

5 Ways to Work Smarter, Not Harder



STAY UP-TO-DATE

Reading current news regularly will help you stay in the know when it comes to your industry and competitors, giving you insight into what is happening regionally, nationally and internationally. To get the most out of these assets, subscribe to RSS feeds so that you never miss a story that could affect your company.

INVESTIGATE YOUR COMPETITORS

Competitive intelligence is a critical component of a successful business. It is important that you can access company information on your competitors and industry leaders easily. Go deeper into your analysis with financial reports, employee records, product information and more.



USE ONLY THE BEST

Ensure that you have access to the best information available for your industry. Read leading business journals such as *Bloomberg Businessweek*, *Forbes*, *Fortune* and *Harvard Business Review*. Since some of this content may not be available on the open web, it is valuable for giving your company a leg-up on competitors.

BE SPECIFIC

Access information specific to your industry and all of your company's departments. Read trade-specific journals and magazines regularly to ensure that you are in the loop. Give your employees the tools that they need to succeed in their respective departments – from marketing to finance and everything in between.



KNOW YOUR MARKET

Never stop researching your market. Make use of tools such as market research reports, industry profiles, SWOT analyses and more on a regular basis. This information will enable you to build a strong foundation for your business research.

Tie it all together with *Business Source® Corporate Plus*

Business Source Corporate Plus offers all of the tools and information you need to efficiently conduct business research. Access business magazines, newspapers, company profiles and much more from one central location.

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