

# What is business information?

## Transcript

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Hi I am here to talk about Business Information.

Business information is among the most frequently sought types of information. So, what is it anyway? It has to do with company profiles. Who are the executives of the company? Where are locations of the company? Is there a product line or service that the company is launching? Business information also has to do with industry outlook: What are the trends of the industry? Is it facing any challenges? Business information also refers to news about a market sector, market trend. Of course, don't forget the financial information of a company, such as historical stock prices, balance sheets. Finally business information includes some labor statistics and census data as well. These kinds of data would help businesses make decisions and long-term plans.

Why do we need to find business information? Well, different types of users may have different needs.

For example, your uncle wants to take a closer look at his retirement portfolios. He may want to find out how well a company is doing before making the decision to sell the stocks or buy more shares.

How about you? Maybe you are looking for a job and want to research job prospects. You therefore want to know more about the company and get prepared for an interview.

Or

You can also be working for a company that is trying to launch a new product line and is exploring *potential* marketing opportunity.

Of course, you could be a trader whose job is to buy and sell stocks and bonds.

In all of these cases, you will need to find business information.

Where can I find all these information? Some of the information is freely available on the web, while some of it may cost you hundreds if not thousands of dollars. At Rutgers, we subscribe to some important business databases. Watch the rest of the videos to learn how you can find what you need... Thank you.

