Company Research in the UAGC Library

THE UNIVERSITY OF ARIZONA
GLOBAL CAMPUS
Library

Looking for company information, SWOT reports, company profiles, leadership strategies, financial data, or industry reports? The UAGC Library can help.

Library OneSearch: Advanced Search

1. Select the link for the **Advanced Search** option in Library OneSearch.
2. Enter the company name (e.g., Microsoft) in the top search box.
3. Enter additional keyword(s) related to the kind of information you are searching for in the second search box and click **Search**.

💡 *Examples of keywords: **leadership, organizational structure, corporate culture, financial performance, competition, marketing strategies, strengths, weaknesses, etc.***

Library OneSearch: Search articles, books, journals & more

| microsoft | ⊗ |

| AND ∨ | "organizational culture" | ⊗ |

TIP: Try using quotation marks when searching for a phrase such as **"organizational culture".** This tells the database to find articles with those words appearing in that exact order.

MarketLine Reports

MarketLine Reports are in-depth profiles for major companies that include key facts, history, major products and services, top competitors, and SWOT analyses. They are available in the UAGC Library.

1. In the Library OneSearch box, type the company name you are searching for (e.g., **Microsoft Corporation**) along with the word **marketline**.

2. If a MarketLine report is available, it will appear in the results. Find the most recent report and select the link for **PDF or Online Full Text** to access the full report.

Library OneSearch

| microsoft corporation AND marketline | SEARCH |

Advanced Search >>

MarketLine Company Profile: *Microsoft* Corporation.

In: *Microsoft* Corporation *MarketLine* Company Profile, 01/21/2025 • Business Source Elite

A company profile of *Microsoft* Corporation is presented.

Subjects: Computer software industry; United States; *Microsoft Corp.*; Computer, computer ware merchant wholesalers; +4 more

| Access options ∨ | 🗐 More like this | ✦ Generate AI Insights beta |

📄 PDF

📄 Online full text

Other Company & Industry Databases in the UAGC Library

These databases can be found under **Find Articles & More** > **Databases By Subject** > **Business & Economics** on the library homepage, and contain company and industry articles, statistics, history, financial data, SWOT reports and more!

*   Business Insights: Global (Gale) – Business Insights: Global Tip Sheet
*   Mergent Market Atlas – Mergent Market Atlas Tip Sheet