



Three Point Guide to Business and Company Research

Get started with business and company research with AAU Library resources! Every point here is a starting point for your business and company research needs.



Business Market Research Collection
Company and Industry Information



Consumer Behavior Information



Advertising Strategy Playbook

Access Route

library.academyart.edu

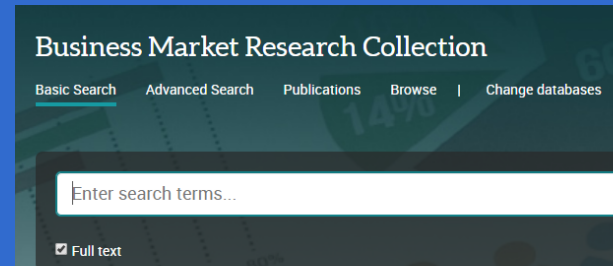
> "Online Articles & Databases"

> "Business & Company Information"

Company reports + Industry reports = the beginnings of Brand Intelligence



Business Market Research Collection has Hoover's Company Records and First Industry Research Reports with company financials, competitor lists, and industry forecasts. The best way to get to these is searching by publication to get to a search view that limits results to that specific publication or by looking for these two publication names that will show up bolded in your search results.

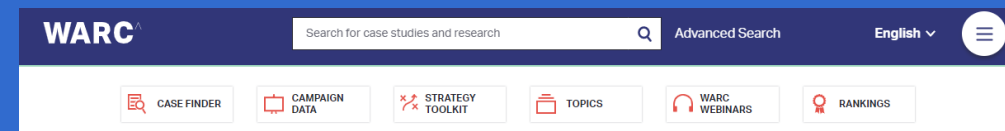


Search Tip: Change the "Sorted by" dropdown in the left sidebar to "Most recent first" in your search results.

Case studies + Best practice articles = the beginnings of Marketing Strategies



WARC has case studies that you can find using the search bar or the Case Finder. There are also the WARC rankings that you can explore by clicking on "Rankings" on the top navigation menu. 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: When searching for brands on WARC, keep an open mind to the content by exploring "Topics" that come up in the search results.

Demographic information + Market trends

+ Consumer behaviors

= the beginnings of Target Audience Personas

Mintel has a broad range of reports by category and “Marketing to” trend reports on specific demographics for US markets only. Hover over the Category or Demographics dropdowns in the navigation menu to see the categories available through our subscription. Hover over a card to see quick navigation links and what categories that particular report covers. You will need to combine insights from multiple reports to understand your consumer’s behaviors and preferences in relation to market trends.

Category	Region	Trend Drivers
<input type="checkbox"/> Automotive		
<input type="checkbox"/> Beauty & Personal Care		>
<input type="checkbox"/> Drinks		>
<input type="checkbox"/> Financial Services		>
<input type="checkbox"/> Food		
<input type="checkbox"/> Foodservice		
<input type="checkbox"/> Health & Nutrition		
<input type="checkbox"/> Household		>
<input type="checkbox"/> Marketing & Communications		
<input type="checkbox"/> Retail & Apparel		>
<input type="checkbox"/> Technology & Media		>
<input type="checkbox"/> Travel, Leisure & Entertainment		>

Category	Region	Trend Drivers	Product Features	Demographics
<input type="checkbox"/> Affluent			<input type="checkbox"/> Multicultural	
<input type="checkbox"/> Baby Boomers (1946-1964)			<input type="checkbox"/> Parents	
<input type="checkbox"/> Gen X (1965-1976)			<input type="checkbox"/> Seniors (65+)	
<input type="checkbox"/> Gen Z (1995-2007)			<input type="checkbox"/> Singles	
<input type="checkbox"/> Kids			<input type="checkbox"/> Teens	
<input type="checkbox"/> Lifestyles			<input type="checkbox"/> Values & Beliefs	
<input type="checkbox"/> Men			<input type="checkbox"/> Women	
<input type="checkbox"/> Millennials (1977-1994)				

Reports

Show all content types

Reports

Industry Trends

Expert Insights

News

Upcoming Reports

Search Tip:

Change the Dropdown menu from “Show all content types” to “Reports” to see Mintel’s most useful and valuable content.

For additional resources, check out your Department Research Guide! Library Home Page > “Reference Help” > “Research Guides” OR libguides.academyart.edu

Other Resources to Try:

- Statista (www.statista.com): Comprehensive statistics database with international coverage on a wide variety of topics and industries. There is a free level of access for some datapoints but try checking out your local public library for full access.
- Data.gov (www.data.gov): Services like Mintel and Statista sometimes gets data from here too
- Securities & Exchange Commission (SEC; www.sec.gov): tax filings for publicly traded companies only
- CIA’s World Factbook (www.cia.gov/library/publications/the-world-factbook): Good for quick international datapoints
- Company websites: For annual reports and SEC filings
- Articles and other industry news sources

- Ask a librarian if you need help! -

Additional Resource:

San Francisco Public Library



San Francisco Public Library

Note that their resources require a free SFPL card. You may apply online, but need to go in person to one of the branches to provide proof of identification. See sfpl.org for more details.

Navigation: sfpl.org > Research & Learn > Articles & Databases

Ensure that your citations are accurate! Visit:

library.academyart.edu
> “Reference Help”
> “MLA Citation Guide”

Modern Language Association

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