*Q:1 View the  task learning guides (TLGs) below, which demonstrate how to find company information in the CSU Online Library and how to find competitor or industry information in the CSU Online Library. After reviewing the task learning guides (TLGs), describe how you might use these resources as a marketing manager within a company or as a student completing assignments in this and future graduate-level courses.*

*Q2: Companies need to understand their ability to compete and the environment in which they must compete. Of the strategy planning tools they have available, the PEST (political, economic, sociocultural, and technology) analysis has been shown to be very effective. Do you believe that companies who have a planning culture and use planning tools, such as the PEST analysis, can perform better in the long run than their industry competitors who may not use similar planning tools? Why, or why not?*