



SOURCES OF INFORMATION

WHERE DO YOU GET YOUR INFORMATION FROM?

HARD

- raw data
- facts
- statistics
- financial information

SOFT

- opinions
- commentaries
- inference
- rumours

ARCHIVAL SOURCES

Academic publications Annual reports to stock holders Directories
Company home pages Business school cases
Media quotes Press announcements Financial analyst reports
Databases Trade associations Court cases

EVENT-ORIENTED SOURCES

Community meetings Financial analyst meetings
Government hearings Professional meetings
Trade show Exhibits

INTERNAL

- human resources
- senior management
- manufacturing
- research & development
- purchasing
- sales force

EXTERNAL

- associations
- distributors
- chambers of commerce
- customers
- consultants
- local labour commission