How to I find information on a company’s brand?

**Databases to Consult:**

Log into Business Insights: Global. Enter the company name or ticker symbol.

Under the name of the company, click on the **Brands** link.

A partial list of products is shown below:
FACTIVA

Do a company search, entering the company name or ticker symbol: msft for Microsoft.

Select Key Developments from the left navigation area; view the 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.
The next screen will display a list of MarketLine Reports.
Select the appropriate report to display it.
① Enter the company name

② Select company

③ Click on the major **Products and Services** link to display the list.

---

**Gale InfoTrac Business Collection**

Click on the Subject Guide Search located on the introductory screen.
On the next screen, enter the company name, select it from the drop-down.

[Image of search bar with 'microsoft' entered]

Click on the plus sign after the company name to open the subdivisions:

[Image of search results with 'Microsoft Corp.' and 'Subdivisions' option highlighted]

Scroll down to product links:

[Image of product links listing various categories and counts]

Reference Books to Consult

*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

NB 16