

Business Market Research Collection

Hoovers Company Profiles, OxResearch, Barnes Reports, Snapshots



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GUIDE

What is it?

Proquest's Business Market Research Collection enables you to conduct company, industry, economic and geopolitical market research with information from these sources: Hoover's Company Profiles - covering 40,000 global public and non-public companies including financials, competitors, officers, and more; OxResearch - succinct articles covering regional economic and political developments of significance; US and Worldwide Industry & Market Reports from Barnes Reports - covering global industries in depth; and Snapshots - market research overviews on 40+ industries and 40 countries.

How do I access it?

1. Go to the AAU Library homepage at library.academyart.edu.
2. From the drop-down menus near the top of the homepage go to Find Resources then select Online Resources. Under Business & Company Information, you can access the database by clicking on Business Market Research Collection.

How does this help me?

The Business Market Research Collection brings formerly standalone products into one resource to help students conduct market research more easily.

Hoover's - Featuring profiles of more than 40,000 companies, 600 industries, and 225,000 key executives, Hoover's Company Profiles provides easy access to the most thorough and up-to-date business information available. This comprehensive database gives users the whole picture.

OxResearch - OxResearch reports are compiled by a team of over 1,000 economists, international relations specialists, and political/social analysts from Oxford University and other leading universities to give a truly objective and multidisciplinary view.

Snapshots - Snapshots Series reports provide users with information help them produce business plans, marketing plans, startup plans, new business development, market growth analysis, and strategic and financial plans.

Subject Coverage

- Company overview
- Company history
- Officers and board members
- Competitors
- Products and operations
- Auditors
- Rankings
- Related industry information
- Historical
- Financials

Any questions?

Please use the *Ask a Librarian* link on the library homepage.