COMPANY and INDUSTRY RESEARCH

The Beginning...

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Why?
Because the Professor made me...
Life isn’t fair.

Why?
Investment
Career Choices
Good Neighbors?

Start
What kind of company?

PrivCo
LexisNexis
Mergent

Start Where?

MarketLine

Private
Non-Profit
International
Public

These databases will guide you to the How
Start here…

- Comprehensive
- Easy to use
- Versatile

Accessing Mergent Online

Go to the Library Website (www.wku.edu/library)

Go to Databases…

Mergent Online: Basic Search

Go to ‘M’, then choose Mergent Online

Choose the right company…

You may have to locate your company from a list of possibilities.
Mergent Online: Resources

More: Research Guides
For more ideas try the Company and Industry Research Guide. It will lead you to more company information, as well as articles, news, and how-to tutorials.

And More Research Guides
Consider other topics related to your company’s core business, such as Engineering, the Arts, Marketing…almost any topic can lead to a business!

Questions?
Contact me any time you need help with Business research:

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