

Part 3 – Researching Companies

This section answers the following questions:

- What type of organization is it (public, private, non-profit, etc.) and how is it structured?
- What are the organization's goals and values?
- What are the products/services provided by a given organization?
- Who are the organization's major competitors?

- 1. Corporate Affiliations (VPN is required)** <http://www.corporateaffiliations.com/>
"Who owns whom". Company information, business description, competitors, parent company and subsidiaries, and more. Access is limited to 1 user at a time.
- 2. ProQuest – Hoover's Company Profiles (VPN is required)** <http://search.proquest.com/hoverscompany/index?accountid=12339>
Profiles of more than 40,000 companies, 600 industries, and 225,000 key executives. Information includes company history, competitors, financial summary, top officers, and related industry information.
- 3. Business Source Complete (VPN is required)** <https://proxy.library.mcgill.ca/login?url=http://search.ebscohost.com/login.aspx?site=bsi>
Coverage Profiles of company profiles, links to company information, market research reports, and SWOT analysis.
- 4. Mergent Online (VPN is required)** <http://www.mergentonline.com/basicsearch.php>
US public companies and companies listed on the NYSE and NASDAQ. Information includes company financials, company history, news, and major competitors. Access limited to 3 simultaneous users.
- 5. MarketLine Advantage (VPN is required)** <http://advantage.marketline.com/>
Profiles of international companies. Company profiles include: Company description, history, products and services, key employees, leading competitors, daily market share, SWOT analysis and news links.
- 6. YouGotTheNews.com** <http://www.yougottthenews.com/>
General company News. Articles and press releases form large and small media outlets.

Note: A good source of information about a company is to visit the company's website and LinkedIn profile.

Additional Resources

McGill Library - Company Research Database Listing
<http://libraryguides.mcgill.ca/companyresearch>