For access from off-campus, use one of these options:
http://libraries.ucsd.edu/spaces/computing/remote-access/index.html

- **CEO**

  - **Companies**
  - **Situation Analysis & News**
  - **Mission, Vision & Ethics Statements**

  - **Annual sales**
    - **Public companies**: various sources – Mergent Online, SEC.gov and the company’s Investor Relations section of their website are the most authoritative and up-to-date.
    - **Private companies**: availability of this information varies. Try Hoovers Handbooks and U.S. Private Company Reports in ProQuest Business Market Research. Next, try looking for articles about your company, person or organization with this information. Use company name plus keywords like sales and net worth.
    - **Non-profit organizations**: try GuideStar and look at the latest IRS 990 form
    - **International organizations**: availability varies. Try Company Profiles search in Nexis Uni, Investext, the organization’s website and Factiva.
    - **Individuals**: Statista, Forbes.com (celebrities’ net worth), Nexis Uni
    - **Specialty resources**: Statista, Investext, Advertising Redbooks, Sports Business Research Network, Regional Business News, UCSD Associated Students

- **VP Market Research**

  - **Situation Analysis & News**

  - Models for SWOT analyses are in Business Source Complete
  - **Business Source Complete** also lets you search for articles. Try your company/person’s name combined with keywords from your SWOT concepts
  - Alternative sources for articles are: Statista, Business Insights: Global, Nexis Uni, Factiva and Wall Street Journal and Business Monitor Online, UCSD Digital Collections for UCSD-related News
  - If you want to be super complete, cover local business news by checking both Business Insights: Global and Regional Business News database, if your company is based in North America

- **VP Advertising**

  - **Companies**
  - **Situation Analysis & News**

  - Firm spending on advertising and advertising agency of record:
    Availability of this information varies wildly, depending on your company. First try the Advertising RedBooks. Next, try for articles in Nexis Uni, Business Source Complete, Business Insights: Global or Factiva. Also the latest annual report/company financials, if
you have a public company.

- **VP Marketing**
  - **Lists of products**: try the company's website, Hoovers Handbooks in ProQuest Business Market Research, Business Insights: Global (can be part of company profile), Nexis Uni's Company Profiles search (directories like Hoovers and GlobalData have lists); try a company name search in IBIS World
  - **Find objective articles**: Business Source Complete and Business Insight: Global are great; also see the resources under the class guide’s “situation analysis & news” tab.
  - **Tip: AVOID** using any publication with a name ending in “…wire” because those are redistributed company press releases and not objective (e.g., PR Newswire)

- **VP Sales**
  - **Sales for last five years**: see CEO resources (above)
  - **Industry trends**: try IBIS World, Statista, Investext and Business Insights: Global first, then any other resource under the class guide’s “Industry” tab;
  - **Try Situation Analysis & News resources, as needed, if you have hard-to-find data.**

- **VP Human Resources**
  - **Organizational structure** resources that help you create an org chart are: Leadership Directories, the Corporate Affiliations in Nexis Uni or company hierarchies in Business Insights: Global. If you have a small, private company or individual, you’ll need to inspect the website closely, try Investext, or use Linkedin and look for news articles.
  - **Senior management**: Nexis Uni also lets you search for articles on top management.

- **VP Communications**
  - See the When to Cite and How to Cite tabs of the class guide
  - The class is using MLA Style citations. There is a page about Style Guides and citation generators under How to Cite
  - See the Presentation Resources & Ideas page for inspiration.

**Need help?**

Ask via chat, text, email or in person.

Here’s how: [http://libraries.ucsd.edu/ask](http://libraries.ucsd.edu/ask)

**Service Note**: no Rady drop in 2/14 and 2/28; Econ drop in during February is in Room 213 and no Econ hours 2/22