LEARNING ABOUT THE CULTURES OF DIFFERENT COUNTRIES

Countries and Their Cultures
Click on the video link to see how to find the cultural report for a country.

CultureGrams  Dunbar Ref Bookcase 5, GT150 C85

COUNTRY ANALYSIS: GENERAL INFO, CONSUMER LIFESTYLE REPORTS AND RISK REPORTS

CIA World Factbook

Passport
Click on the video links to see how to find the consumer lifestyle reports as well as risk reports for a country.

INVESTING IN FOREIGN COUNTRIES

Market Research Guide (U.S. Commercial Service)
Use the Select a Series drop menu and pick a Country Commercial Guide.

National Trade Estimate Report on Foreign Trade Barriers (Office of the US Trade Representative)

FINDING INTERNATIONAL MARKET RESEARCH/INDUSTRY REPORTS

Passport
In the top black bar, select one of the choices under Industries. Under COUNTRY REPORTS, use SELECT A CATEGORY drop menu and select an industry. Also use SELECT A GEOGRAPHY drop menu and select a region/country. Click on GO.
Mergent Online
Click on Industry Analysis. Select an Industry and Region and click on Search.

MULTINATIONAL COMPANIES

Mergent Intellect
Click on the video link to see how to do a sample search of companies in the beer industry in Japan.

FINDING INTERNATIONAL PUBLICATIONS AND BROADCAST MEDIA

Willing’s Press Guide  Dunbar Ref Bookcase 3, PN4889 W5

World Radio TV Handbook  Dunbar Ref Bookcase 3, TK6540 W67

Carol Fang / August 2018