

Business Market Research Collection

Company, industry, and geopolitical macroeconomic market research

For libraries looking for an entry-level product to support student assignments requiring company and industry reports. Information is available from sources such as:

- Hoover's Company Profiles covering 40,000 global public and non-public companies including financials, competitors, officers, and more
- US and Worldwide Industry & Market Reports from Barnes Reports covering global industries in depth
- First Research U.S. State & Canadian Province Profiles and well as Industry Profiles for 70 sectors covering growth indicators; drivers; trends; ratios, HR impacts, executive insights, and more
- Cost-effective access to profiles for over **40,000 companies and hundreds of industry sectors** for business insights that can support student marketing or business plan assignments











