

BADM 638 – Fall 2009

Industry analysis Report

Library Guide Information

URL: <http://libguides.csuchico.edu/BADM638>

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Drop in consultations @ Reference Desk (2nd floor): Thursdays 12-1; Fridays 1-3.

Or by appointment.

Guide Tabs – Tabs contain a variety of online & print sources, such as databases, reference books, & websites.

Starting your assignment

NAICS industry Codes

Trade & professional associations

Government data

How to research an industry

Target markets & customers

Industry news

Citing Sources

Library Databases - Available from the ReSEARCH Station/DatabasesA-Z <http://www.csuchico.edu/lref/dbaz.html>.

Essential sources are listed here..

Mintel Oxygen (market research)

Mergent Online Industry Reports

Encyclopedia of American Industries (from Gale Virtual Reference Library)

NetAdvantage Industry Surveys

Business Source Premier (articles, SWOT, industry profiles)

Economic Census & Government Data - Organized by NAICS codes (there's a tab on this Guide that explains all about it)

Economic Census <http://www.census.gov/econ/census07/index.html>

Industry Snapshots <http://www.census.gov/econ/census/snapshots/>

Trade association sources

Use to find news, trends, forecasts, regulatory issues, technology updates & sometimes market data. Find listings in Mintel and NetAdvantage, plus these websites:

Mintel

ValuationResources.com

NetAdvantage Industry Surveys

Ency of Business Information Sources (Ready Ref book)