



**For Immediate Release**  
**Contact: Jaimy Ford, Editorial Director**  
**(703) 518-2341**  
**[jford@douglaspublications.com](mailto:jford@douglaspublications.com)**

## ***Trend Letter* partners with market research firm to provide expanded industry coverage**



**WHERE KNOWLEDGE IS POWER**

Richmond, VA — Douglas Publications LLC, publisher of *Trend Letter* is proud to partner with IBISWorld, a provider of high-quality industry market research analysis, with the largest collection of industry reports—covering over 700 industries—in the US. This partnership will offer *Trend Letter* subscribers the most up-to-date, accurate, and comprehensive industry research available.

Monthly issues of *Trend Letter* will continue to feature interviews with independent industry experts about the challenges and opportunities they expect to encounter in the next few years. To supplement those viewpoints, subscribers will have access to free monthly IBISWorld “iExpert” reports. The one-page fact sheets will provide market intelligence that is specific and consistent across all the industries *Trend Letter* covers.

In each iExpert report, subscribers will discover:

- Key statistics and facts about an industry’s size and scope.
- Forecasts of future revenue.
- Quick insight into major threats and opportunities.
- A summary of the external forces affecting the industry, as well as internal management issues affecting its organizations.

*Trend Letter* has been providing business executives with advance intelligence about key trends since its launch in 1982 as *John Naisbitt’s Trend Letter*. Relying on a group of several prominent consulting futurists, experts in innovation, and subject matter experts, the newsletter continues to break ground with insightful, accurate forecasts of social, economic and technological changes that directly affect long term business decisions. For more information and to download a free sample issue, visit <http://www.briefings.com/n.asp?nl=tl>.

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