## **Academic BRASS**

Published by the BRASS Business Reference in Academic Libraries Committee

> Vol 7 (2), Fall 2012 industry

Freedonia Group. Academic business librarians may be familiar with s report collection, which is offered via subscription to colleges and of the twenty to thirty page Focus reports are condensed documents based bader and lengthier industry studies. These industry studies consist of market market segmentation, forecasts, trends, opportunity and threat analysis, asset for finding articles. Sources like LexisNexis Corporate Affiliations and Dun and Bradstreet Reports also contributed to my research.