

# YOUR ACADEMIC ADVANTAGE



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# Marketline

# WHAT IS ADVANTAGE

In classrooms, libraries and campuses across the globe, students, librarians and educators are all using MarketLine Advantage to achieve their academic goals. Students and faculty members use our reliable and consistent company, industry and country data to sharpen and supplement their academic research & coursework.

MarketLine Advantage holds large volumes of data on a wide range of companies, industries, financial deals, and geographies from credible and recognized sources. Whether you are writing an assignment for Economics 101 or completing your latest research paper, MarketLine Advantage takes you quickly to the information through an interactive platform with an intuitive interface. Whatever your role in academia, MarketLine is your partner in the pursuit of quality education.

Advantage is an online cross-curricular database that allows its users anytime access to:



- **COMPANY CONTENT**

100,000+ Company Profiles including over 12000 SWOT analyses

420+ Case Studies

Over 50,000 new Financial Deals, and 78,000 Company News stories added annually



- **INDUSTRY CONTENT**

6,000+ Industry Profiles featuring Five Forces Analysis and five year forecasts

80+ Excel based Datafiles including market summary, regional and country comparison sections, bubble analysis and options for downloading the underlying raw data (premium service)



- **COUNTRY CONTENT**

110 Country Profiles and 80+ City Profiles featuring PESTLE and PEST analyses



- **DATABASES**

Country Statistics - Data and forecasts including detailed coverage of consumer demographics, incomes, and expenditures. Key indicator forecasts include GDP, inflation, exchange rates, investment, trade, population, and labor market.

City Statistics - Data and forecasts of key socio and macroeconomic indicators for more than 1950 cities, spread across Asia-Pacific, Europe, Middle East & Africa, North America, and South & Central America.

Industry Statistics - Market values, volumes, and forecasts for over 120 industry sectors and 50 countries (premium service).

Market Data Analytics - A unique online information service providing comprehensive data across global food, drinks personal care household products, pet care, news and magazine and tobacco markets.

Company Analysis Tools – Use Financial Deals Tracker, Company Prospector, Investment & Advisory Prospector, and Company Report Generator to assess macro trends of industries and understand company & market performance.

# OUR COMMITMENT TO YOUR LIBRARY

With a range of content to support various higher and further education disciplines, everything we produce is designed to help students learn and achieve success. We are a world-leading provider of business information, delivering a premium service to some of the most successful blue-chip companies in the world. Using Advantage for your library will equip your students with the same tools used in the commercial world, helping prepare them for their professional careers. Our commitment to Library Professionals:



- **QUALITY CONTENT**

You can be 100% confident in the quality when using our data from fast moving consumer goods to retail to healthcare equipment to energy and utilities to name just a few. MarketLine has a proven methodology and sources all its data from a range of reliable and proprietary sources



- **SERVICE DELIVERY**

You can access the MarketLine Advantage service anywhere on and off campus. We provide a wide range of access options, including IP recognition, remote access, support for authentication systems such as Athens and Shibboleth, and compatibility with federated search solutions. The choice is yours.



- **FLEXIBLE ACCESS**

Wherever your users and whatever the device they use, desktops & laptops in libraries or classrooms, tablets, or even mobiles in dorm rooms and home, your users will always be connected to MarketLine, giving everyone the flexibility they need to achieve their goals.



- **YOUR BUDGETS**

Make the most of your academic budget with one cross-curricular database that meets the needs of students and educators from multiple disciplines and departments.



- **TRAINING & SUPPORT**

Online tutorials, bespoke training sessions for one & all, downloadable user guides, account management, regular usage reporting, promotional materials - you need it and we provide it. You are our number one priority.

# YOUR ADVANTAGE

Whether you want to zoom in and learn more about a specific company, or pull back to look at an industry and its geographic context, MarketLine Advantage is the academic resource you need.

## FOR STUDENTS

### ACHIEVE ACADEMIC GOALS

Our aim is to help students achieve the best results possible by using MarketLine data to supplement and support their analysis. Our data is available in simple and graphical format which allows students to access reliable data easily and efficiently.

### CAN USE ANYWHERE

Technology changes and so does the way students access information. MarketLine responds to the device that it is accessed on so that it is always optimized for ease of use, laptop in the dorm, tablet on the grass, smartphone on the way to class.

### SAVE TIME

instead of having to research multiple sources and deal with vast amounts of unfiltered data, students will find MarketLine to be a one stop information resource whilst integrating our tabular and graphical data into their projects and presentations with confidence and ease.

## FOR EDUCATORS

### FREE YOUR SCHEDULE

Educators need to keep course materials & assignments interesting and this process can take up lots of your valuable time. With MarketLine's exclusive content and interactive search & tools, you can find information swiftly whilst keeping students engaged with popular topics & current trends.

### ASSIGNMENT PLANNING & SETTING

Broad data coverage and variety of delivery options enables educators to design course materials and assignments based on exactly what and how you want to teach without being repetitive.

### CREDIBLE COURSE MATERIAL

Prepare students for a world beyond university by providing them with the same professional tools and data used by leading companies globally.

# WHAT OUR CLIENTS SAY

You can absorb facts in minutes, not hours with our accurate, up-to-date information on companies, industries and countries across the world. Hear it first hand from your peers.



We recommend MarketLine to our students when they are looking for SWOT, Five Forces and PESTLE analysis. I can add that we every year have a lesson for the students where we amongst other databases show them Marketline. After the lesson the students search themselves and there is often more than 100 student so that might be one of the reason that we use it so much.

*University Library of Southern Denmark*



We purchased MarketLine because we needed access to data on international market research. MarketLine fills that gap and so much more. Not only is there industry research but also company information, country data, deals info and case studies. The more you use it the more information you realise is there.

*Sir John Cass Business School*



MarketLine Advantage is a winner with us on two counts. Firstly, it comes in at a very competitive price and secondly, the information provided is firstclass.

*Institute of  
Technology Carlow*

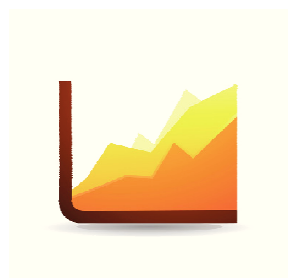


# MARKETLINE CONTENT

Advantage subscribers enjoy unlimited access to our entire product portfolio with access to exclusive subscriber content.



100,000+ Company Profiles including over 12000 SWOT analyses



6,000+ Industry Profiles including Five Forces analysis helping you to compare and evaluate market potential



110 Country Profiles and 80+ City Profiles evaluating Political, Economic, Social, Technological, Legal, and Environmental Factors globally



420+ company or industry focussed Case Studies that help you track business strategies.



Macro-economic indicators including GDP, Population size, buying potential to help you assess the market



Prospecting tools enable you to conduct investment prospecting, acquisition targeting, and advisor identification



700+ market data indicators tracked including retail volumes, market size, volume & segmentation



Company focused news articles added daily to keep up-to-date



Company Financial Deals tracked in real time so you can monitor the market

# ACADEMIC COURSES

1000's of Undergraduates, Masters and PhD students find MarketLine to be the ideal academic resource. These are some of the courses that students using MarketLine are enrolled on:



- Accounting & Finance
- Advertising & Marketing Communications
- Banking & international Finance
- Business Administration
- Business Studies
- Civil and Structural Engineering
- Economics and Business Administration
- Economics and Management
- Global Logistics and Supply Chain Management
- International Business
- International Communication and Multimedia
- International Tourism and Leisure Management
- Investment & Financial Risk Management
- Management Studies
- Marketing & innovation
- Marketing and Management Communication
- Political
- Science Public
- Policy
- Retail Marketing and Management
- Strategy and Organization
- Tourism Management



The faculty, students and librarians at Seneca like using MarketLine as it provides an all-encompassing location for industry, company and country information. The information is very current, very detailed and yet easy to read and digest. *Seneca College of Applied Arts and Technology*



# REQUEST YOUR **TRIAL TODAY**

We are confident that our simple navigation, intuitive design and unbeatable mix of coverage for multi-disaplines is the product for you. Why not see for yourself with our 15-day free trial by following 2 simple steps:

## **Step 1: Contact us for a quick demo**

**E:** [reachus@marketline.com](mailto:reachus@marketline.com) **T:** +44 (0) 20 7936 6400

## **Step 2: Trial Advantage with colleagues**

### **Speak to our consultants at:**

#### **London**

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