

Where Can I Find Marketing Information?

Contributed by DJS Research Ltd.
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Marketing Information, as explained by DJS Research Ltd.

There are many sources of data that can be used for secondary research (aka. desk research) including our own website in the Market Research Findings section.

The largest individual source of general marketing data that can be found on the web is on the WARC database at www.warc.com. The site is home to over 15000 pieces of information covering marketing and advertising.

Other great sources include The Chartered Institute of Marketing at www.cim.co.uk and The Institute of Direct Marketing at www.theidm.com.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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