

Goizueta Business Library

Creating Bridges to Knowledge

Bus 641 Marketing Seminar Team Project

Danya Leebaw, Business Librarian

Industry and Company Overviews in Packaged Reports

Builders (IRI)

- CDs at the library (in-library use only)
- Pricing and use data for consumer packaged goods

Hoover's

- Profiles millions of public and private companies including financials
- Industry overviews including competitive landscape

Global Market Information Database

- Country market reports and 10-year market size data for industries

Market Share Reporter

- Bus Ref HF5410 .M348
- Data regarding market share in hundreds of industries

Marketline

- 10,000 industry profiles with market share information
- SWOT analyses for top 1000 companies

Mintel

- Hundreds of market research reports, primary and secondary data
- Refer to the "Market Size and Trends" section for 5 years of data

S&P NetAdvantage

- 50+ industry profiles prepared by top industry analysts
- Archived reports date back to 1999
- Click on "revenues" and "incomes" to get 10-year historicals

Research Company Financials

Investext

Analysts' reports on public companies and industries from 1982-present

Thomson One Banker

- Detailed financial data on 60,000+ companies including historical data

<http://business.library.emory.edu>



ASK a Librarian

Search for Data within Articles

[ABI Inform](#) [Business Source Complete](#) [Factiva](#)

Search strategies and tips:

- In the free text search box, combine:
 - Industry and topic (*travel and diversity*)
 - Company and topic (*delta air lines and diversity*)
 - Use asterisks for alternative word endings (*travel and divers**)
- Try different ways to narrow your search such as selecting sources, choosing different terms, changing date ranges

Confer with Trade Associations or Journals

[Associations Unlimited](#)

- Locate associations by keyword, subject, or industry
- Refer to your association for more detailed data on your topic

[eJournals](#)

- Locate your trade journal at Emory to locate data or research your topic in more detail

Consult Information Guides

[Marketing Information Guide](#)

- Industry searching, sales data, market research sources, and more

[Competitive Intelligence Guide](#)

- Analyzing industries and companies, locating data, and more

[Finance Guide](#)

- Locating financial data, including for private companies

Next Steps and Questions

Librarians may have additional suggestions based on your industry. Email **Ask a Librarian** on **First Class** to set up a consultation, for specific suggestions, or with questions.



ASK a Librarian



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