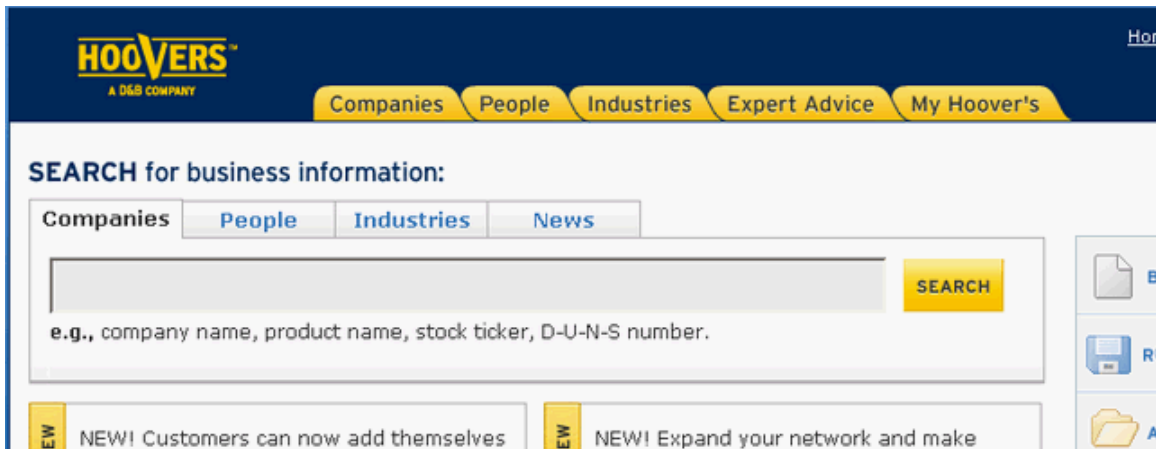


Using Hoover's Online Pro

Always connect to Hoover's from a Ford Library web page link, or its database permalink in Duke Libraries Resource Finder. If you browse directly to the Hoover's web site, you won't be able to access the site via our academic subscription.

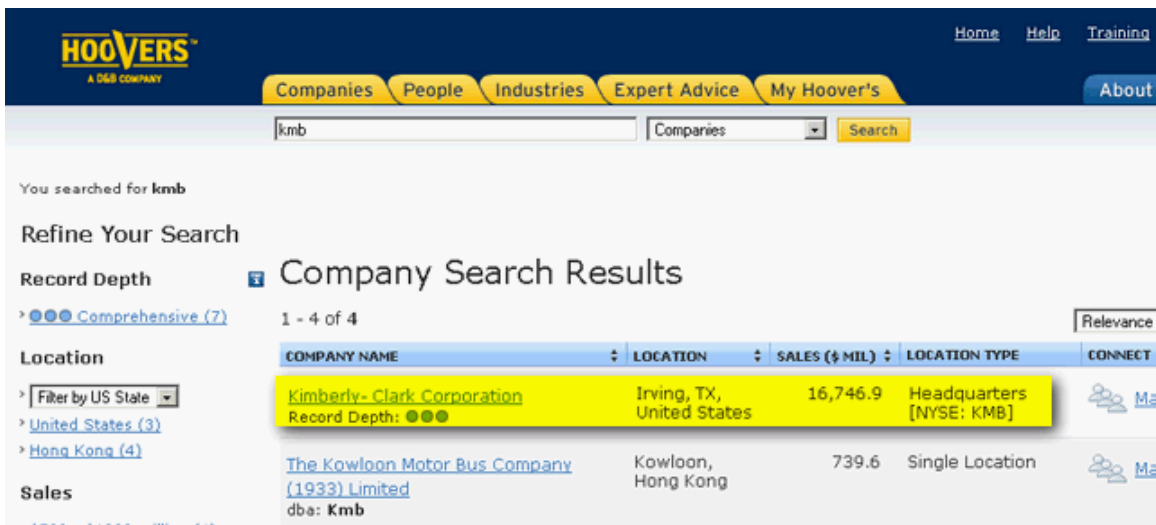
After connecting to Hoover's, this is the first screen you should see:



The screenshot shows the Hoover's Online Pro search interface. At the top, there is a navigation bar with the Hoover's logo and a menu with options: Companies, People, Industries, Expert Advice, and My Hoover's. Below this is a search section titled "SEARCH for business information:". It features a search bar with a "SEARCH" button and a dropdown menu with options: Companies, People, Industries, and News. Below the search bar, there is a text input field with a placeholder "e.g., company name, product name, stock ticker, D-U-N-S number." To the right of the search bar, there are icons for "B", "R", and "A". At the bottom of the search section, there are two yellow boxes with the text "NEW! Customers can now add themselves" and "NEW! Expand your network and make".

Enter any of the search options shown above. For example, the ticker symbol **KMB**.

This will take you to the Results List:



The screenshot shows the Hoover's Online Pro search results page. At the top, there is a navigation bar with the Hoover's logo and a menu with options: Companies, People, Industries, Expert Advice, My Hoover's, and About. Below this is a search bar with the text "kmb" and a dropdown menu with the option "Companies". To the right of the search bar is a "Search" button. Below the search bar, there is a section titled "You searched for kmb". To the left of the search results, there is a "Refine Your Search" section with options for "Record Depth", "Location", and "Sales". The "Record Depth" section has a dropdown menu with the option "Comprehensive (7)". The "Location" section has a dropdown menu with the option "Filter by US State" and links for "United States (3)" and "Hong Kong (4)". The "Sales" section has a dropdown menu with the option "Filter by Sales Range". The search results are displayed in a table with the following columns: COMPANY NAME, LOCATION, SALES (\$ MIL), LOCATION TYPE, and CONNECT. The table shows two results: "Kimberly-Clark Corporation" and "The Kowloon Motor Bus Company (1933) Limited dba: Kmb". The "Kimberly-Clark Corporation" result is highlighted in yellow.

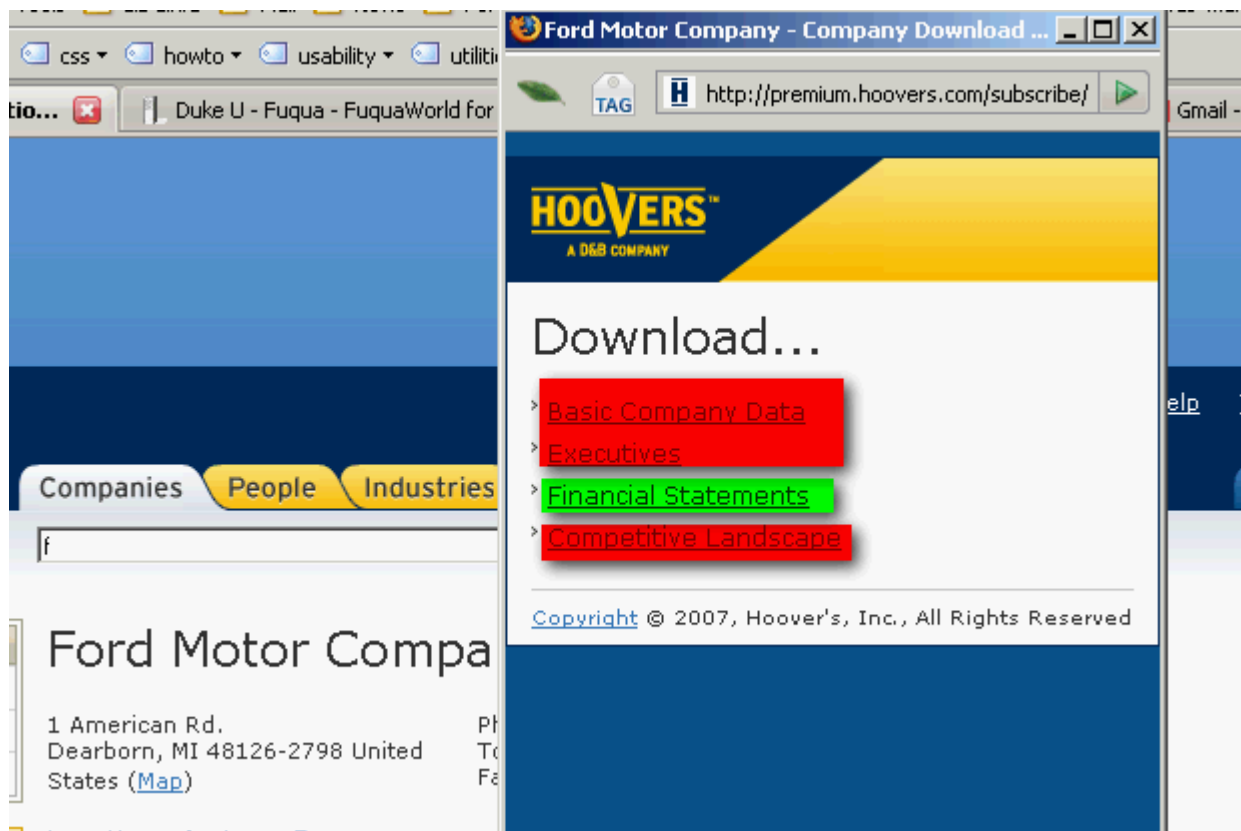
COMPANY NAME	LOCATION	SALES (\$ MIL)	LOCATION TYPE	CONNECT
Kimberly-Clark Corporation Record Depth: ●●●	Irving, TX, United States	16,746.9	Headquarters [NYSE: KMB]	Ma
The Kowloon Motor Bus Company (1933) Limited dba: Kmb	Kowloon, Hong Kong	739.6	Single Location	Ma

Click the name of your target company to access its information page.

To access information on the company, always start with the links at the left of the screen in the **Browse Company Record** menu.



If you use the “Download Company Data” link under “Company Record Tools” in the middle of the page, note that **our academic subscription only has access to the Financial Statements data from this menu.**



If you want to access information on Basic Company Data, Executives, or Competitive Landscape, you will need to use the corresponding or related links under the Browse Company Record menu at the left of the page.

If you have any other questions about Hoover's Online Pro, feel free to email us at reference-librarians@fuqua.duke.edu or call us at 919-660-3795 between 10am – 5pm Monday – Friday.