HTM 452 Research “Best Bets”

This listing of "best bet" resources will provide starting points for your HTM Marketing projects. These resources can all be accessed from the Marketing tab on the HTM Subject Guide: [libguides.gvsu.edu/htm/market](libguides.gvsu.edu/htm/market)

### INDUSTRY, MARKET, and COMPANY REPORTS

- **Find It!** If you are researching Starbucks search for “Starbucks” and “company profile.” Or for a broader view of the coffee industry search "coffee," "industry," and "market report." Use the "content type" filter on the left side of the screen and select "report" and "market research."
- Mintel Academic
- Statista
- Plunkett Research Online
- Mergent Online
- Mergent Intellect
- Passport
- WARC
- ABI/INFORM Complete
- Business Source Complete
- Travel and Tourism Market Research Handbook 2017-2018
- Best Customers: Demographics of Consumer Demand
- Proquest Business Collection

### DEMOGRAPHIC & ECONOMIC STATISTICS

#### DATABASES

- Data-Planet Statistical Datasets
- Statista

#### WEBSITES

- Census Bureau
- Bureau of Labor Statistics
- State and County Quick Facts
- Michigan Labor Market
- Michigan Workforce Development
- Right Place – West Michigan
- Michigan Economic Dev. Corp. Library
- Community Research Institute Grand Rapids

### GOOGLE ADVANCED SEARCH

- [google.com/advanced_search](google.com/advanced_search)

Try the site type search box, and use .edu, .gov, or a whole website like cornell.edu

### YOUR LIBRARIAN:

![E. Millspaugh](image)

Erica Millspaugh  
millspaegvsu.edu  
libguides.gvsu.edu/infoerica

### Need Help NOW ?!

Try the Knowledge Market:  
gvsu.edu/library/KM