# **Goizueta Business Library**

## Creating Bridges to Knowledge

### **BCC Research**

Use BCC Research to locate **global market research reports** on the following categories and subtopics:

Life Sciences, e.g., Medical Devices & Surgical, Cell Biology & Pharmaceuticals
Digital World, e.g., Information Technology, Engineering & Instruments
Materials, e.g., Nanotechnology, Plastics & Chemicals
Environment & Sustainability, e.g., Food, Energy, Manufacturing & Environment

## **Locating Reports**

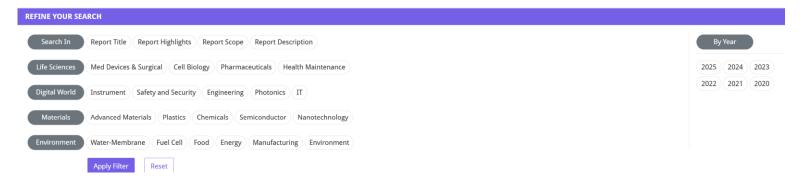
### **Keyword Searches**

- Begin with entering keywords in the search box
- Keep your searches simple, 1-3 words
- Do **not** place phrases in quotes, e.g. "electric vehicles"
- Results will contain all of your keywords

### Filter by Categories/Subtopics and Date

To refine the search results further

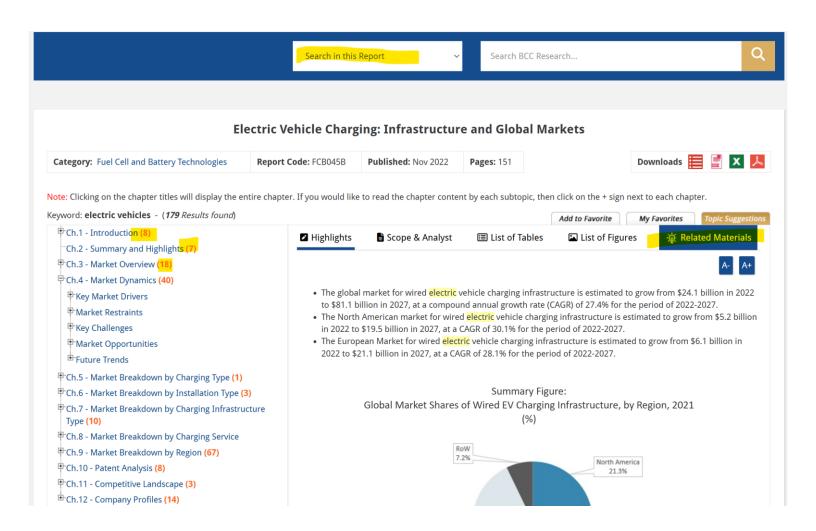
- Click the Advanced Search button on the far right
- Click the desired categories (Life Sciences, Digital World, Materials, Environment) or subtopics (Med Devices & Surgical, Nanotechnology, etc.)
- Click the desired years



## **Diving into Reports**

Click on report title link to view the full report

- Search within individual reports
- Table of Contents
  - o Number of occurrences of keywords in each chapter noted in red
  - Click Related Materials to locate other relevant reports



## **Locating Specific Company Profiles**

To quickly find the report(s) that profile specific companies

• Click Company Index on BCC's home page, left nav



#### **Company Index**

4 Search results for **deere** in your memberhip

No time to search? Our Research Concierge can help. Email us concierge@bccre

#### 1. IoT-based Smart Agriculture: Global Markets

Published - **Sep 2022** | Publisher - **BCC Publishing** | Code - **IAS189A** The global market for IoT-based smart agriculture is valued at \$12.8 billion in 2 2022-2027.

#### 2. Global Markets for Precision Farming

Published - **Dec 2023** | Publisher - **BCC Publishing** | Code - **FOD087B** The global market for precision farming is expected to increase from \$8.5 billic