

### Getting Started

Navigate to UNB Libraries website <https://lib.unb.ca> Scroll to Research by Subject Select Business & Management  
On left side select ADM 1192 Business Planning & Entrepreneurship Course Guide

### Google

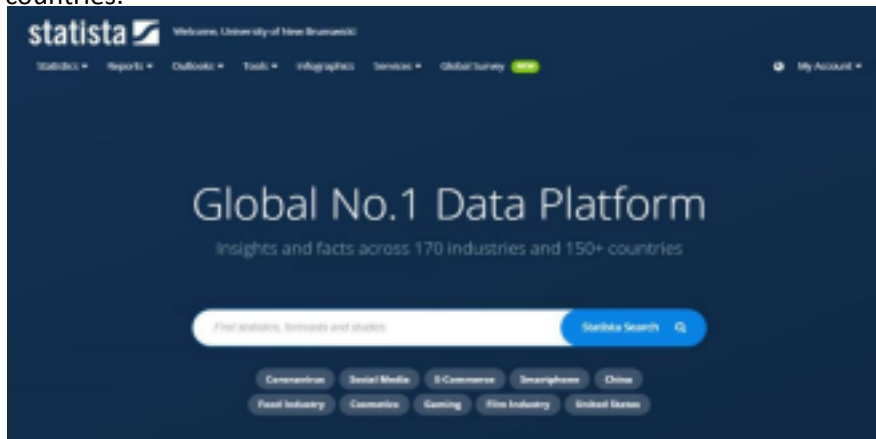
Using Google, try **Domain** searching:

1. Enter your search term(s)
  2. Type site: no space
  3. **site:gc.ca** (will find Canadian government information) or try other domains (site:org, site:gov, site:edu) 4.
- Alongside free reports generated by government sources (national/provincial/local), also try finding free information from consulting firms, non-profits or trade associations.

**Evaluate your sources carefully** to ensure that your conclusions are based on sound evidence.

### Statista (UNB Libraries)

Statista covers a wide variety of topics and can be a great place to start with your research. It is a statistics portal that provides statistics, reports, expert tools, infographics, demographic, and economic data for 170 industries from 50 countries.



Try a broad search first. If you retrieve too many results, then narrow your search by using the search filters on the left of your results to make your results more specific to your needs.

Also try searching: “**New Brunswick**” and you’ll receive a variety of NB statistics that you can explore and filter on the left side and then select the **Refresh Search** button at the bottom of the page.

### eMarketer (UNB Libraries)

eMarketer is the go-to authority on digital marketing, mobile, social media, and e-commerce, offering daily insights essential to navigating the changing, competitive and complex digital environment.



The eMarketer platform allows you to browse by topic, industry, geographies, reports or forecasts. It weighs and analyzes information from 2800 sources to help you to evaluate emerging trends, validate decisions, develop new ways to reach consumers, and stay ahead of the competition.

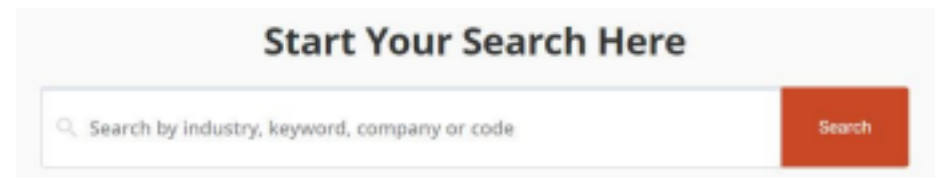
Type: **Snapchat** in the search box. Narrow your search results using the filters on the left of your results. For example, **select Geography**, then click **North America** and choose **Canada**.

## IBISWorld (UNB Libraries)

IBISWorld provides industry reports for Canada, US plus some global coverage. The database can be helpful if you have developed a product or service which will disrupt an **existing industry**.

To successfully disrupt that industry, you first need to understand how the industry is currently performing, major companies operating in the industry, and the overall outlook for the industry.

Using the IBISWorld platform, you can type an industry, keyword, or company into the **Start Your Search Here** box or the Search box located in the top right hand corner of each page. Results will auto-populate based on your search.

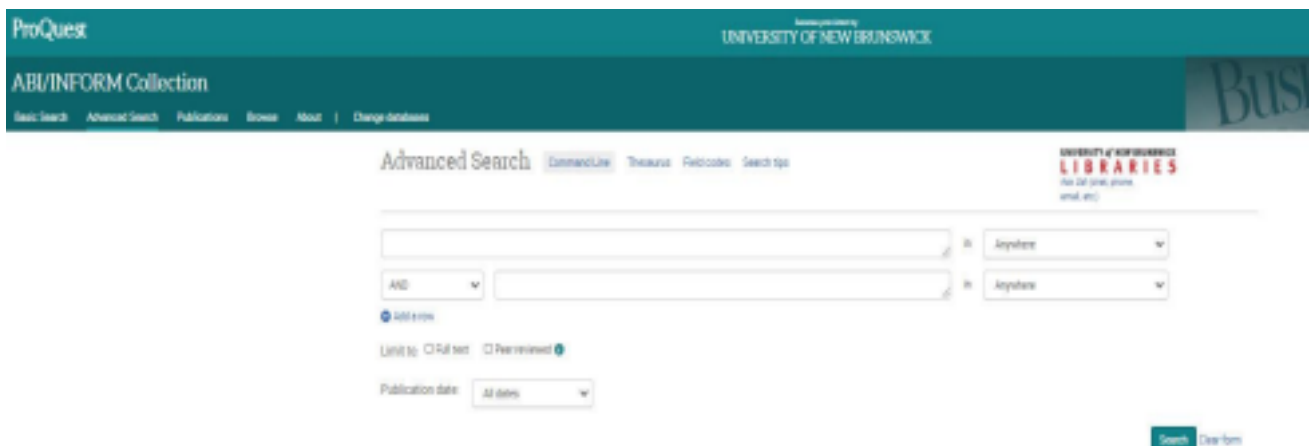


**View all report titles** by selecting either Canada Industry Reports, US Industry Reports, or Global Industry Reports.

All IBISWorld reports are structured with the same headings listed in the **Navigation bar on left-hand side of each report**. You can also download an entire report in either PDF, Word or Excel format.

## ABI/Inform (UNB Libraries)

ABI/Inform (ABI) is one of our most comprehensive business databases that features access to thousands of full-text journals, dissertations, working papers, plus key business magazines and newspapers such as *The Economist*, *Wall Street Journal*, country and industry-focused reports, and downloadable data. ABI's international coverage offers students a more complete picture of business trends around the world.



Using the ABI/Inform Advanced Search platform, you **can search for business articles by keyword** in the search boxes

provided; for a more precise search you can add terms if you wish.



## Search Tips for ADM 1192 Market Research

### ABI/Inform (c'td)

ABI's search results are **sorted by Relevance**. You can change results from Relevance to **Most recent first** if you wish. Relevance will return articles that are MOST RELEVANT to your search terms. You can then filter your results on the left side of your results page.

**Be careful if using wirefeeds and blog "articles"** as many contain sponsored advertising and are not written by objective journalists.

### BCC Research (UNB Libraries)

BCC Research produces comprehensive market research reports to assist with market sizing, forecasting and industry intelligence. There are a **couple extra steps** to access BCC Research so **be sure to read the access instructions below before** connecting to the database.

1. Click Connect to BCC Research button.

A red rectangular button with white text that reads "Connect to BCC Research Academic Library".

2. On the BCC Research site click Member Login (top right-hand corner).

A yellow rectangular button with black text that reads "MEMBER LOGIN".

3. Choose IP Authenticate option.

Username

Password

Remember Me

LOGIN

RESET

IP AUTHENTICATE

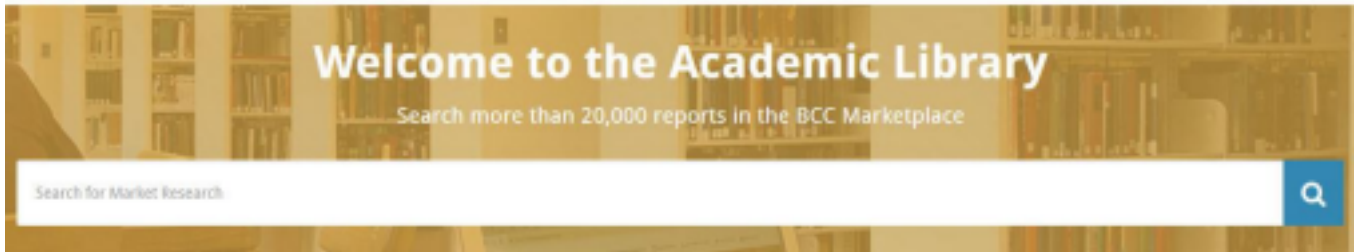
[Forgot password/Login issues?](#)

[Not a Member? Learn more.](#)

4. Now you're logged in!

Once you're in our BCC Research subscription, you can use their search box (as shown below). Also try **hovering over My Categories** at the top of the screen, choose **Biotechnology**. You can browse reports from Biotechnology, relevant reports from other categories, or upcoming reports and top trending.

If you would like to view a full report, click the title of the report. Select the chapter titles to display the contents of each chapter.



## Search Tips for ADM 1192 Market Research

### Additional Resources (UNB Libraries)

**Business Source Ultimate (BSU)** is another excellent database for business research. **Canadian Business & Current Affairs (CBCA)** focuses on **Canadian** content. Links are available on your ADM 1192 Library Course Guide. Some students prefer ABI, others like BSU. Take each for a test drive to discover the interesting research that is available to you.

To avoid hours of frustration when searching our databases, apply your critical thinking skills:

#### **A. Terminology/Language**

- What terminologies are used to describe your product/service?
- Think of synonyms (words/phrases with the same or a similar meaning) e.g., “wind power” OR “wind energy” OR “alternative energy”
- Rephrasing your search or trying different combinations of keywords will vary your search results

#### **B. Precision Searching**

- Some databases offer drop down boxes to the right of the search box to help make your search more precise (e.g., SUBJECT, LOCATION, PERSON, PRODUCT NAME)
- Some databases also contain a **thesaurus** (e.g., ABI & BSU). Experiment!
- Try adding a term if you get too many irrelevant results
- Remove a term if you get too few results

### General Advice

- Do try breaking down whatever question you’re dealing with into manageable chunks and chip away rather than taking on a complex question all at once. It takes time to build an answer.
- Do ask yourself “who cares about this kind of information”? It can help you to identify potential sources. • Do make an effort to find the best research tool for each task. Every database is specialized and **NO RESEARCH TOOL IS PERFECT.**
- Don’t try to find an exact answer from tools that can’t provide it.
- Try to keep an open mind and be creative.

**Need further assistance? Please set up an appointment:**

[Jeannie Bail](#), Liaison Librarian, Faculty of Management & Renaissance College

[Book a meeting!](#)