**Business Insights: Global**

Business Insights: Global provides information about hundreds of thousands of public and private companies from around the world. Content includes detailed company profiles, SWOT analyses, histories, news articles, investment reports, financial data, market share information, industry overviews, and more.

**STARTING & SEARCHING BUSINESS INSIGHTS: GLOBAL**

From the library’s World Wide Web homepage (https://www.uhcl.edu/library), click on Databases and then on B to find the Business Insights: Global hyperlink.

Mouse over a menu bar entry to select a new search type: Companies (Company Finder, Company Histories, SWOT Reports, Investment Reports, Financial Reports), Industries (All Industries, Market Share Reports, Industry Essays), Comparison Charts (Countries, Companies, or Industries), Case Studies, or Glossary.

Enter search terms (company name, ticker symbol, etc.), and choose Company, Article, Country, Industry, or Keyword to narrow results as needed.

**Company Finder**

To identify companies in a particular industry, enter the NAICS (North American Industry Classification System) or SIC (Standard Industrial Classification) code or keyword(s), and click Update. If desired, continue to update results with additional criteria (geographic location or minimum/maximum annual revenue or number of employees).

**Sample company profile**

**Note:** Saved records are cleared at the end of each search session.

Click related content links to find a company chronology, histories, financial data, investment reports, magazine articles, market share reports, rankings, news, etc.

**In Financials** (income statements, balance sheets, cash flow, etc.), view comparisons with major competitors or up to four companies that you specify.

Click the industry name to view an industry overview, rankings, market share reports, etc.

**Note:** Sales revenue and other financial data may not be available for companies that are private or subsidiaries.

Save a record by clicking the star button (★), and then choose a desired output.

In Magazines and trade journals results include a limiter for peer-reviewed only.

If available, view a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.
Advanced Search

Enter search terms, and select a connecting operator. **AND** narrows results by finding all terms; **OR** broadens results by finding either or both; **NOT** narrows results by excluding a specified term.

**Tip:** Use the asterisk wildcard (*) to truncate a distinctive search term and broaden results. For example, fuel efficien* finds fuel efficient, fuel efficiency, fuel efficiencies, etc.

If desired, indicated where your terms should appear (Subject, Keyword, Company Name, Author, SIC or NAICS Code, Document Title, etc.).

Content types include Case Studies, News, Academic Journals, Trade Journals, Magazines, Company Histories, Rankings, Company Chronologies, SWOT Reports, Market Share Reports, Market Research Reports, and Videos.

Sample Advanced Search results

You searched for: Subject: automobile industry and Keyword: fuel efficiency

Save a record by clicking the star button (⭐), and then view saved items.

Sorting options include date, article title, publication title, or relevance.

Click title to access document. If only a citation or abstract is provided, click the link to check for Full Text availability. If full text isn’t found online, click the link to submit article request (ILLiad login).

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