Company Research

History

International Directory of Company Histories
Click on the video link to see how to find a report for the company’s history. The first report listed is usually the most current.

Company Profiles and Reports (10-Ks)

Mergent Intellect
Click on the video link to see how to get to the company profiles and 10-Ks.

A 10-K report is useful for collecting information on the company’s current business structure and activities, corporate/marketing strategies as well as financial performance. 10-Ks are only filed by U.S. publicly-traded parent companies. Some of the companies in the assignment are either private companies or subsidiary companies. So please note you will not find 10-Ks for the following companies: Zappos, Uber, Euro Disney.

Articles

Business Source Complete
Covers academic, magazine and news articles.
Click on the video link to see how to navigate this database.