MarketLine

Marketline Trial
28th May 2019 – 28th June 2019
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UNIVERSITÀ DI MACERATA

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Marketline è uno strumento accademico di insegnamento, ricerca e studio di carattere multidisciplinare che appartiene alla società Globaldata - il fornitore di servizi commerciali e di business intelligence nel mondo verticale numero uno. Marketline può essere utilizzato per aggiornare il contenuto delle tue materie, raccogliere campioni per la tua ricerca, pubblicare articoli. Lo studente sarà inoltre in grado di trarre vantaggio da Marketline per raccogliere informazioni per i suoi progetti di fine livello / master / corso.

Corsi in cui Marketline può essere utilizzato: Business Management, Consulting, Brokerage, Financial Markets, Banking, Economy, Accounting, Finance, Tourism, Sociology, Law, Engineering, Technology, Sciences, Politics, Marketing, International Relations, International Business, Communication.

Content included:

- 8000+ Industry Profiles – including **Porters Five Forces** Analysis

- 100,000+ Company Profiles – with **12000+ SWOT analysis including 25,000+ Company Financial Reports**

- 600+ Case Studies

- 1,500,000+ Company News

- 650,000+ Financial Deals

- Raw Data – Primary Data Industry Data

- Country Reports with **PEST** and **PESTLE** analysis including Macroeconomic outlook reports and also Global Risk Reports)

- 180+ City Analysis with **PEST** analysis of major cities in the world including a breakdown of Business environment, Travel and Tourism, Construction and Real Estate and finally Retail sectors of the given company

INTERACTIVE DATABASES

City Statistics

Analyse and compare the world's most important cities. Providing comprehensive 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.

MarketLine

Company Prospector

Screen companies and build lists of potential business partners, clients, and investment targets in industries and countries of interest.

Country Statistics

Allows quick and easy comparative analysis of macroeconomic and industry drivers for over 200 countries. This tool provides comprehensive data and forecasts including detailed coverage of consumer demographics, incomes, and expenditures. Key indicator forecasts include GDP, inflation, exchange rates, investment, trade, population, and labour market.

Market Data Analytics

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

Industry Statistics

Conduct quick and easy comparative analysis of market values, volumes, and forecasts for over 120 industry sectors and 50 countries.

Influencers Database

Track the latest influencers with our brand new influencer tool. It is a **RealTime** tracker of the **Key Opinion leaders** on a whole host of **emerging technologies** allowing users to cut through all the noise and getting to the source of information directly. Currently available Influencers include **FinTech, DisruptiveTech, RetailTech, HealthTech, IoT, PaymentTech**.

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