How do I find information on a company’s products?

Databases to Consult:

Log into Business Insights: Global

Enter the company name you are looking for and click Search.

There will be links after the company name and description. Click on the **Brands** link.

A partial list of products is shown below:
FACTIVA
Do a company search, entering the company name or the ticker symbol. You can leave the setting on Smart Lookup.

Select **Key Developments** from the left navigation area; look through the search results; then choose **New Products/Services** from the drop-down menu.

You will get short summaries listing new products or services.
**EBSCO Business Source Elite**
Select the **Company Profiles** tab.
Enter the name of the company you are researching. Click Browse. The next screen will display a list of Market Line Reports. Select the appropriate report to display it.

![EBSCO Business Source Elite screenshot](image1.png)

Click on the **Major Products and Services** link to display the list.

![Major Products and Services screenshot](image2.png)

**Gale InfoTrac Business Collection**
Click **Subject Guide Search** and type in the company name; select if from the drop-down menu.

![Gale InfoTrac Business Collection screenshot](image3.png)
The company name will be enclosed in quotes. Click Search.

Under Subject Terms/Subdivisions, click the plus sign to open the contents. Scroll down to the links for products.

Also of Interest:
Check out the company’s annual report or 10-K report for information about products, including new products. The FIS Mergent Online database and the company’s web site would be sources for this.

*Advertising Age* in June publishes their “Top 200 brands.” Look for articles on this topic in the EBSCO Business Source Elite database. Enter *TI top 200 brands and SO advertising age* in the search box.

**Reference Books**
*Companies and Their Brands* (REF T 223 .V4 .A253) offers an alphabetical list of companies, along with their brands and products. 2 volumes plus supplement
Brands and Their Companies (REF T223 .V4 .A25) provides an alphabetical list of brands and includes the company producing the brand. 2 volumes

Hoover’s Handbook of American Business (REF HC 102.2 .H66 2009), which profiles 750 major U.S. companies, provides a heading for Selected Brands and Products/Operations for many of the company profiles.

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