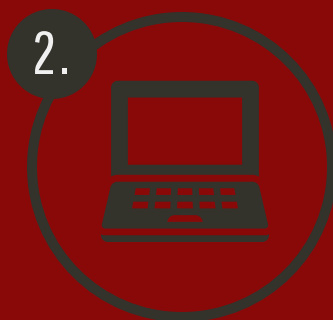


Industry Profiles



What is an Industry Report?

- Provides an overview of a particular industry (for example: retail, soft drinks, apparel)
- Usually includes:
 - Market overview, segmentation, data
 - Leading companies
 - Trends
 - Outlook



Where can you find them?

Business Source Complete
Passport GMID
ABI/Inform



Why use them for research?

- Determine trends in the industry
- Outlook of where the industry is going
- Market predictions and past performance
- General environment of the industry

Need more help?

Chat - Email - In Person - Phone