
EFFECTIVE RESEARCH STRATEGIES

EFFECTIVE RESEARCH STRATEGIES - FINDING COUNTRY INFORMATION

1hour

IT1419

A wealth of current country information is available at your fingertips on the Virtual Library. If you want to understand a country's political, economic, business, and social structure, then the EIU Country Reports are an ideal place to search. Statistics, descriptions and analysis of a country's activities can be found on EIU Country Profiles. Current information about the business and economic environment in any of 160 countries can be found in the U.S. Dept. of State Country Commercial Guides. Finally, you can consult the Country Risk Forecast, from the Control Risk Group to monitor the world-wide impact of security and political developments on business and the business traveller.

Population: All employees

Mode of Delivery: Distance Learning - Self directed

EFFECTIVE RESEARCH STRATEGIES- FINDING A COMPANY CONTACT

1hour

IT1439

It is simple to find a person or a company contact using the resources in the Virtual Library. Find the names of key executives for companies world-wide in Factiva's company snapshots. Identify the personal and professional affiliations, as well as contact information of Canadian executives on FPInformart.ca. If you are looking for biographical information, consult the Canadian Who's Who, which has over 15,000 entries for well-known Canadian citizens in all activities.

Population: All employees

Mode of Delivery: Distance Learning - Self directed

EFFECTIVE RESEARCH STRATEGIES- FINDING COMPANY INFORMATION

1hour

IT1429

Current information about Canadian and international companies is only a click away on the Virtual Library. Find company profiles, historical information, and current market data on Factiva; or, set up a Track to have relevant news articles about a company's activities e-mailed to your Outlook. Consult FPInformart.ca for detailed information about publicly-traded companies in Canada. Finally, check the Canadian Trade Index to find contact information, export activities and locations for over 23,000 Canadian manufacturers, distributors, and industrial service companies.

Population: All employees

Mode of Delivery: Distance Learning - Self directed

EFFECTIVE RESEARCH STRATEGIES- FINDING INFORMATION ON AN INDUSTRY/SECTOR

1hour

IT1449

If you need to research an industry or sector, the resources on the Virtual Library are an excellent place to look. Search all the latest industry and sector news; or have it e-mailed to your Outlook from FPInformart.ca. Get an overview of an industry or sector in a particular country by consulting the Economic Intelligence Unit's (EIU) ViewsWire. Or, read Industry Sector Analysis (ISA) reports or International Market Insight (IMI) reports on Stat-USA Internet.

Population: All employees

Mode of Delivery: Distance Learning - Self directed