

Business and Company Research Three Point Guide

Access Route
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> "Online Articles & Databases"
> "Business & Company Information"



Start here.
**Business Market
Research Collection**

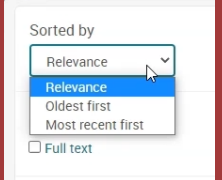
Brand Intelligence

Company and Industry Information

Contains Hoover's Company Records and First Industry Research Profiles with company financials, competitor lists, and industry forecasts. The best way to get to these is to limit search results to that specific publication or by looking for these two publication names that show up bolded in your search results.

Search Tip

Change the "Sorted by" dropdown in the left sidebar to "Most recent first."



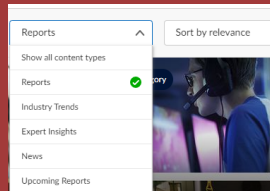
Target Audience Personas

Consumer Behavior Information

Contains broad range of reports by category and "Marketing to" trend reports on specific demographics for US markets only. Hover over a card to see quick navigation links and what topics that particular report covers. Combine insights from multiple reports to understand your consumer's behaviors and preferences in relation to market trends.

Search Tip

Change the dropdown from "Show all content types" to "Reports" to filter for reports only.



WARC

Marketing Strategies

Advertising Creative Briefs


Contains case studies of global advertising campaigns. There are also the WARC Top 100 rankings, trend reports, and more. WARC case studies typically emphasize strategy, internal thought processes, and results over specific statistical points regarding how they got there (financially or otherwise).

Search Tip

Check the "Case studies" box in the left sidebar to filter for case studies only.




Department Research Guide
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Citation help and examples:
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Additional Resource: San Francisco Public Library



Note that their resources require a free SFPL card. You need to provide proof of CA residency. See sfpl.org for more.

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San Francisco, CA 94105
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