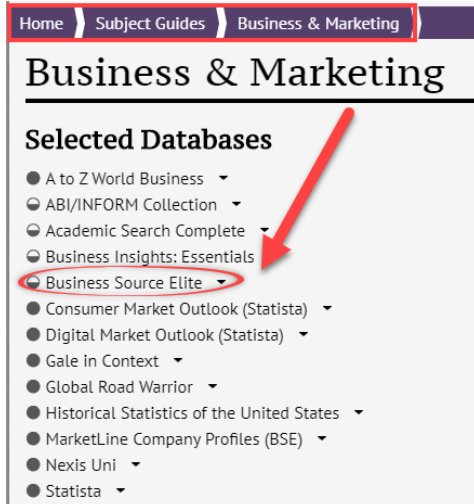


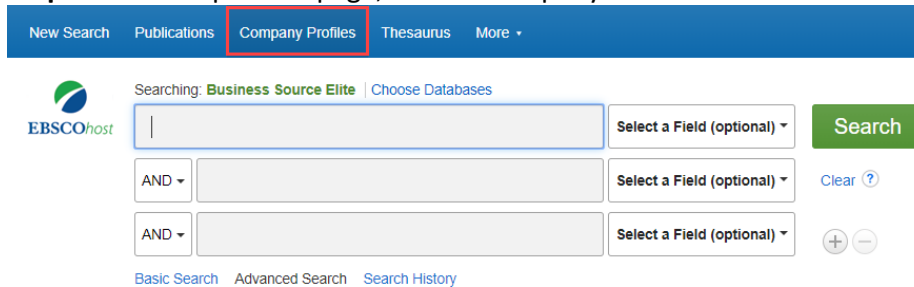
SWOT Analyses

SWOT Analyses show a company's strengths, weaknesses, opportunities and threats in an efficient document. There are many databases provided on the library website that can access Swot Analyses.

Business Source Elite:

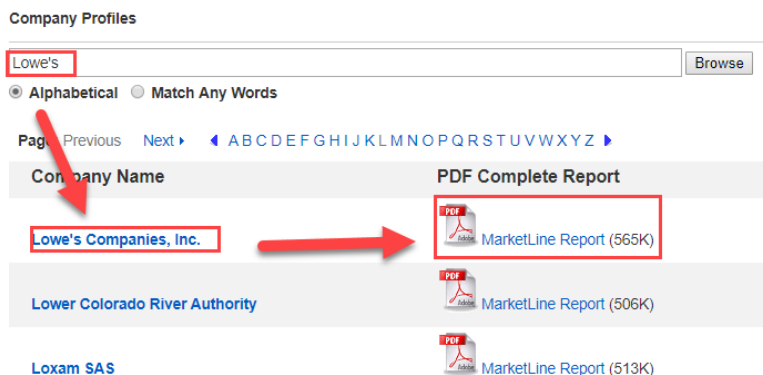


Step 1: At the top of the page, select "Company Profiles".



Step 2: Type in the name of an applicable company. Searching can be done alphabetically or with the "Match Any Words" option. When searching alphabetically, the company may not appear right away in the results. Selecting "Match Any Words" has the database search companies that only contain the search term.

Step 3: After finding the applicable company, select the Marketline Report which will open up the company's profile.



Step 4: Click on the page number in the index to jump to the SWOT Analysis.

TABLE OF CONTENTS

- Company Overview3
- Key Facts3
- Business Description4
- History6
- Key Employees20
- Key Employee Biographies22
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- SWOT Analysis28**
- Top Competitors31
- Company View32
- Locations And Subsidiaries34

Business Insights: Essentials:

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Selected Databases

- A to Z World Business ▾
- ABI/INFORM Collection ▾
- Academic Search Complete
- **Business Insights: Essentials ▾**
- Business Source Elite ▾
- Consumer Market Outlook (Statista) ▾
- Digital Market Outlook (Statista) ▾
- Gale in Context ▾
- Global Road Warrior ▾
- Historical Statistics of the United States ▾
- MarketLine Company Profiles (BSE) ▾
- Nexis Uni ▾
- Statista ▾

Step 1: On the home page hover over the Companies tab on the top taskbar. In the drop- down menu, select SWOT Reports.

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Research. Analyze. Interpret. Understand.

Home | **Companies** | Industries ▾ | Comparison Charts ▾ | Glossary | Saved Items (0) | Search History

Company Finder

Enter [] Company ▾ Search

Full Text Search

SWOT Reports

Investment Reports

Financial Reports

Financial Reports >

Thomson Reuters company financial reports

Step 2: Use the Search Within Results search box to type in the company's name. Click on the appropriate company and select the Download the PDF" option.

SWOT Reports

Strengths, Weaknesses, Opportunities and Threats (SWOT) Reports provide analysis of hundreds of global companies. Look to the left sidebar, below, to search within these results or limit by related business topics and industries.

Displaying 1 - 50 of 1,000 << first < prev 1 2 3 4 5 6 7 8 9 10 next > last >> Sort By: Article Title ▾

Search Within Results:

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Limit By:

Full Text Only

Peer Reviewed Only

- ★ **3M Co.**
- SWOT analysis report [Global Markets Direct SWOT Reports](#), October 1 2019
- ★ **ABB Ltd.**
- SWOT analysis report [Global Markets Direct SWOT Reports](#), May 1 2019

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- A to Z World Business
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- Academic Search Complete
- Business Insights: Essentials
- Business Source Elite
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- Digital Market Outlook (Statista)
- Gale in Context
- Global Road Warrior
- Historical Statistics of the United States
- MarketLine Company Profiles (BSE)
- Nexis Uni
- Statista

Step 1: In the Search bar type in the company name, adjust the Publication date and add “and SWOT” to the search.

Advanced Search | Command Line | Thesaurus | Field codes | Search tips

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AND SWOT in Anywhere

+ Add a row

Limit to: Full text Peer reviewed

Publication date: Specific date range...

Start

Any Month Any Day 2014

End

Any Month Any Day 2019

Note: It is not unusual to not have a current year’s SWOT Analyses.

Nexis Uni:

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Selected Databases

- A to Z World Business
- ABI/INFORM Collection
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- Digital Market Outlook (Statista)
- Gale in Context
- Global Road Warrior
- Historical Statistics of the United States
- MarketLine Company Profiles (BSE)
- **Nexis Uni**
- Statista

Step 1: Once on the database home page, select Company Info under the Guided Search options box. Type appropriate information for the company and select all company information. Click Search.

Guided Search

What are you interested in?
News A Publication Cases Law Reviews **Company Info**

Search in all Company Information for:

...and show me **All company information**

Step 2: Type SWOT in the Search Within Results box. Click on applicable results to see the SWOT Report.

Narrow By
Company Info X
Clear ☆

^ Search Within Results

v Timeline
v Category

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Subject Guides

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Need Assistance?

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