

# Goizueta Business Library

*Creating Bridges to Knowledge*

**BUS 436 Entrepreneurship – Fall 2008**

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## Industry Analysis

### First Research

- Reports on **200 industries** include industry overview, competitive landscape, products and operations, sales and marketing, recent developments, business challenges, trends and opportunities, executive perspective, interview preparation questions, financial analysis and industry forecast.

### Mintel

- Locate industry reports on **consumer products** such as: food, drink, hobbies, travel, clothing/fashion, health/medical, beauty/personal, household products, personal services, automotive and more
- Reports analyze market sizes and trends, market segmentation, **consumer attitudes, purchasing habits**, and the future of the market.

## Competitive Analysis

### Hoover's

- Company profiles include Financials, Products & Operations, Comparative Financials of Competitors, Family Tree, Company History and Key Management

### Marketline

- 20,000 company profiles, **SWOT analysis** on the top 1000 companies
- Profiles cover products and services, subsidiaries, business description, history, key employee and revenue analysis
- Industry reports include **Five Forces Analysis**

## Psychographics and Demographics

### New Strategist

- This series of books is located in the Business Library's BUS REF collection (HC 110 .C6); Titles include American Health, Millennials, Gen X, Household Spending, Racial and Ethnic Diversity, Race and Hispanics. **Selected Titles are available in PDF.**

### SimplyMap

- Web-based mapping tool that enables you to take data from multiple sources and create quality maps and reports.
- The data, from the U.S. Census and various other sources, includes demographics, retail sales, quality of life variables, CPI, employment, consumer expenditures and life stage clusters.

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

## Niche Industry? Hit a Wall in your Research Process?

Try a search in an article database

### Business Source Complete

- 8500 business journals, start with Advanced Search
- Use synonyms, look at Subject Terms and NAICS codes in the article
- Check the left panel on suggestions for narrowing your search

### Factiva

- 10,000 sources including trade journals and local newspapers
- Click on the Examples link to the left of the search bar for tips on searching the database. Remember to check the [Tutorials](#) link on the Business Library page for tips on searching Factiva.

## Guide for Entrepreneurship

- Business Library web page>top horizontal nav bar>Guides
- Find web sites for Business Plans, databases for Psychographic data, Marketing Plans sites, Entrepreneurship Portals and more

## Register for a Business Research Essentials Class

- **Monday, 10/6** – Get Smart: Get Articles – learn to construct precision searches using Business Source Complete
- **Tuesday, 10/7** – Advanced Google
- **Tuesday, 10/21** – SimplyMap- discover how to define your target market
- **Register one week in advance – details on FC conference “B-Research Certificate**

## Ask a Librarian

- Send your question in FirstClass to Ask A Librarian – a closed conference, only the business librarians see your question
- Drop by the **BBA Program Office Tuesdays, 3:30-5:00** and ask your question
- Come by the business library – business librarians are available until 8 p.m. Monday-Thursday and on week-ends, 1:00-5:00