

Library Guides

How do I find market research reports?

The Library subscribes to both Mintel Oxygen and Marketline Advantage, reputable sources of up to date, in-depth reports covering consumer market trends, leading brands and consumer behaviour and preferences.

More information can be found on the Library Guide for Management at

<http://libguides.swansea.ac.uk/management/marketresearch>

or contact one of the librarians for the School of Management for help:

<http://libguides.swansea.ac.uk/management/contactus>

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