

BUSINESS RESOURCES

Quick Quips for SCU Library Business Resources
Visit [SCU.wiki/business](https://www.santaclara.edu/wiki/business) for more



BOOK OF LISTS

Lists can help you examine the top LGBTQ-owned companies in Colorado, the highest-paid CFOs in San Francisco, and much more. **Book of Lists** even includes company revenues for top ranked firms (e.g. Accounting, Consulting) in over 25 U.S. cities, ranking firms by criteria such as number of employees, local revenue YTD, etc.



INSIDER INTELLIGENCE

See what people are buying online and how much they're spending when they do.

Who are Gen Z's favorite retailers? What were the top startups in AI in 2022? How many monthly gamers are there in the U.S.? **Insider Intelligence** is a Business Insider product which provides data-driven market research on tech trends you need to know about.

STATISTA

Explore technology markets worldwide.



Curious how many homes in Italy have security cameras? Check out the Technology Market Outlook. Looking for the average price per drone in Australia, or the volume of game consoles sold in Japan last year? Start with **Statista** because it's better than Google Images.



CIOCCA CENTER
AT SANTA CLARA UNIVERSITY



BUSINESS RESOURCES

MINTEL

Find out what consumers want and why.

Curious about what motivates baby boomers or millennials? Mintel's databooks help to identify consumers' willingness to spend on travel, alcohol, etc. Suggested titles include Marketing to Millennials, Marketing to Gen Z, and Marketing to Adults Without Kids.



IBISWORLD

Explore unique U.S. demographic data.

Use U.S. Business Environment Profiles to answer questions like: How many international trips did Americans take last year? What's the marriage rate? How many vehicle accidents were reported over the last 5 years? Investigate changing business landscapes, future developments, and much more with IBISWorld Industry Research.



PASSPORT

Identify top brands, globally.

Fact-checking top apparel and footwear brands in Europe? Curious which companies control the market for chain restaurants in Germany or how the market has changed in recent years? Explore Passport Country Reports to learn about key trends, top brands, and supply chains.

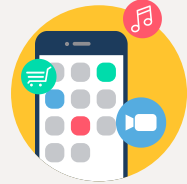


CIOCCA CENTER
AT SANTA CLARA UNIVERSITY



BUSINESS RESOURCES

RKMA MARKET RESEARCH HANDBOOK SERIES



Compare popular apps and time spent on mobile devices.

Curious how many mobile apps are available for download? Do you need a reputable source for answers to these questions: How many apps exist on average, on a person's phone (42)? Who are the top app publishers? Let Richard K. Miller Associates handbook series be your guide to reliable statistics.

FREE SUBSCRIPTION



Setup your phone with access to Wall Street Journal, The Economist, and The New York Times.

Wish you were more well-read? Do you sometimes miss current events? The Economist's special reports; Wall Street Journal's U.S. News column, and The New York Times's Tech, Business, and World News columns are all FREE, courtesy of the SCU Library.

SCAN THE QR CODE

A Google Doc with links to all business library resources and guides to access free subscriptions



CIOCCA CENTER
AT SANTA CLARA UNIVERSITY

