

# Goizueta Business Library

*Creating Bridges to Knowledge*

## Getting Started with Business Research

### Where do I look for company and competitor information?



**AtoZ Databases** – Includes 30 million U.S. businesses; filter by geography, industry, size, and more. Download results into Excel.



**Uniworld: American and Foreign Companies with Global Operations** – Create customized lists of domestic companies that have operations in over 200 countries; filter by country, region, state, company name, industry or revenue. Download results into Excel.

### What resources will help me find industry and market information?



**EMIS** – Locate global, regional and country-specific industry reports on market competitive drivers, segmentation, customers, companies, and more.



**Richard K. Miller Market Research Handbooks** – Find guides for researching consumer markets, including sources and data snapshots on market trends, size, forecasts, statistics, and more.

### Where can I find statistics and data?



**Statista** – Aggregates over 1M domestic and global statistics on multiples industries and topics. Data and reports from free and premium internet sources.



**eMarketer Pro** – Research global market data and analysis on digital consumerism, including advertising & marketing, social media, mobile usage, ecommerce, and more.

### Where can I locate public company and M&A deals information?



**Standard & Poors NetAdvantage** – Locate U.S. and international public company stock reports with 10 years of financials, as well as public and private company screening.



**Pitchbook** – Explore startup, VC, PE, and M&A deals, and learn about the investors and companies.