



SWOT Analysis Company Reports (May 2013)

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When looking for concise information on a company I like to review a SWOT Analysis Company reports.

A SWOT (Strength Weakness Opportunity Threat) report on a company can provide a quick synopsis and way to analyze and evaluate a company's current situation and environment, as well as how they may be strategically positioning themselves for future industry or economic trends. The positives and negatives of a company and their reaction to the economy and business environment can also be gleaned from a SWOT analysis.

Key Sources of SWOT Analysis content from LexisNexis include:

- Global Data
- WMI – World Market Intelligence
- ICD Research – Company Profiles
- MarketLine Company Profile
- BMI – Business Monitor International