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

WARC
Advertising Strategy Playbook

Mintel
Consumer Behavior Information

Company reports + Industry reports
= the beginnings of Brand Intelligence

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.

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

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When searching for brands on WARC, keep an open mind to the content by exploring “Topics” that come up in the search results.

Access Route
library.academyart.edu
> “Online Articles & Databases”
> “Business & Company Information”
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.

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

Additional Resource:
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 sfl.org for more details.

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

Ensure that your citations are accurate! Visit:
library.academyart.edu > “Reference Help” > “MLA Citation Guide”

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
- Company websites: For annual reports and SEC filings
- Articles and other industry news sources
  - Ask a librarian if you need help! -

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