Business Research: Starting, Brainstorming & Idea Gathering

Rule 1: Pick something that interests you
Rule 2: Help (in-person, chat, email) is available at the Marriott Library

The Wall Street Journal* is available online through Factiva* along with thousands of web, magazine, & scholarly resources on current events, news, & business. The past month of The Wall Street Journal is available in print in Periodicals on Level 2 of the Marriott Library.

Harvard Business Review* is in full-text from 1922 through Online Journals* and Business Source Premier*. The past month is available in Periodicals on Level 2 of the Marriott Library.

Forbes* covers business, investing, technology and leadership. Forbes is available in print on Level 2 of the Marriott Library in periodicals & online through Online Journals* and Business Source Premier*.

Three Great Starting Points for Business Research: Industry, Market & Company

#1 Business Source Premier* provides full-text of 2300+ magazines and journals
- For SWOT Analysis, type in a company name and limit “Source Types” in left column to “SWOT Analyses”.
- Limit/expand search by industry profile, country reports, or scholarly (peer-reviewed), etc.

#2 In Factiva* use the top row to search, look at news pages, and do research on companies and markets.
- After searching use the left-hand column to refine search by Companies, Industries, Executives, Regions, & Subjects such as new products, management moves, mergers/acquisitions/takeovers and more.
- Use the “Companies/Markets” tab to get quotes, stock charts, & peer comparisons.

#3 IBISWorld Industry Research* offers a variety of industry reports covering risk, industry summaries, market research and conditions, supply chain, & competition data.

Other Useful Business Research Tools Provided by the Marriott Library:

Mergent Intellect* (includes Hoovers) provides information on key business ratios and demographics, as well as information about public, private, and international companies including industry, financial, and competitors. Click “First Research” for extensive industry research. Use “Residential Search” to find contact information for over 210 million US consumers. “Demographics” provides census data by zip code and other information.

PitchBook provides Morningstar analyst reports, valuation for new, small, and startup businesses. Includes information about similar companies, financials, and news.

In Standard and Poor’s NetAdvantage* click the “Companies” tab to search by company, industries, or investment research.

Value Line* covers stocks, mutual funds, and options. For third party evaluation try Value Line & NetAdvantage’s stock reports.


All of these resources are available at the Marriott Library. If you have questions or need help:
- Visit: campusguides.lib.utah.edu/business
- Visit: campusguides.lib.utah.edu/innovate
- E-mail: mlib-business@lists.utah.edu
- If all else fails use the “Ask the Library” box at lib.utah.edu to chat or e-mail the library

*locate databases at lib.utah.edu, by clicking the “Research Databases” tab, and sorting by letter or subject.
^locate “Online Journals” under “Quick Links” at lib.utah.edu and sort by first letter of your journal.