**ENGL 202D: Business Writing**

**Research Resources Overview**

 **Course Guide**

Use your course guide to directly access the best resources for your course, and to get answers to some of your questions: <http://guides.libraries.psu.edu/HBGengl202d>

**NOTE:** Based on your topic, you may need to explore additional resources. If you are having difficulty finding information to support your project, visit the library (online chat or in person) for help. Many of the resources below are best for researching traditional business topics, but there are many other guides, databases, resources available to support research in other areas.

**Business Articles**(**Trade, Scholarly and Popular)**

**ABI/Inform (ProQuest):**Find business periodicals, including trade journals, business magazines, academic journals, and business news sources.

**Business Source Premier (EBSCOhost**): A useful source for business periodicals and SWOT analyses for many companies.

**Company Information**

**Mergent Intellect:** Locate information about public and private companies, including histories, financial information, industry information and competitors.

**Industry Information**

**IBISWorld:**Extremely detailed industry reports that analyze the many factors that can affect operations.

**Consumer Information**

**Mintel:**Consumer insights including social, cultural, economic and psychological influences; market share, forecasting data; trends for companies and brands.

**Community Information**

**data.census.gov:** A tool from the U.S. Census Bureau that allows you to examine population and demographic information from states, counties, and some zip codes.

**Research Planner**

**Research Topic:**

**Information needed to make the decision**

**Company Name:**

**ticker Symbol:**

**Industry:**

**Industry Codes:**

**Main Keywords
(On Your Own)**

1.

2.

3.

**Alternative Keywords**

**(Ask a Classmate)**

1.

2.

3.

Name three different **RESOURCES** you could use to find information on your topic (i.e. a specific database, title of an academic journal, newspaper, website, etc.):

1.

2.

3.