**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

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**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 at the Reserve Desk on **Level 2** of the Marriott Library.

**Harvard Business Review** is in full-text from 1922 either through **Online Journals** or **Business Source Premier**.

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

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**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.

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**Other Useful Business Research Tools Provided by the Marriott Library:**

In **Standard and Poor’s NetAdvantage** the “IndustrySurveys” tab provides reports on 80+ industries ranging from Aerospace to Healthcare to Transportation. Each report provides trends, industry ratios, & industry profile.

To view Stock Report updates provided quarterly of publicly traded companies, go to “Companies” > “Search Profiles” > (search for company and click on company hyperlink) > click “Investment research” in the far left column under the “Research” heading > click on the PDF icon on the far right of your search result.

**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.

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


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All of these resources are available at the Marriott Library. If you have questions or need help:

- Visit: [campusguides.lib.utah.edu/business](http://campusguides.lib.utah.edu/business)
- Visit: [campusguides.lib.utah.edu/innovate](http://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](http://lib.utah.edu) to chat or e-mail the library

*locate databases at [lib.utah.edu](http://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](http://lib.utah.edu) and sort by first letter of your journal.