

Source: Euromonitor 2008

Formerly World Directory of Marketing Information Sources

This book – fully revised, updated and renamed for 2008 – provides details on the key business research organisations across 82 countries worldwide.

Many are used by Euromonitor International in its own research for publications. This directory has full contact details for more than 22,000 providers of marketing information from around the world. This book is available in 2 volumes.

Key Features

- Contact details for over 8,000 organisations, 10,000 publications and over 4,000 websites
- Comprehensively indexed
- All major business sectors covered
- 82 countries covered

Key Benefits

- Divided into industry sectors for ease of use
- Cuts down your research time
- Locate sources of free business information
- Exhaustively researched to ensure entries are accurate and up-to-date
- Direct contact with the publisher who provides the information you need

Reasons to buy this book:

- Find the information you need quickly and easily without hours of research on search engines
- A powerful research tool
- Locate the right organisations for your needs

Geographic coverage

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Key socio-economic parameters include:

Advertising • Consumer expenditure • Consumer segmentation • Demographics • Economic indicators • Housing and households • Marketing and media access • Retail trade • Service industries • Standard of living • Travel and tourism

Sectors covered include:

Advertising; Agriculture, livestock, forestry and fishing; Alcoholic drinks; Audio and video media; Automotives; Baby food; Bakery products; Business; Canned food; Car rental; Chilled food; Clothing and footwear; Computers, IT and telecommunications; Confectionery; Consumer electronics; Consumer markets; Cosmetics and toiletries; Dairy products; Direct marketing; Disposable paper products; DIY; Domestic electrical appliances; Dried food; Drinks; Economic indicators; Eggs; Energy; Environment; Eyewear; Financial cards; Financial services; Fish and seafood; Flavours and fragrances; Food; Foodservice; Foreign trade; Fresh food; Frozen food; Fruits; Gardening; Health; Health food; Home furnishings; Hot drinks; Household care products; Households and homes; Housewares; Ice cream; Industrial equipment and agricultural machinery; Industrial output and markets; Jewellery and watches; Management and marketing consulting services; Market research; Meat; Media; Oils and fats; OTC healthcare; Packaging; Personal and leisure goods, other; Pet food and pet care products; Pharmaceuticals; Photography; Population and people; Publishing; Retailing; Sauces; dressings and condiments; Service markets, other; Soft drinks; Sporting goods; Spreads; Stationery; Sugar and sweeteners; Sweet and savoury snacks; Tobacco; Toys and games; Transport; Travel and tourism; Travel goods; Vegetables; Vending; Wholesaling

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