors in industry growth, key metrics, main competitors, maturity) |
| 2 Boutique Industry Reports | 2 | • Sports Markets Analytics  
• Gartner Research  
• IHS Global Insight (auto, telecomm, pharma/health) | Same as above, but focused on a limited # industries. |
| 3 Company Background | 3 | • Mergent Online*  
• ProQuest Market Research (for Hoovers Reports, etc.)  
• Business Insights: Global  
• Nexis Uni  
• ThomsonONE/Investext  
• Leadership Directories  
• Business Monitor Online  
• Factiva | Company profiles, corporate hierarchies, business segments for companies, SWOT, competitors, key executives, ownership, some news. |
| 4 Products, background about | 4 | • Global Market Information Database (GMID)  
• Business Source Complete  
• Business Insights: Global | SWOT analyses, product information, competition, some demographic data, trends, market share, forecasts |
| 5 News and interviews | 5 | • Factiva  
• Nexis Uni  
• Business Insights: Global  
• Regional Business News  
• Business Source Complete  
• Business Monitor Online  
• EMIS Intelligence  
• I H S Global Insight | Local/regional business news is a source for unguarded executive interviews. Uncover factors affecting industries and companies (regulatory changes, economic trends, disruptive technologies, new projects, etc.) |
| 6 Customer Demographics | 6 | • GMID  
• New Strategist publications (*Best Customers, Who’s Buying for...*) | Helps generate customer archetype. Describe target customers (age, gender, income, education, etc) |
| 7 Economic Data & Country Studies | • Simply Analytics (census and MRI consumer markets data)  
• ProQuest Statistical Insight | Easy-to-find and use country profiles  
Basic economic data, U.S. and international |
|---|---|---|
| 8 Other Niche, but Useful Resources | • Business Monitor Online  
• CEIC Data  
• EIU (Economist Intelligence Unit)  
• EMIS Intelligence  
• Global Financial Database  
• Conference Board Research Insights | Links are under the Supplemental Resources tab |
| 9 E-books & Other Background Resources | • PubMed (UCSD-specific link)  
• UCSD Online Clinical Library  
• Library’s other subject guides (engineering, pharma, data, patents, etc) | Descriptions and analyses of specific technologies; new product development topics.  
Use the catalog, [https://roger.ucsd.edu](https://roger.ucsd.edu) for browsing by topic or locating individual book titles. |
| 10 Academic & Professional Research Articles | • SpringerLink  
• Wiley  
• Taylor & Francis  
• JSTOR  
• Business Source Complete | Journals like *Harvard Business Review*.  
Articles on management, marketing, strategy, operations, ethics and policy implications of business & technology. |
| 11 Careers | • Vault (careers information)  
• Uniworld (companies)  
• Leadership Directories (leads, contact info)  
• Gartner Research and Gartner/CEB Leadership Councils contents | Background on what it’s like to work in specific jobs.  
Rankings and reviews of employers.  
Contact info for key leadership positions; company structure.  
Find US companies operating abroad, and international companies operating in the US.  
Professional skills development around corporate and non-profit leadership, human resources, and diversity and inclusion. |

Links to these named resources are on the Lab to Market Libguide (see link at top of page), or the Databases A-Z list, [https://ucsd.libguides.com/az.php](https://ucsd.libguides.com/az.php). To see other subject guides, go to [https://ucsd.libguides.com/](https://ucsd.libguides.com/).

Library hours: [https://library.ucsd.edu/hours/index.html](https://library.ucsd.edu/hours/index.html) (includes Audrey’s Cafe in the Geisel Library Building)

Special Services for Graduate Students: [https://library.ucsd.edu/ask-us/grad-students.html#services](https://library.ucsd.edu/ask-us/grad-students.html#services) and [https://library.ucsd.edu/visit/study-spaces/index.html](https://library.ucsd.edu/visit/study-spaces/index.html) (for locating reservable Group Study spaces, presentation practice, quiet study and more)