MarketLine Advantage
MarketLine Advantage is a market research database that is a valuable source of company, market and country information.

Coverage
- SWOT and company profiles for over 12,000 global companies
- Company overviews for a further 16,500 companies
- Industry profiles
- Case studies
- News articles
- 110 Country profiles including PESTLE analysis
- Information about company financial deals
- Country and city statistics
- Market data

How do I access MarketLine Advantage?
Go to ifind.swan.ac.uk and search for MarketLine Advantage or find a link and guide at libguides.swansea.ac.uk/management/keyresources.

If you are accessing MarketLine from off campus, you will need to click the Shibboleth link at the bottom of the MarketLine sign in box. Follow the prompts to choose Swansea University and then log in with your usual details.

Searching
MarketLine Advantage homepage contains a simple search box that allows you to search of all the reports, case studies, news and financial deals.

When you have your search results you will be able to refine your search by using the filters on the right-hand side of the page. Here you can run a new keyword search or narrow our search results to a specific industry, geography, or publication date.
Viewing and downloading reports
Depending on the information type, MarketLine Advantage allows you to download content in one of three formats: PDF, Excel, or PowerPoint. To view content without downloading it, you can use the Table of Contents in the right-hand column of the page to navigate to individual sections of the report.

Databases
In addition to the reports, case studies and news, MarketLine Advantage provides access to the databases listed below.

- **Company report generator**
  This tool allows you to create custom company reports. You can pick and choose the analytical text and/or charts which draw on MarketLine's company datasets. Example sections include company overview, history, SWOT analysis, M&A, partnerships and agreements, news and product information.

- **Market Data Analytics**
  This database provides comprehensive data across global food, drinks, personal care, household products, pet care, news and magazine, and tobacco markets.

- **Country statistics**
  Country statistics provides comparative analysis of macroeconomic and industry drivers for over 200 countries. There is detailed coverage of consumer demographics, incomes, and expenditures. Key indicator forecasts include GDP, inflation, exchange rates, investment, trade, population, and labour market.

- **City Statistics**
  Find 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.

- **Financial Deals Tracker**
  Database of global mergers and acquisitions (M&A), private equity deals, venture finance deals, private placements, IPOs, and partnerships.

- **Company Prospector** and **Investment & Advisory Prospector**
  Businesses use these databases to research potential business partners, clients, and investment targets.

Ask an analyst
MarketLine Advantage reports and case studies have an Ask an Analyst a question form at the bottom of each page. Use this form if you have any questions about content of the report.

Further information
MarketLine Advantage provides support including a comprehensive user guide and video tutorials. [http://www.marketline.com/support/](http://www.marketline.com/support/)

October 2016
Help from the Library
Email buslib@swansea.ac.uk to ask the Library support team for the School of Management for help.