

Business Research: Starting, Brainstorming, & Idea Gathering

Rule 1: Pick something that interests you

Rule 2: Help (in-person, chat, or email) is available at the University of Utah Libraries

Rule 3: Read the news and search online to get background information

Rule 4: Search our databases, journals, research guides, and collections to find more information



[The Wall Street Journal](#) is available online through [Factiva](#). [Harvard Business Review \(HBR\)](#) and [Forbes](#) are available full text through [Business Source Premier](#). [WSJ](#), [HBR](#), and [Forbes](#) are also available in print at the Marriott Library and online via [Journals](#).

Industry/Background Research

[IBISWorld](#) offers industry reports that include: industry summaries, market research, cost structure, major companies and competitors, and key statistics.



[BCC Research](#) market reports (engineering, medical devices, materials, etc.) are both more detailed and in-depth.



Mergent provides information about public and private US and international companies, including industry, financial, and competitor information. [Mergent Intellect](#) provides basic information on companies, and includes key business ratios and demographics. [Mergent Online](#) provides information about public and private companies and includes Country Insights and industry analyses. [Mergent Archives](#) provides historical information.

Market/Company Research



BUSINESS INSIGHTS: GLOBAL
Research. Analyze. Interpret. Understand.

[Business Source Premier](#) is easy to use and the most-used business research database. Covers all subject areas for the David Eccles School of Business. Use Advanced search to search by geography, NAICS, Ticker symbol, and publication name. [Gale Business Insights: Global](#) provides detailed company and industry profiles, including SWOT reports and company histories.



[Factiva](#) provides access to licensed content from Dow Jones journalists, media outlets, trade and consumer publications and business Web sites. Factiva also contains in-depth company, executive and industry profiles, expert analysis, market data and other reports.

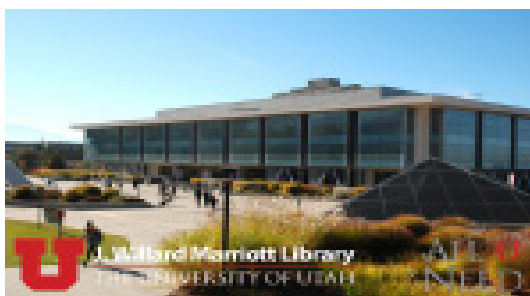


[PitchBook](#) contains information on private equity deals, venture capital deals, mergers, acquisitions and more. Use PitchBook to establish benchmarks, find real-time data on deals and gather information on investors and competitors.

... And More at University Libraries

Other useful databases provided by the University Libraries include:

[BizMiner](#), [Candid](#) (Guidestar), [Embase](#) (for medical devices and drugs), [Foundation Directory](#), [Nexis Uni](#), [PrivCo](#), [SBRNet](#) (for sports), [RIA Checkpoint](#), [USPTO Patent database](#) and [ValueLine](#).



If you have questions or need help:

- Visit: <http://campusguides.lib.utah.edu/business>
- Visit: <http://campusguides.lib.utah.edu/innovate>
- Visit: <http://campusguides.lib.utah.edu/patents>
- Email: mllib-business@lists.utah.edu
- Visit the Marriott, Eccles, and Faust Libraries