Helping Businesses Grow: Key sources for researching customers & competitors

Internet Librarian 2011
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Business/economic growth

- Information is an asset
- Understanding target markets
  - Competitors
  - Customers
  - Environment in which they operate

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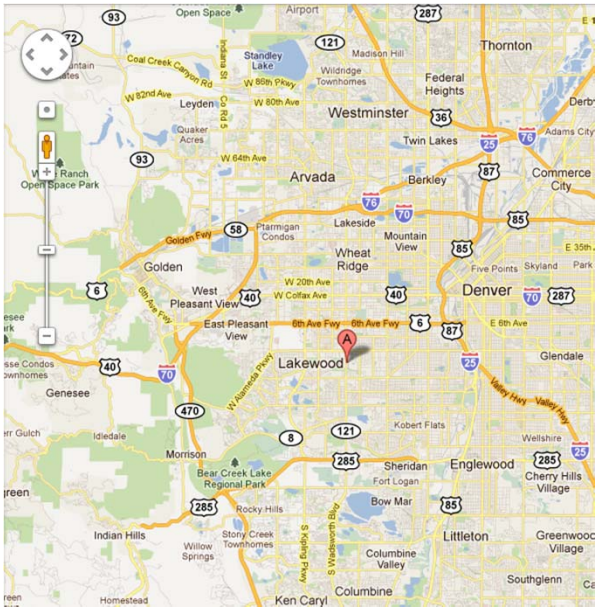

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Going local

- Demographics
- Economics
- Political, social, other issues

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Sources

- Federal government
- State/local government
- Local experts

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Federal sources

- Census Bureau
  American Factfinder 2 (factfinder2.census.gov)
- Bureau of Economic Analysis
  Regional Economic Accounts (bea.gov/regional)
- Bureau of Labor Statistics
  Geographic Guide (bls.gov/guide/geography)

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State/local sources

- Detailed, focused local demographics, economics, politics, etc.
- Inconsistent across jurisdictions
- Time-consuming if researching several localities

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Local experts

- Journalists
- Government workers
- Librarians
- University professors
- Association members/leaders
- Economists/economic development executives

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Show your value

- Help local businesses succeed with information
- Become a resource for local issues

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Handouts:
www.phelpsresearch.com/speaking

More links to local resources:
www.ResearchOnMainStreet.com

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