**Database:** Hoover’s Database

**Why do I like using:** I like Hoover’s Database because their database is based off their business research that they conduct. They provide information on companies and industries that can be very useful if you are interested in working for a company, if you want to see how a business operates and how it is doing and you can even see their revenues. The reason I specifically chose Hoover’s Database is because of the fact that I attend Baruch College’s Zicklin School of Business. Being in a business school, it is necessary to be able learn about how companies operate as well what affects their business and revenue. With the abundance of resources that Hoover’s provides, it really helps to use it when we are assigned projects in business related classes. In the picture below, you can search for a company based off its Ticker symbol, state, country, company type and industry type. This allows you to break down your search for a company as well as its competitors on the regional, geographic and market levels.

**How have I used:** I used Hoover’s in multiple classes that were business related. I particularly remember using it in Business 1000, Accounting 2201, Accounting 2203 and Fin 4610. In these classes, I had to conduct research and present a portfolio or a general examination based off of the company’s performance and financial breakdown.

**How can I use:** This database can be used for much more than projects in school. I have found that using Hoover’s is particularly useful when looking at the growth and the performance of a company. This information can be used to decide whether or not you want to invest in their company or even include it into your portfolio. Furthermore, you can use this database to find financial reports of all sources for any company which can come in handy when you are looking at markets and where they are based out of.