This listing of “best bet” resources provides a starting point for finding the information you will need for your SAOR.

### INDUSTRY & MARKET REPORTS
- **Find It!** If your company is Starbucks use keywords like "coffee," "industry," and "market report." Use the "Content Type" filter on the left side of the screen and select "report" and "market research."
- Mintel Academic
- Statista
- Plunkett Research Online
- Mergent Intellect
- Passport
- WARC
- ABI/INFORM Complete
- Business Source Complete
- Travel and Tourism Market Research Handbook
- U.S. Census Industry Statistics Portal

### COMPANY PROFILES & SWOT REPORTS
- **Find It!** Enter your company name and the type of report you are looking for. For example, search for "Marriott" AND "company profile," or "Marriott" AND "SWOT." Use the "Content Type" filter on the left side of the screen and select "report."
- Standard & Poor’s Net Advantage
- Plunkett Research Online
- Mergent Online
- Mergent Intellect
- ABI/INFORM Complete
- Business Source Complete
- Proquest Business Collection

### DEMOGRAPHIC & ENVIRONMENTAL INFORMATION
- Data-Planet Statistical Datasets
- Statista
- U.S. Census Data
- Mintel Academic
- WARC
- Claritas Market Segmentation

### TRADE & JOURNAL ARTICLES
- **Find It!** Search for the company or industry name and add keywords like "strategy," "trends," "growth," or "future." For example, "Marriott" AND "strategy" or "hotel industry trends." Further narrow by date, content type (Report or Trade Publication Articles), subject type (Example: Market Strategy) using the menus on the left side of your screen. The databases listed below are all searched simultaneously by Find It!, but you can also search them individually using similar strategies and keywords.
- Proquest Business Collection
- Hospitality & Tourism Complete
- Business Source Complete
- Business Abstracts with Full Text
- ABI/INFORM Complete
SEARCHING IS STRATEGIC EXPLORATION

Always remember, research is an exploration and you are not searching for one right answer. Keep your mind open and curious, and be aware that there are many different resources, viewpoints, and ways to frame information that can result in different reports about a similar company or topic. Your task is to find reliable and factual information that you will piece together to create a full picture of your company in your report. Citing reliable sources is a way to show your readers that you are providing information that is based on more than just your own personal opinion.

YOUR LIBRARIAN

Erica Millspaugh

Office Hours: Mondays Noon - 4pm @ Pew Campus Starbucks

OTHER RESOURCES:

- Knowledge Market: gvsu.edu/library/km
- Library Website: gvsu.edu/library
- HTM Subject Guide: libguides.gvsu.edu/htm
- APA Citation Help: libguides.gvsu.edu/htm/apa