Where do I find
Business Information

Understand the big picture: different layers of information sources.

Free Resources Online

GOVERNMENT AGENCY

i.e. Department of Commerce, U.S. Bureau of Labor Statistics, Maine Office of Tourism.
Provides reports on industries, statistics on demographics, consumers and businesses, business laws, etc.
Use for industry/market/legal research.
(Google site:.gov)

RESEARCH INSTITUTION / NONPROFIT

i.e. Harvard, Pew Research Center, Climate Change Institute - the University of Maine.
Provides open-access articles, reports, videos, public polls, etc.
Use for studying business concepts and scholarly and market research.
(Google site:.org; site:.edu)

TRADE ASSOCIATION

i.e. National Association of Manufacturers, American Hotel & Lodging Association.
Provides directories, product lists, trade magazines, reports, fact sheets/data on industries or consumers, etc.
Use for company/competitor/ industry/market research.
(Google site:.org)

PRIVATE SECTOR
i.e. company (Apple), consulting firm (KPMG), media planning firm (Nielsen).
Provides newsletters, reports, SEC filings, surveys. etc.
Use for company/industry/ market research.
(Google allintitle: or filetype:pdf)

Resources in Library

LIBRARY CATALOG

Use for finding books/ebooks, government documents, industry reports, market research handbooks, company directories, country reports, etc.

Tools: URSUS, Mainecat, Worldcat.
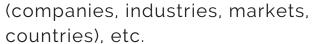
LIBRARY DATABASES

Use for finding articles from newspapers, scholarly journals, trade magazines, company profiles/SWOT analysis, business directories, industry reports, country reports, financial data & statistics,

Tools: Business Source Complete (wide coverage), IBISWorld (industry reports), LexisNexis (news, companies. industries, markets, laws, countries), Statista (companies, industries, markets, countries), etc.
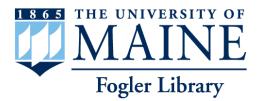
LIBRARIANS

We collect resources and create library guides to help you find these resources! We offer consultation sessions to help you develop research strategies.

WISDOM BEGINS IN WONDER.
– SOCRATES

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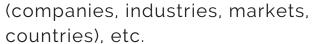Tools: URSUS, Mainecat, Worldcat.

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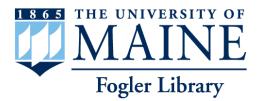
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Roadmap for finding Library Resources

1

Fogler Library Guide provides guidance to your research. Find it at library homepage-> Guides (Business).

2

Fogler Library has a good collection of books and ebooks on business. Find books using **URSUS.**

3

Fogler Library databases are places to find **articles, reports and data** for your research paper. Find business databases at library homepage -> databases-> subject (Business).

4

Fogler Library has specialized databases that help you find statistics and data. Find them on the business databases list.

5

Google Scholar at Fogler Library can help you find articles across different databases. Find it at Databases -> G -> Google Scholar.

6

Your subject Librarian at Fogler Library is always here to help. For any research questions contact: Grace Liu yan.liu1@maine.edu 207-581-3610

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