1. What is the change in Amazon.com’s reported gross profit from 2001 to 2003?

2. Using ABI/Inform find what NAICS codes are associated with the company Puma.

3. Identify three topics in ABI/Inform that are related to the athletic footwear industry.

4. Using ABI/Inform find a case study on Walmart. What is the title and journal name?

5. Using Factiva tell me how much of the US domestic market for passenger airlines is now controlled by “low cost” carriers.

6. Using the Santa Rosa Chamber of Commerce tell me where SSU ranks in terms of employers in Sonoma County.

7. Using Santa Rosa Chamber of Commerce tell me the median wage for an experienced retail salesperson who is new to the company.

8. Using RAND California tell me what the total and Hispanic population is for Sonoma County.

9. Where can you find in-depth instructions on how to analyze a footwear/apparel company?

10. Locate one major association related to the publishing industry.