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. 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>Name of Database</th>
<th>Why Use It?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Industry Reports</td>
<td>IIBIS World&lt;br&gt;Business Insights: Global&lt;br&gt;EMIS Intelligence&lt;br&gt;ThomsonONE/Investext&lt;br&gt;Business Monitor Online&lt;br&gt;ProQuest Statistical Insight</td>
<td>Overviews (scope of industry, forecasts, factors in industry growth, key metrics, main competitors, maturity)&lt;br&gt;Resources cover many industries. Reports from many sources. Reputable authors.</td>
</tr>
<tr>
<td>2 Boutique Industry Reports</td>
<td>Sports Markets Analytics&lt;br&gt;Gartner Research (computing, IT)&lt;br&gt;IHS Global Insight (auto, telecomm, pharma/health)</td>
<td>Same as above, but focused on a limited number of industries.&lt;br&gt;One source. Reputable authors.</td>
</tr>
<tr>
<td>3 Company Background &amp; Competitors’ Info</td>
<td>Mergent Online*&lt;br&gt;ProQuest Market Research (for Hoovers Reports, etc.)&lt;br&gt;Business Insights: Global&lt;br&gt;Nexis Uni&lt;br&gt;ThomsonONE/Investext&lt;br&gt;Leadership Directories*&lt;br&gt;Business Monitor Online&lt;br&gt;Factiva</td>
<td>Company profiles, corporate hierarchies, business segments for companies, SWOT, key executives, ownership, some news. Most have features that help you identify &amp; research competitors. Company financials and filings, where available.&lt;br&gt;* public companies only</td>
</tr>
<tr>
<td>4 Products, Background about</td>
<td>Global Market Information Database (GMID)&lt;br&gt;Business Source Complete&lt;br&gt;Business Insights: Global</td>
<td>SWOT analyses, product information, competition, some demographic data, trends, market share, forecasts</td>
</tr>
<tr>
<td>5 Customer Demographics</td>
<td>GMID&lt;br&gt;New Strategist publications <em>(Best Customers, Who’s Buying for...)</em>&lt;br&gt;Simply Analytics (census and MRI consumer markets data)&lt;br&gt;ProQuest Statistical Insight</td>
<td>Helps generate customer archetype. Describe target customers (age, gender, income, education, etc.)</td>
</tr>
<tr>
<td>6 News &amp; Interviews</td>
<td>Factiva&lt;br&gt;Nexis Uni&lt;br&gt;Business Insights: Global&lt;br&gt;Regional Business News&lt;br&gt;Business Source Complete&lt;br&gt;Business Monitor Online&lt;br&gt;EMIS Intelligence</td>
<td>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.)</td>
</tr>
</tbody>
</table>
| 7 Economic Data & Country Studies | • I H S Global Insight | Easy-to-find and use country profiles  
Basic economic data, U.S. and international |
|-----------------------------------|----------------------|----------------------------------------|
| 8 Other Niche, Useful Resources   | • PubMed (UCSD-specific link)  
• UCSD Online Clinical Library  
• Library’s other subject guides (engineering, pharma, data, patents, etc) | [https://ucsd.libguides.com/marketresearch/SupplementalLinks](https://ucsd.libguides.com/marketresearch/SupplementalLinks) |
| 9 E-books and Other Background Resources | • SpringerLink  
• Wiley  
• Taylor & Francis  
• JSTOR  
• Business Source Complete | 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 Article Sources | • Business Source Complete  
• JSTOR  
• Google Scholar  
• Other subjects from engineering to psychology to performing arts available, as needed | 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 reserve-able Group Study spaces, presentation practice, quiet study and more)