

Researching Industry Opportunities

Being in business requires professionals to become highly adept at getting up to speed on whatever industries may apply to various opportunities, such as in vertical markets they target for sales. The following chart illustrates the types of information that student interns [or anyone] should request to obtain needed insight. The right column suggests general sources of information. The chart at bottom offers specific research resources.

ASSOCIATIONS	PUBLICATIONS	INDUSTRY SOURCES
Organizational Profile	Editorial Profile	Analysts / Research Reports
Membership Profile	Readership Profile/Circulation	Independent Organizations
Key Contacts (Board)	Key Contacts (editors)	Academic Centers
Publication(s)	Publishing Company	Government Agencies
Full Event Information	Editorial Calendar	Case Studies (on Web)
Resources (i.e. Library)	How to Submit News/Articles	Annual Reports
Local Chapters	Website / e-Version	Competitive Literature
Membership Information	Sample articles	Chambers of Commerce
	Industry Research / Reports	Economic Development Orgs
	Advertising Information	Research Organizations
		Online Database Services
		Experts Quotes in Articles
		Clients / Partners

Information Resources

Business Intelligence	Marketing	Operational Support
www.business.com	www.accudata.com	www.businessplans.org
www.dnb.com	www.marketingpower.com	www.HRtools.com
www.websidestory.com	www.acculeads.com	www.accountingmarketing.org
www.marketingsource.com	www.zapdata.com	www.geehanadvisoryboards.com
www.demographicsnow.com	www.campaigner.com	www.iabc.com
www.industrialquicksearch.com	www.imediaconnection.com	www.marketingpower.com
www.surveymonkey.com	www.wdfm.com	www.ceoexpress.com
www.managementhelp.org	www.marketingadvocate.com	www.sba.gov
www.Rileyguide.com	www.marketingsherpa.com	www.shrm.org
www.knowthis.com	www.marketingterms.com	www.warc.com
www.businessintelligence.com	www.socialmarketing.com	www.careerknowhow.com
www.sric-bi.com	www.marketingprofs.com	www.salesforce.com
www.moreover.com	www.ccapt.org	www.ventanaresearch.com