

Help and FAQs

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Frequently Asked Questions (FAQs)

How can I use MarketLine to:

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Industries

What is an Industry Profile?

MarketLine's Industry Profiles are a quick and reliable way to get data on key industrial and consumer sectors across the leading economies. The reports draw on extensive primary and secondary research, all aggregated, analyzed, cross-check presented in a consistent and accessible style.

All reports contain:

- 5 year historical and 5 year forecast market values and/or volumes
- market segmentations
- company and / or product market shares
- explanatory text identifying major trends and significant growth points
- analysis of each market's competitive landscape, including main players, distribution channels and regulatory issues

How can I use Industry Profiles to make more effective presentations and sales pitches?

Each report offers sales people and account managers an in-depth understanding of the industry segments their clients and p clients operate in, dramatically cutting research time for presentations and improving the team's ability to target and companies in that vertical market.

View sample [market segmentation](#)

How can I use Industry Profiles to improve business planning and market research?

MarketLine's industry profiles are a quick and reliable way to get data on key industrial and consumer sectors across the leading economies. MarketLine's industry profiles provide market sizes and segmentations for key country and global m five-year market forecasts and analysis of current and emerging market trends to support research and planning activities.

View sample [value and volume forecast](#)

How can I use Industry Profiles to support product launch and marketing strategies?

MarketLine's industry profiles include detailed information on the industry environment, so you can improve your understanding of clients and prospects. It provides details on historic, current and expected market size, shape and developments. Each profile highlights the most important players in each market, including their comparative positions and market shares.

View sample [market share](#)

How can I use Industry Profiles to understand the business environment of clients and prospects?

MarketLine's industry profiles provide background information for product launch and marketing activities across numerous industry sectors, highlighting market size, segmentation, key trends, competitors and industry growth prospects.

View sample [competitive landscape](#)

How many Industry Profiles are there?

The MarketLine Business Information Center contains 2000 Industry Profiles.

How can I find further information on companies or markets?

You can run one search across the entire MarketLine Business Information Center, which includes company profiles, industry profiles, country profiles, news and comment. All content is universally indexed with company, industry, geographical and news codes.

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Companies

What is a Company Profile?

MarketLine's Company Profiles provide insight into how the world's major companies are organized and function.

Each profile provides:

- Key facts
- Company overview
- Business description
- Company history
- Executive listings
- Product listings
- Locations

How can I use Company Profiles to make more effective presentations and sales pitches?

MarketLine's company profiles provide insight into how the world's major companies are organized and function, allowing your team members to improve their pitches and better establish how they can meet companies' needs.

With so much information readily available through the Internet, companies expect people to have an in-depth knowledge of their business. MarketLine's company profiles allow sales people, account managers and researchers to gain a full understanding of a company in a fraction of the time it would take to research it themselves.

View sample [business description](#)

How can I use Company Profiles to track competitors?

MarketLine's news coverage and regularly updated profiles keep you updated on the actions and strategies of players in your industry. MarketLine's independent SWOT analyses allow you to understand your competitors better with strategic insight on the companies in each sector.

View sample [SWOT analysis](#)

How can I use Company Profiles to generate new sales leads?

MarketLine's company profiles include full details and biographies of 100,000 senior executives and key decision makers, in addition to 15,000 C-level executives and more than 5,000 IT decision makers.

You can use these to easily find and target the right person within the world's most important organizations.

View sample [executive listings](#)

What companies are covered?

The company profile coverage includes the most important global companies on a number of parameters. Companies are prioritized for inclusion where they are constituents of major stock indices, MarketLine industry rankings, or are covered by the investment banks and financial community.

How many Company Profiles are there?

The MarketLine Business Information Center contains 10,000+ Company Profiles.

How can I find further information on companies or markets?

You can run one search across the entire MarketLine Business Information Center, which includes company profiles, industry & country profiles, news and comment. All content is universally indexed with company, industry, geographical and news codes.

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Countries

What is a Country Profile?

Each Country Profile provides comprehensive industry, political and economic analyses plus macro-economic and demographic for one of the major countries of the world.

Country Profiles contains:

- Introduction
- Key country facts
- Economic summary
- Political summary
- Economic analysis
- Political analysis
- Macro-economic, demographic and social indicators

How can I use Country Profiles to put companies into context?

Country profiles allow you to compare a company's historical and expected performance against economic changes in its markets.

View sample [economic analysis](#)

How can I use Country Profiles to help me enter new markets?

Country profiles can support your research when you or your clients are considering launching a product or acquiring a business in a new geographic region. Each profile outlines the economic outlook for the country, highlighting key issues and trends.

View sample [economic prospects section](#)

How can I use Country Profiles to research macroeconomic indicators?

Country profiles contain key macroeconomic data, including GDP, stock exchange performance, international trade, unemployment and inflation figures.

This sample contains just some of the data for Germany. View sample [macroeconomic data](#)

How many Country Profiles are there?

The MarketLine Business Information Center contains more than 50 Country Profiles.

How can I find further information on companies or markets?

You can run one search across the entire MarketLine Business Information Center, which includes company profiles, industry & country profiles, news and comment. All content is universally indexed with company, industry, geographical and news codes.

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News and Comment

The MarketLine Business Information Center is supported by a live feed of relevant news, comment and analysis to keep you up to date with current business issues. Our analysts provide their reactions to breaking industry news, including merger and acquisition activity, product launches and regulatory changes, and provide insight into how these issues will impact both companies and consumers.

Our specialist analysts add around 60 opinion-based articles to the service each week and our editors summarize content from hundreds of news articles from thousands of sources including the financial and international press, online information press conferences and journals.

How can I find articles of interest?

The stories are presented in date order with the most recent at the top of the page. If you wish to see articles relevant to a pa

industry, click the relevant sector in the "Browse news and analysis by industry" option on the News and Comment front page. You can also find specific news and comment articles through the Search facility.

Clicking on any article title will allow you to see that article in full.

How can I find further information on companies or industries mentioned in the article?

You can run one search across the entire MarketLine Business Information Center, which includes company profiles, industry and country profiles, news and comment. All content is universally indexed with company, industry, geographical and news codes.

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Search

Quick Search

To run a quick search on the MarketLine Business Information Center, enter the keywords for which you wish to search and click "Go". By default, quick search will only return profiles that have all the words you have queried (an automatic "AND" search). Relevance will also be given to those documents that have all the words you entered in the title.

To refine the search:

- Enter more specific keywords to refine your search results
- Restrict results by Sector
- Restrict results by Publication Date
- Sort by publication date or relevance

Detailed Functionality

Boolean Operators

You can use Boolean, and other, operators with the Quick Search. Entering any of the operator words in a quick search overrides the "automatic and searching" that exists by default.

AND

Selects documents that contain all of your keywords. For example, to search for documents that contain the phrase "pharmaceutical companies" and the word "hepatitis", enter the following search term:

pharmaceutical companies AND hepatitis

Because of the automatic and searching, this would actually be the same as entering

"pharmaceutical companies" hepatitis

OR

Selects documents that contain at least one of your search elements. For example, to return documents that contain references to either "Intel" or "computer processors", enter the following search term:

Intel OR computer processors

Because the operators group words automatically, this is the same as searching for:

Intel OR "computer processors"

ACCRUE

Selects documents that include at least one of the search terms you specify. Documents will be relevance ranked higher if they contain both phrases. For example, if you want to select documents which reference either "Ford" and "General Motors", but you want to see documents scored more highly if they include both, you could search for:

Ford ACCRUE "general motors"

Accrue can be a very powerful operator in certain instances. It brings relevant documents to the top of the list, but does not eliminate items that may still be of interest.

WILDCARDS

You can use the following wildcards in the MarketLine Business Information Center search engine:

- ? - Specifies one of any alphanumeric character, as in ?an, which locates "ran," "pan," "can," and "ban".
- * - Specifies zero or more of any alphanumeric character, as in corp*, which locates "corporate," "corporation," "cor" and "corpulent".

You should not use the asterisk to specify the first character of a wildcard string.

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