Assignment

Write a report on the prospects for marketing an affordable product (that you own), in another country that you are NOT familiar with. Sample: ultrasonic jewelry cleaner, in New Zealand.

- **Tip:** Do preliminary research on your country/product before committing to your topics.
- **Tip:** Think with a broad scope if you can’t find the exact info you need. No info on Argentina? Consider using its neighbor Brazil as a proxy (a substitute) if they have similar traits, e.g. culture and language.

**BRG > GLOBAL > Country Information**

**MarketLine Advantage Database:** Good overview country reports.

**Country Commercial Guides:** US Government produced reports with everything you need to know about doing business overseas, which helps you decide if a market is right for your product or service.
Passport GMID Database
The "Learn this search!" screenshot helps you understand how to find this report content!

BRG > GLOBAL > Industries

Industry reports:
Industries → Consumer Appliances → Country Reports → Personal Care Appliances
Geography → New Zealand is NOT available!

What to do? Broaden my search!
Industries → Services → Retailing → Country Reports → Retailing
Geography → New Zealand is available!

Business Source Complete Database
• Tips: Fewer keywords = more results. * finds different endings to a word. ** Find phrases.
• Another useful search was: New Zealand AND fashion
• UC-eLinks Finds full-text for articles, either in another database, or through InterLibrary Loan.
Articles and reports are good for exploring a focused, niche topic. To understand a big subject however, e.g. the history culture of a country, or best practices in social media marketing, a book will provide more thorough and comprehensive information.

Keyword search: New Zealand fashion.

The word “globalization” in the title inspired another search for: global AND consumer AND marketing.

BRG > Citations

• Often industry/market research reports are written by a large team of people.

So for APA Citations: The Organization is considered to be the Author

Euromonitor International is the organization that collectively authors the Passport database articles.

• Is my citation correct?

Answer: When following the APA guidelines to the best of my ability, did I give my reader enough information so that they could also track down the same report without difficulty?
(Assume they can access all of UCI’s resources.)

• Try free Bibliographic Management Software (e.g. Zotero) to manage citations even more quickly!