Library Research Resources and Services for EMBA Students

Research Guide: [http://guides.library.uwm.edu/emba](http://guides.library.uwm.edu/emba)

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*Good Starting Points*

- **Company Research**  ➙  *Mergent Intellect*
  *Business Source Premier - Company Profiles* [SWOT]

- **Industry Research**  ➙  *Mergent Intellect - First Research Industry Reports*
  *Business Source Premier - Industry Profiles*

- **Market Share**  ➙  *Market Share Reporter*

- **Articles/News**  ➙  *ABI/Inform Collection*

- **Consumer/Marketing**  ➙  *Simmons OneView*

- **Citation Help**  ➙  *RefWorks*

* Access these resources as well as many other business databases from the EMBA library research guide.