

The Global Marketplace

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Research Tips, Tools, & Tactics

International Demographics

- **Income / World Bank Classifications:**
 - Low Income: \$390 avg. (e.g., Kenya, China)**
 - Lower-Middle Income: \$1,530 (e.g., Guatemala, Thailand)**
 - Upper-Mid Income: \$4,020 (e.g., Brazil, Greece)**
 - High Income: \$22,160 (e.g., USA, Japan, Switzerland)**
- **Age: Lifespans vary between nations & cultures.**
- **Gender: A continuum between poles.**



Key Data



- Demographics
- GDP – Per Capita
- Education
- Geography & Weather
- Government Systems
- Infrastructure
- History
- Languages
- Religion
- Military
- Media
- Current Events
- Segmentation Labels

CIA World Factbook



■ Country Reports

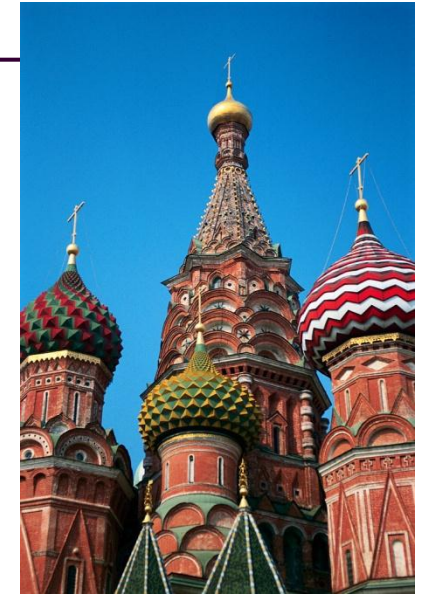
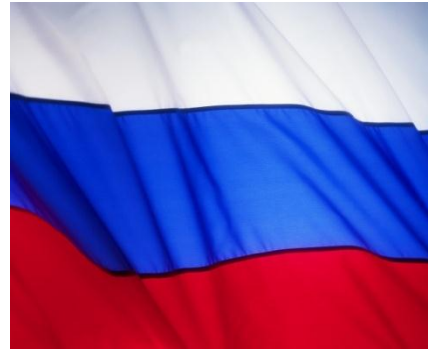
Physical Map of the World, June 2002



The Economist

Economist.com

- Country Briefings
- Russia Briefing:
 - Factsheet
 - Forecast
 - Political Structure
 - Political Forces
 - Economy



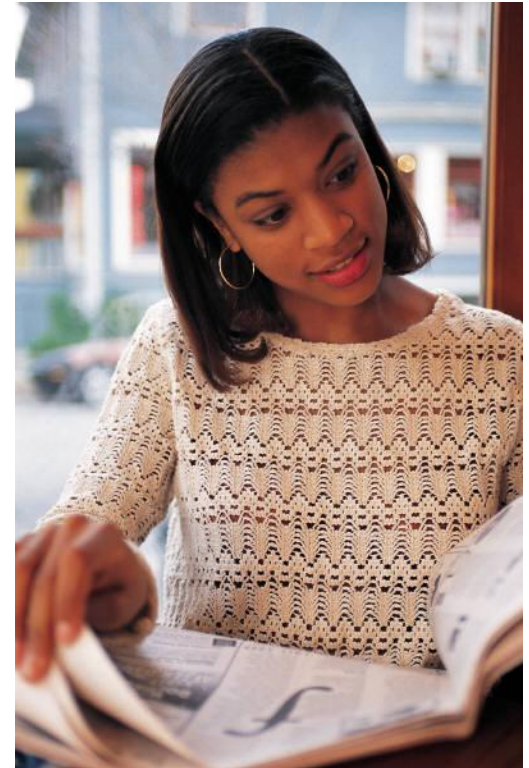
Course Resources

- See Research Links on Course Website
- [International Media Data](#)
- [Dunn & Bradstreet](#)
- [Santa Barbara Data & Stats](#)
- [US Department of Commerce](#)
- [US Bureau of Labor Stats](#)
- [US Census Bureau](#)
- [US Department of State](#)
- [MediaPost](#)
- [ClickZ](#)



Popular Press

- New York Times Search
Peru Article
- Economist
- Business Week
- US News & World Report
- Newsweek
- Time
 - Time Search for “Berlin Wall”



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- Whatever you need;
wherever you need it!

Presentation