



What is it?

Hoover's Company Profiles contains proprietary information about more than 40,000 public and non-public companies and 225,000 key executives. They provide valuable information on international and domestic companies including personnel, budgets, products, and operations. Hoover's, widely recognized as a leader in company data, delivers in depth industry analyses, information on a company's location, summary financials, top competitors, top officers and more.

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 **Hoover's Company Profiles**.

How does this help me?

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.

Hoover's deliver comprehensive company, industry, and market intelligence that drives business growth. These company records provide in-depth coverage of the world's top business enterprises, and are the foundation for customer and market insight.

Company Information - Overview, history, competitors, financials, and more on the most important public and private companies worldwide; over 85 million companies in the database.

Industry Information - Trends, opportunities, financials, and more on over 1,000 industry segments to set sales strategies and prepare for evaluation

People Information - Titles, biographies, job history, contact information, and more on the officers of the most important public and private companies worldwide; over 100 million contacts in the database to reach the right person quickly.

Subject Coverage

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

Any more questions?
Please see the Help section at the topmost right of the database homepage. You can also email us through the *Ask A Librarian* feature on the library website.