DATABASE CHEAT SHEET

All databases can be found by clicking here: A-Z List

**ABI/Inform:** Worldwide business periodicals for in-depth coverage. RSS Feeds and email alerts available for searches.

**American City Business Journals:** Local business and industry news from dozens of markets around the country. Includes Book of Lists for each city.

**Book of Lists:** Locate companies by sector, growth, and more; this resource is available for dozens of U.S. metropolitan areas and is provided by American City Business Journals.

**Business Source Premier:** Full text articles from regional, national, and international business and trade journals.

**MarketLine Reports:** Located under "Company Profiles," provide great information on companies.

**Capital IQ:** Features data on public and private companies, investment firms, M&A, private equity, and capital transactions, as well as extensive information on people.

**CB Insights:** Kellogg-specific resource, PE, VC, and angel investment database that provides information about startup companies, venture capital companies, angel investors and their interests, private company financing deals, incubators, related mergers and acquisitions transactions.

**EMIS:** Business news and intelligence, and company, industry, financial, economic, and political information from emerging market countries in Latin America, Asia, and Europe. Includes corporate profiles, financial statements, industry and analyst reports, capital market quotes and indices, macroeconomic statistics and forecasts, legal and regulatory information, and opinion polls.

**Factiva:** Business, financial, and general news from thousands of U.S. and foreign sources.

**Forrester:** Offers in-depth market research and forecasts in development of new media, computing, software, networking, telecommunications, and the internet.

**Foundation Directory Online:** Provides descriptions of grant makers, including private grant-making foundations, community foundations, operating foundations, and corporate grantmakers.

**Gartner:** Provides product and market research reports for the information technology industry as well as reports on technologies used within various spheres of business and e-commerce.
**Going Global:** Country-related information ranging from local industry and employment trends to work permits and visas, resume and CV guidelines to business organizations.

**IBISWorld:** Provides analyst reports for hundreds of industries.

**MarketLine Reports (via Business Source Premier):** Search for industry reports that include information such as industry interviews, competitive analysis information, market trends, and market share information.

**MBA-Exchange Job Board:** Create an account with your Kellogg email.

**MBA-Exchange Leadership Development Programs:** Covers all geographies, industries, and functions. Create an account with your Kellogg email.

**Mintel:** Contains consumer market research reports covering the U.S. and U.K.

**NetProspex Contacts Database and Professional Contacts:** Locate email addresses and more for select company personnel.

**Orbis:** Key resource for financials for public and private companies worldwide. In-depth financial information, business composition by segment, and lists of top competitors and customers are available for public companies.

**Pitchbook:** Pitchbook tracks startups, public and private equity markets, including venture capital, private equity, and M&A.

**Preqin:** Information on private equity and real estate companies, funds, and deals.

**PrivCo:** PrivCo is a proprietary database that sources private company financial data. Create your own account using your Kellogg email address.

**ReferenceUSA:** Information on over ten million U.S. companies. Search by company name, geographic area, business type, SIC code, yellow page listing, revenue, location, or number of employees.

**Uniworld:** Allows searching for directory-type information about companies; helpful for international searches.

**Vault:** Guides provide great insight into various roles within industry sectors.

**WARC:** Database providing access to advertising and marketing information from various sources. The searchable sources include organizations of various countries, monographs, conference papers, abstracts, and the full text of various journals.