



## **PRESS RELEASE – FOR IMMEDIATE DISTRIBUTION**

Trendology Research Launches

BATH, ME (PRWEB) November 7, 2008 -- Trendology Research is pleased to announce it is launching its business today. Trendology Research is a market research firm that focuses on publishing annual industry reports for the largest U.S. industries. These reports are available for purchase through its website [www.TrendologyResearch.com](http://www.TrendologyResearch.com) and will be available through its distribution partners:

-[www.MarketResearch.com](http://www.MarketResearch.com)

-[www.ResearchandMarkets.com](http://www.ResearchandMarkets.com)

-[www.ReportBuyer.com](http://www.ReportBuyer.com)

-[www.ReportLinker.com](http://www.ReportLinker.com)

Trendology is a customer-focused research company and offers custom research report and projects for its clients. Custom individual U.S. industry reports are available with a five-business day turnaround.

### **INDIVIDUAL U.S. INDUSTRY REPORTS**

Trendology reports focus on three information types - qualitative written analysis, quantitative statistical industry demographics and data on major industry players.

- The qualitative written analysis includes Trendology's proprietary Industry SWOT Analysis.
- The quantitative data includes unique Economic Outlook Scenarios to make projections and forecasts more useful to Trendology's clients.
- Data on major industry players includes the current sales, number of employees and industry ranking.

Trendology individual U.S. industry reports' Table of Contents are:

- Indepth written analysis, including
  - Industry SWOT Analysis
  - Financial trends
  - Human relations issues
  - Consumer trends
  - Supplier issues
  - Technology topics
  - Government regulation
  - Global impacts
  - Profits & earnings

- Mergers & acquisitions
- Industry news
- Top ten major industry players with recent sales data
- Number of establishments, industry sales & employment
- Economic Outlook Scenarios (Optimistic, Stable & Pessimistic Scenarios)
- Data breakdown by 7 size of employee categories
- 5-year trends
- Forecast projections
- U.S. demographic data by U.S. states and metropolitan areas
- Related industries
- Industry definition
- Charts and graphs to illustrate data

Trendology's uses two methodologies for its qualitative and quantitative research. The qualitative research includes secondary research and data gathering from industry trade journals and trade associations, as well as research from private and public databases. The quantitative research is based on our proprietary economic model which uses linear regression analysis to project historical industry statistical data from various sources, the primary source being the U.S. Census.

## **SUMMARY PRINTED U.S. INDUSTRY REPORTS**

Along with Trendology's individual U.S. industry reports, it also publishes four summary printed publications. These publications are designed specifically for researchers and libraries as a one-stop resource for the most timely and accurate information on the largest U.S. industries.

**2009 Trendology: U.S. Manufacturing Industries** report's Table of Contents are: (a partial listing):

- Automobile & Motor Vehicle Manufacturing
- Electronic Computer Manufacturing
- Petroleum Refineries
- Aircraft Manufacturing
- Printing
- Paper Mills
- Pharmaceutical Preparation Manufacturing
- Semi-Conductors & Electronic Components Manufacturing

This publication is scheduled to be published by December 2008.

**2009 Trendology: U.S. Retail Industries** report's Table of Contents are: (a partial listing):

- New Car Dealers
- Furniture Stores
- Appliance, Television & Electronics Stores
- Home Centers
- Supermarkets & Grocery Stores
- Department Stores

- Warehouse Clubs & Supercenters
- Gas Stations with Convenience Stores
- Pharmacies & Drug Stores
- Electronic Shopping & Mail Order Houses

This publication is scheduled to be published by January 2009.

**2009 Trendology: U.S. Service Industries** report's Table of Contents are: (a partial listing):

- Newspaper Publishing
- Motion Picture & Video Production
- Television Broadcasting Services
- Wired Telecommunications Carriers
- Wireless Telecommunications Carriers
- Offices of Lawyers
- Offices of Certified Public Accountants
- Management Consulting Services
- Advertising Agencies
- Colleges & Universities
- Offices of Physicians
- Medical & Surgical Hospitals
- Nursing Care Facilities
- Hotels & Motels
- Full-Service Restaurants
- Fast Food Restaurants

This publication is scheduled to be published by February 2009.

**2009 Trendology: U.S. Financial, Insurance & Real Estate Industries** report's Table of Contents are: (a partial listing):

- Commercial Banking
- Savings Institutions
- Mortgage & Non-Mortgage Loan Brokers
- Investment Banking & Securities Dealing
- Investment Advice
- Life Insurance Carriers
- Health & Medical Insurance Carriers
- Property & Casualty Insurance Carriers
- Offices of Real Estate Agents & Brokers

This publication is scheduled to be published by March 2009.

## **PRICING AND AVAILABILITY**

Based on its unique, proprietary economic models, Trendology Research publishes reports annually with the most current and accurate information on the largest U.S. industries. Each individual industry report in Adobe Acrobat PDF format is \$399.00 and available for immediate, secure download through [www.TrendologyResearch.com](http://www.TrendologyResearch.com) using Payloadz and Paypal. Each printed summary publication is \$74.99 and is available for ordering through the website using Paypal. A special discount is offered when all four volumes are purchased for \$249.00, a \$50 savings.

## **ABOUT TRENOLOGY RESEARCH**

Trendology Research is a customer-focused market research company based in Bath, Maine. Trendology Research reports are a cost-effective, easy way of gathering all the current information and data on over 100 U.S. industries for business plans, research reports, market analysis and industry profiling.

For more information on Trendology Research and to order any publication, please call 207-807-0994 or visit [www.TrendologyResearch.com](http://www.TrendologyResearch.com).