

HOW TO FIND MARKET RESEARCH

1) How to find printed market research in the Business & IP Centre

The Centre holds over 5,000 printed market research reports. Search on the [Catalogue of Business Information](#) using the Market tab in the advanced search function. This allows you to search by subject, title, date of publication and publisher

Alternatively use the advanced search function on [Search our Catalogue](#) to search for relevant keywords combined with the subject heading "market surveys". To find publications in the Centre refine your search results to "On business open access shelves". Some current market surveys are held in other parts of the Library which you may need to order from the integrated catalogue.

CATALOGUE OF BUSINESS INFORMATION
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Advanced search

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Market Company **Journal** Directory

Location:
Title:
Publisher:
Extra Information:
Holdings:

Browse terms:
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Abattoirs
Accountancy
Acoustics
Activewear
Expand Add

Selected terms:

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Databases available in the Business & IP Centre - Windows Internet Explorer provided by The British Library - Internet

http://www.bl.uk/resources/business/ip-busn.html

Online Databases available in the Business & IP Centre

BUSINESS & IP ELECTRONIC RESOURCES

Business & IP resources

Access from outside the Library is not available owing to licensing restrictions. Except where indicated, titles are available in all the Library's London Reading Rooms. Staff in the Business & IP Centre will help you make the best use of these resources.

Please note that the Library subscribes to many electronic resources, both databases and journals; if you do not find the resource you require see the Library's [complete listing of electronic resources](#). For more information about our business services, please telephone +44 (0)20 7412 7454.

Download Allowance indicates databases from which downloading is allowed. No charge is made for searching or viewing results. Copy/printing cards can be purchased from the photocopiers and printouts are charged at the rate of 2 units per page.

Advice & Funding Sources | Market Research | Company Data | Business News & Journals
Business & Economic Statistics | Intellectual Property Sources

Database Description	Help
COBIRA (Complete Business Reference Adviser) An essential encyclopaedia of practical information for starting, running and managing a small business. Includes more than 4,000 fact sheets, plus local area profiles and guides to writing business and marketing plans. COBIRA	Database Summary (PDF) Download Allowance

2) How to find online market research in the Business & IP Centre

Some of the market research reports we hold are only accessible [online](#) in the Business & IP Centre, e.g. Frost & Sullivan, Emarketer and Business Insights. The [ISI Emerging Markets Information Service \(EMIS\)](#) and [OneSource](#) databases include consumer and industrial market research reports from a variety of publishers. [EIU.com](#) publishes regular reports covering political and economic developments in 60 countries.

3) How can I find out what market research reports have been published ?

Market research portals, for example [Market Research.com](#) and [Mindbranch](#), allow you to search the content of thousands of reports from hundreds of publishers. This is a very good way of finding out if specific keywords are mentioned in reports.

Market Research.com

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Browse by Market or Topic

Consumer Goods
Consumer Goods & Retailing > Apparel, Cosmetics & Personal Care, House & Home, Pet Services & Supplies
Travel & Leisure > Entertainment, Travel Services

Food & Beverage
Beverages > Alcoholic Beverages, Coffee & Tea, Soft Drinks
Food > Confectionery, Dairy Products, Food Processing

Life Sciences
Biotechnology > Agriculture GMO, Genomics, Proteomics
Diagnostics > In Vitro Diagnostics, Medical Imaging, Molecular Assays
Healthcare > Facilities, Insurance & Managed Care, Regulation & Policy
Medical Devices > Cardiovascular Devices, Equipment & Supplies, Hospital Care
Pharmaceuticals > Diseases & Conditions, Prescription Drugs, Therapeutic Area

4) Where else can I find market research information in the British Library

Academic publications

The British Library holds many textbooks, academic papers and research reports from associations and institutes. Many of these will contain market information and statistics.

Use the advanced search function on [Search our Catalogue](#) to search for relevant keywords combined with subject headings such as "economic conditions", "economic aspects", "statistics", "prices", "forecasting", "social conditions" and "social aspects".

Statistics

Use our [Statistics](#) page to link to 50+ UK and international statistical portals and websites.

[Global Market Information Database \(GMID\)](#) and [EIU Countrydata](#), accessible in the Business & IP Centre, contain social, economic and consumer statistics from around the world.

Note: Many of the printed publications are held in storage. It is advisable to order them in advance via the [Search Our Catalogue](#) – to do this you will need to obtain a reader pass, which you can get on your first visit to the Library by bringing specific [forms of identification](#).

Links

Search our Catalogue <http://search.bl.uk/>

Catalogue of Business Information <http://www.bl.uk/catalogues/business/>

Business & IP Centre databases <http://www.bl.uk/eresources/business/cd-busin.html>.

Mindbranch <http://www.mindbranch.com/>

Marketresearch.com <http://www.marketresearch.com/>

Statistics <http://www.bl.uk/eresources/socsci/statistics.html>

Identification for a reader pass <http://www.bl.uk/reshelp/inrooms/stp/register/identify/identify.html>.