

# Hoover's Academic

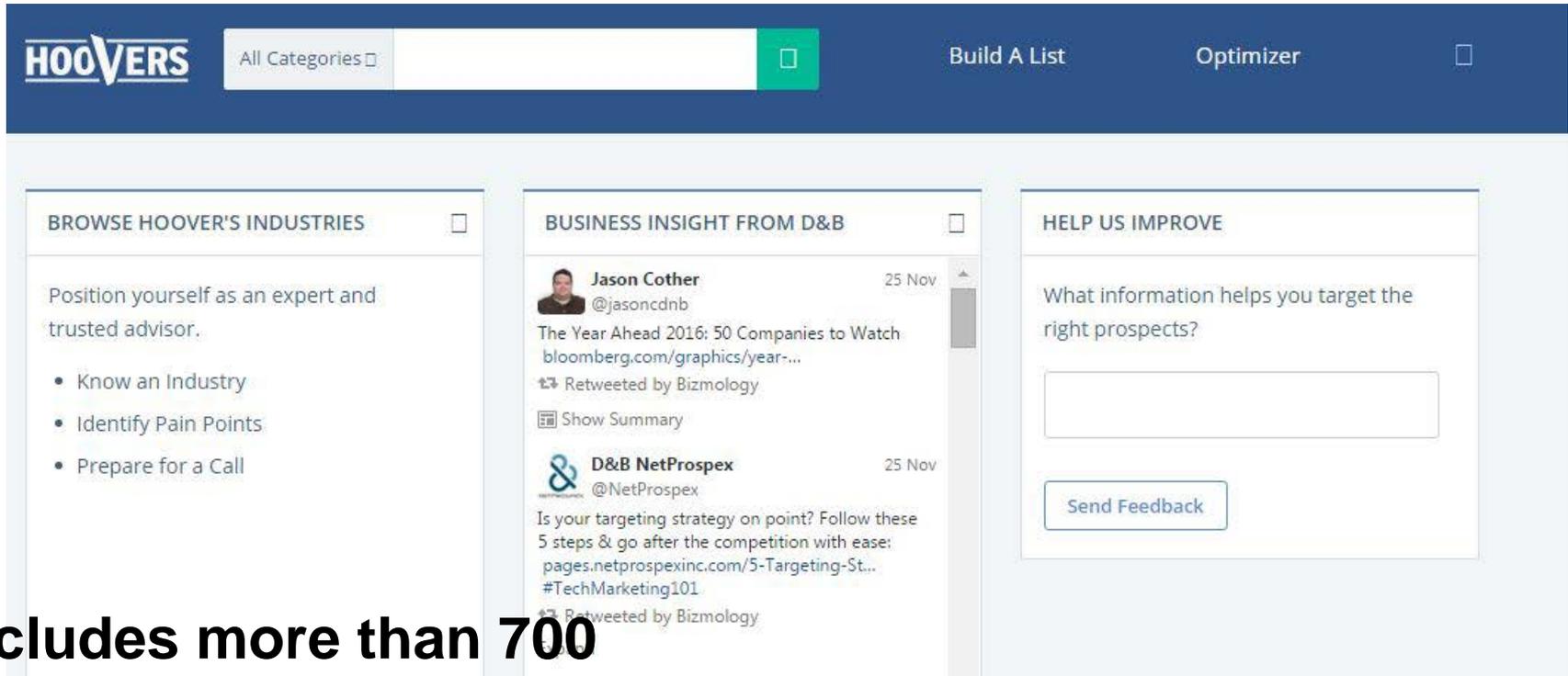
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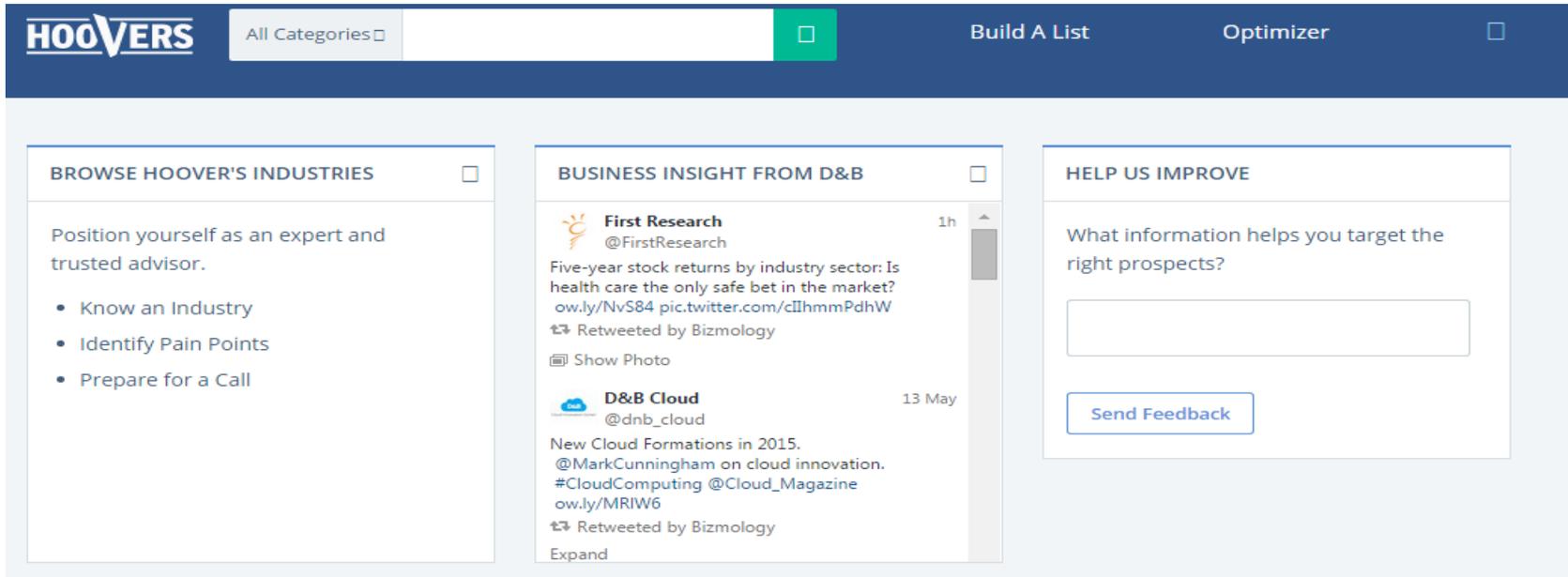


The screenshot shows the HOOVERS website interface. At the top, there is a dark blue header with the HOOVERS logo on the left, a search bar with a dropdown menu set to 'All Categories', and two buttons: 'Build A List' and 'Optimizer'. Below the header, the page is divided into three main sections. The left section, titled 'BROWSE HOOVER'S INDUSTRIES', contains the text 'Position yourself as an expert and trusted advisor.' and a list of three bullet points: 'Know an Industry', 'Identify Pain Points', and 'Prepare for a Call'. The middle section, titled 'BUSINESS INSIGHT FROM D&B', displays two tweets. The first tweet is from Jason Cother (@jasoncdnb) dated 25 Nov, with the text 'The Year Ahead 2016: 50 Companies to Watch' and a link to bloomberg.com/graphics/year-... It is retweeted by Bizmology. The second tweet is from D&B NetProspex (@NetProspex) dated 25 Nov, with the text 'Is your targeting strategy on point? Follow these 5 steps & go after the competition with ease:' and a link to pages.netprospexinc.com/5-Targeting-St... It is also retweeted by Bizmology. The right section, titled 'HELP US IMPROVE', contains the text 'What information helps you target the right prospects?' and a text input field. Below the input field is a 'Send Feedback' button.

**Includes more than 700 industry records with industry description, SIC, NAICS, and more**

**Search more than 65 million public & private companies worldwide for information from the company's history to the CEO's salary**

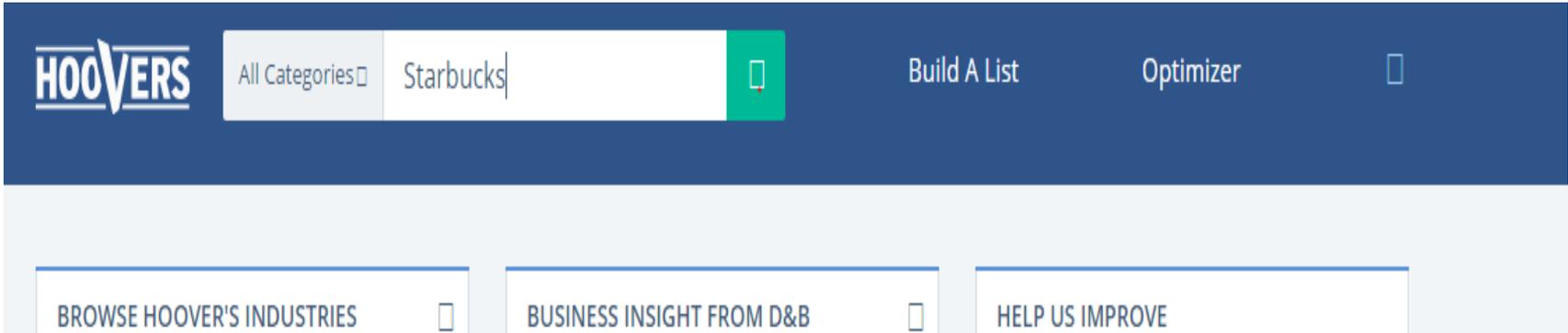
- Go to the Online Library
- Click on “Find Articles and more”
- Choose Hoover’s Academic
- Click Continue
- Hoovers Academic should open



The screenshot shows the Hoovers website interface. At the top, there is a dark blue navigation bar with the Hoovers logo on the left, a search bar with a dropdown menu set to "All Categories", and two buttons: "Build A List" and "Optimizer". Below the navigation bar, the main content area is divided into three columns. The left column is titled "BROWSE HOOVER'S INDUSTRIES" and contains the text "Position yourself as an expert and trusted advisor." followed by a bulleted list: "Know an Industry", "Identify Pain Points", and "Prepare for a Call". The middle column is titled "BUSINESS INSIGHT FROM D&B" and displays two tweets. The first tweet is from First Research (@FirstResearch) and discusses five-year stock returns by industry sector, mentioning health care as a safe bet. The second tweet is from D&B Cloud (@dnb\_cloud) and discusses new cloud formations in 2015. The right column is titled "HELP US IMPROVE" and contains a text input field with the prompt "What information helps you target the right prospects?" and a "Send Feedback" button.

**“All Categories” will search companies, people, and industries. Choose the tab you feel will return the most appropriate results.**

## Searching



The screenshot shows the HOOVERS search interface. At the top left is the HOOVERS logo. To its right is a search bar with a dropdown menu set to "All Categories" and the text "Starbucks" entered. A green search button is to the right of the search bar. Further right are two buttons: "Build A List" and "Optimizer". Below the search bar are three navigation links: "BROWSE HOOVER'S INDUSTRIES", "BUSINESS INSIGHT FROM D&B", and "HELP US IMPROVE".

**Search for a company name, individual, or industry  
Our example is Starbucks, a coffee company based in Seattle.**

**Click on the Company Name. For our search it is the first result.  
Note: You can refine your results by Companies, People, or Industry.**

**REFINE RESULTS**

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Companies (9568)  
People (14719)  
Industries (10)

## Search Results

You searched for "Starbucks"

**COMPANIES**

Company Name	Location	Location Type	Sales
<a href="#">IT STARBUCKS CORPORATION</a> NASDAQ : SBUX D-U-N-S# 155366107	Seattle WA United States	Headquarters	16,447.80M
<a href="#">STARBUCKS COFFEE INTERNATIONAL, INC.</a> D-U-N-S# 789477325	Seattle WA United States	Headquarters	12,438.50M
<a href="#">STARBUCKS COFFEE CO (U K) LTD</a> D-U-N-S# 774533913	London London England	Headquarters	663.27M
<a href="#">STARBUCKS COFFEE HOLDINGS (U K) LTD</a>	Leeds West Yorkshire England	Headquarters	

## Results

### STARBUCKS CORPORATION

Seattle, WA United States • NASDAQ [SBUX](#) ▾

This company is covered by Michael McLellan. (bio)

#### Company Index

<a href="#">About This Company</a> ▾	<a href="#">Financials</a> ▾	<a href="#">Competition</a> ▾
<a href="#">Industry Information</a>	<a href="#">Historical Events</a>	<a href="#">Stock Quote &amp; Chart</a>
<a href="#">News &amp; Social</a>	<a href="#">Family Tree</a>	<a href="#">Financial Market Data</a>
<a href="#">Products &amp; Operations</a>	<a href="#">Earning Estimates</a>	<a href="#">People &amp; Contacts</a>

[Get Company Alerts](#)

#### My Tools

- [Print Quick Report](#)
- [More Tools](#) ▾

#### WEB VOLUME AND NOTEWORTHY ACTIVITY



Once you've made a selection you will see several features including *About This Company*, *Industry Information*, etc. Select any of these features for detailed information.

## Results

### STARBUCKS CORPORATION

Seattle, WA United States • NASDAQ [SBUX](#) ▾

This company is covered by Michael McLellan. [\(bio\)](#)

#### Company Index

About This Company ▾	Financials ▾	Competition ▾
Industry Information	Historical Events	Stock Quote & Chart
News & Social	Family Tree	Financial Market Data
Products & Operations	Earning Estimates	People & Contacts

Get Company Alerts

#### My Tools

- Print Quick Report
- More Tools ▾

#### PRODUCTS AND OPERATIONS ?

2014 Sales		
	\$ mil.	% of total
Company-operated retail	12,977.9	79
Licensing	1,588.6	10
CPG, foodservice & other	1,881.3	11
<b>Total</b>	<b>16,447.8</b>	<b>100</b>

Here we've selected *Products & Operations* and now we can see a list of services offered by Starbucks.

## Results

**COMPANY DESCRIPTION**

2401 Utah Ave S  
Seattle, WA 98134-1436,  
United States

**Phone:** +1-206-447-1575  
**Fax:** +1-206-447-3432

<http://www.starbucks.com>

Wake up and smell the coffee -- Starbucks is everywhere. The world's #1 specialty coffee retailer, Starbucks has more than 21,000 coffee shops in about 60 countries. The outlets offer coffee drinks and food items, as well as roasted beans, coffee accessories, and teas. Starbucks Corporation has 11,000 units in the US, which are located mostly in the US, while licensees and franchisees operate roughly 10,600 units worldwide (including many locations in shopping centers and airports). In addition, Starbucks markets its coffee through grocery stores, food service customers, and licenses its brand for other food and beverage products.

[» Read Full Description](#)  
[» Read Company History](#)

**KEY INFORMATION**

D-U-N-S Number	155366107
Location Type	Headquarters
Subsidiary Status	No
Company Type	Public
Plant/Facility Size (sq. ft.) (actual)	1,001,000
Foreign Trade	Imports/Exports
Accountant	Deloitte & Touche LLP
2014 Employees (All Sites)	191,000
Employees (This Site)	763
1-Year Employee Growth	4.95%
Year of Founding	1985
Primary Industry	Coffee Shops
Primary SIC Code	58120304: Coffee shop
Primary NAICS Code	722513: Limited-Service

**LATEST NEWS**

- Starbucks Baristas Celebrate Coffee Artistry in China and Japan** Starbucks Corporation 26-May-2015
- Starbucks breakfast sandwiches help fuel Canadian supplier's record growth** Toronto Star 26-May-2015
- Weekly Notes On Coffee Industry: Starbucks & Keurig Green Mountain**

[» View More News & Social](#)

**INDUSTRY INFORMATION**

- > Restaurants, Bars & Food Services
- > Restaurants
- > Coffee Shops (primary)
- > Manufacturing Sector
- > Food Manufacturing
- > Coffee & Tea Manufacturing

[» View More Industry Information](#)

Denotes In-depth Industry Insight by First Research

Scroll down for more info.



Continue down the page for key information: *Company Description, Key People, Historical Events, Key Information, Competitors, Industry Information* and more!

## Example of information found in Company Description.

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### COMPANY DESCRIPTION

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Seattle, WA 98134-1436,  
United States

**Phone:** +1-206-447-1575

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- [Read Full Description](#)
- [Read Company History](#)

## Example of information found in Key Information

KEY INFORMATION <span style="float: right;">?</span>	
<b>D-U-N-S Number</b>	155366107
<b>Location Type</b>	Headquarters
<b>Subsidiary Status</b>	No
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<b>Plant/Facility Size (sq. ft.) (actual)</b>	1,001,000
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<b>Year of Founding</b>	1985
<b>Primary Industry</b>	Coffee Shops
<b>Primary SIC Code</b>	58120304: Coffee shop
<b>Primary NAICS Code</b>	722513: Limited-Service Restaurants

**Identify parent company, site size, number of employees, year of founding, state of incorporation, and more.**

## Find Key Financials and Competitors

### KEY FINANCIALS

<b>Fiscal Year-End</b>	September
<b>2014 Sales</b>	\$16.45B
<b>1-Year Sales Growth</b>	10.45%
<b>2014 Net Income</b>	\$2.07B
<b>1-Year Net Income Growth</b>	24,816.87%
<b>Total Assets</b>	\$10.75B
<b>Prescreen Score</b>	Low Risk

» View Full Financials

### COMPETITION ?

#### Competitive Landscape for Coffee Shops

Companies in this industry sell coffee drinks and other food and beverages for consumption on the premises or for takeout. Major companies include International Coffee & Tea (The Coffee Bean & Tea Leaf), Peet's Coffee & Tea, and Starbucks (all based in the US), as well as Costa (part of hospitality firm Whitbread) and Caffè Nero (both based in the UK).

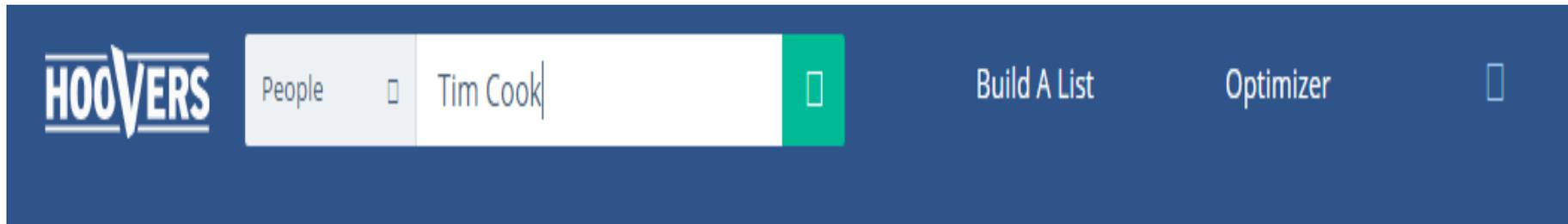
» Read More About Starbucks Across Multiple Industries

#### Top Starbucks Competitors

Company	Revenue	Net Profit Margin
Starbucks	\$16.45B	14.57%
<a href="#">McDonald's</a>	\$27.44B	16.35%
<a href="#">Nestlé</a>	\$92.83B	15.74%
<a href="#">Dunkin</a>	\$0.75B	23.47%
Industry Median	--	2.53%

» View Full Competitors List

## Searching



In this example you are using the *People* search  
Our example is Timothy D. Cook.  
CEO of Apple.

## Results

Timothy D. (Tim) Cook

Age: 54

### CURRENT EMPLOYMENT & AFFILIATIONS ?

#### CEO at [APPLE INC.](#)

##### Wireless Telecommunications Equipment Manufacturing

1 Infinite Loop  
Cupertino, CA 95014 - 2083  
United States

Primary Phone: +1-408-996-1010  
Fax: +1-408-974-2483

#### Compensation History

**2013:** \$1,400,006.00 salary, \$4,252,727.00 total compensation

**2012:** \$1,357,718.00 salary, \$4,174,992.00 total compensation

**2011:** \$900,017.00 salary, \$377,996,537.00 total compensation

**General public information is provided including: age, title, contact & compensation.**

## Results

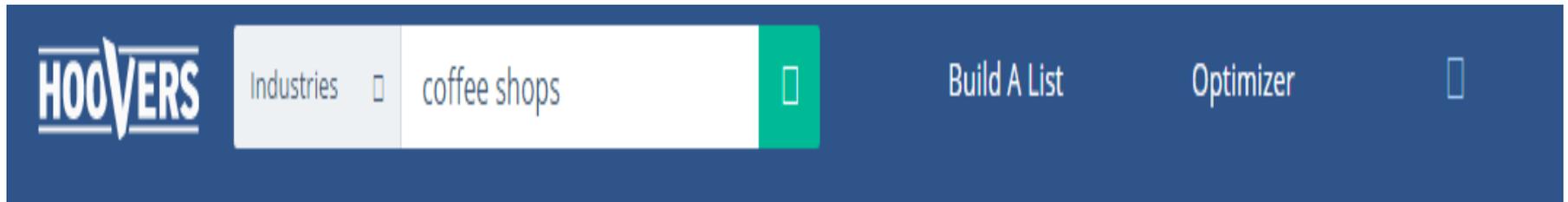
### Employment Profile

Tim Cook is the CEO of Apple and serves on its Board of Directors. Before being named CEO in August 2011, Tim was Apple's Chief Operating Officer and was responsible for all of the company's worldwide sales and operations, including end-to-end management of Apple's supply chain, sales activities, and service and support in all markets and countries. He also headed Apple's Macintosh division and played a key role in the continued development of strategic reseller and supplier relationships, ensuring flexibility in response to an increasingly demanding marketplace. Prior to joining Apple, Tim was vice president of Corporate Materials for Compaq and was responsible for procuring and managing all of Compaq's product inventory. Previous to his work at Compaq, Tim was the chief operating officer of the Reseller Division at Intelligent Electronics. Tim also spent 12 years with IBM, most recently as director of North American Fulfillment where he led manufacturing and distribution functions for IBM's Personal Computer Company in North and Latin America. Tim earned an M.B.A. from Duke University, where he was a Fuqua Scholar, and a Bachelor of Science degree in Industrial Engineering from Auburn University.

Source: Company Web Site, 2013

**Scroll down the page to find Employment Profile and historical information.**

## Searching



**In this example you are using the *Industry* search  
Our example is Coffee shops.**

# Results

Coffee Shops
View All Industries

Industry Index			Tools
Overview	Financials	Quarterly Industry Updates	Print Preview
Description	Trends & Opportunities	Executive Insight	Print Report
Associated Industry Codes	News & Social	Business Challenges	Receive Industry Alerts
Companies List	Call Preparation Questions	Glossary of Acronyms	

**INDUSTRY DESCRIPTION** ?

Companies in this industry sell coffee drinks and other food and beverages for consumption on the premises or for takeout. Major companies include International Coffee & Tea (The Coffee Bean & Tea Leaf), Peet's Coffee & Tea, and Starbucks (all based in the US), as well

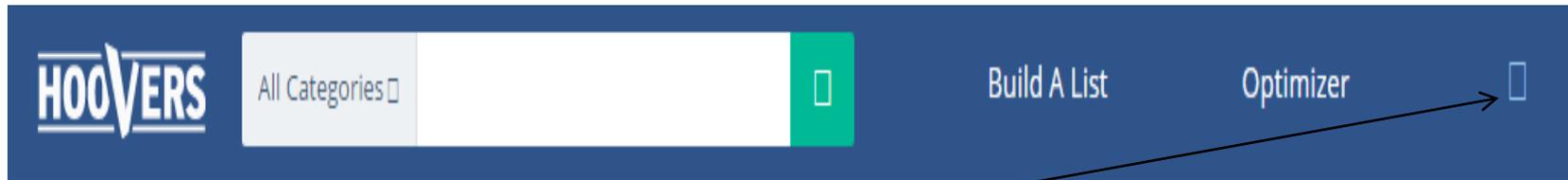
**ASSOCIATED INDUSTRY CODES** ?

**NAICS Codes**  
722515: Snack and Nonalcoholic Beverage Bars

**SIC Codes**  
5812: Eating places

**Industry information is available by category, including industry leaders.**

## Build a List, Optimizer & Help



**Click the right square to gain access to Support Center information.**

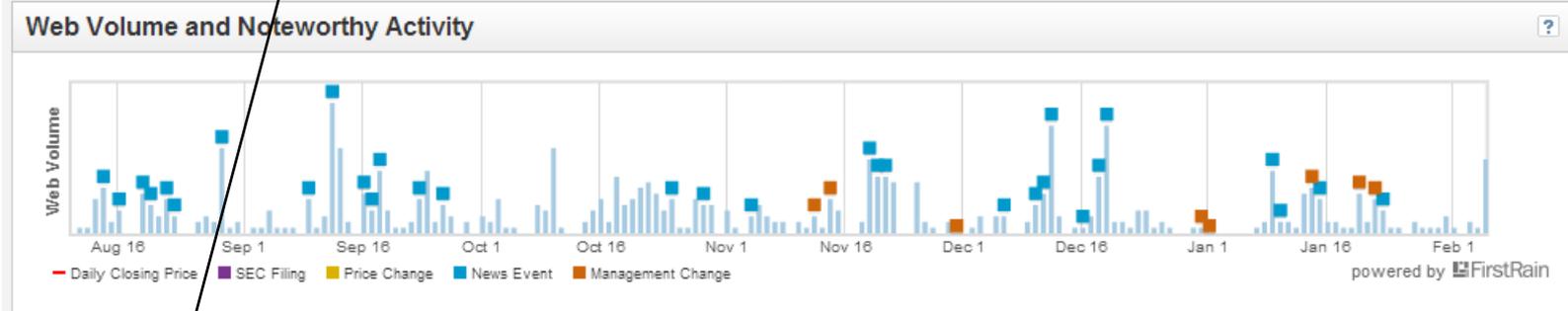
**The Build a List and Optimizer features are not used in the current version of Hoover's Academic.**

## Citing Hoovers: Finding the Author

Ogilvy & Mather Worldwide, Inc.  
New York, NY United States

This company is covered by Michael McLellan (bio)

Company Index			My Tools
About This Company ▾	Financials	Competition ▾	Print Quick Report
Industry Information	Historical Events	Stock Quote & Chart	Download Data
News & Social	Family Tree	Financial Market Data	Receive Alerts
Products & Operations	Earning Estimates	People & Contacts	More Tools ▾



**Author name, if available, is found immediately below the company name in the upper left of the page.**

## Citation Formats

### **APA Basic Format:**

Author (if available). (Date). Document title. Retrieved date, from name of database.

### **APA Examples:**

Hoover's, Inc. (2014). *Ogilvy & Mather Worldwide, Inc.* Retrieved October 13, 2014, from Hoover's Online.

**APA In text citation:** (Hoover's, 2014)

Note: The retrieval date is included because the data is likely to change over time

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