

STRATEGIC  
CORPORATE

RESEARCH

WORKSHOP:

# LOOKING INSIDE THE CORPORATE WORLD

Friday, October 31st, 9:30am - 4:30pm  
Saturday, November 1st, 9:30am - 4:30pm  
Technology Enhanced Learning Building  
(TEL) 2114 & 2116, York University

This is a **two-day workshop** for union, community-based and environmental activists to learn the basic tools for how to look inside the corporate world. We will identify and explore public sources of information on a wide variety of firms, and how to use this information to build innovative and creative campaigns. There will be plenty of **hands-on experience** using major databases and working collaboratively to deepen our understanding of the corporate world.

The workshop will be taught by **Tom Juravich**, Professor of Labor Studies and Sociology at UMass Amherst. Juravich has been conducting strategic corporate research for unions, community-based and environmental organizations for over two decades and teaches regularly on the topic. He is also the creator of **StrategicCorporateResearch.org**, a comprehensive web site for conducting corporate research.

**Cost \$150** with institutional support / **\$50** without institutional support  
Includes all materials and lunch on both days

For more information, contact [glrc@yorku.ca](mailto:glrc@yorku.ca) or [juravich@lrrc.umass.edu](mailto:juravich@lrrc.umass.edu)  
To register, go to [www.yorku.ca/glrc](http://www.yorku.ca/glrc)

Sponsored by: **The Global Labour Research Centre;**  
**Toronto and York Region District Labour Council**

liberal arts &  
professional studies | **YORK**  
UNIVERSITY 