The Better Business Bureau for Private Company Information

The Better Business Bureau (BBB) system in the United States is a source for brief company information for consumers and researchers. The Bureau’s website is www.bbb.org.

Searching can be done by entering a city and state or postal code in the search box or by clicking on See All BBB Locations to navigate to the search screen.

For this search click on See All BBB Locations. In the upper right of the screen notice that it is possible to search for Businesses, Charities and more.

In the left screen it is possible to search by location using city and state or postal code.

In the upper right screen type the name of the company, keyword or industry in the Search for Businesses search box, then click the Search icon.

In this search, type Kellogg Company. Notice that as you type the database suggests possible keywords. After typing Kellogg Company, click the Search icon.

The result list shows the number of relevant businesses matching the search terms and below that the list of companies. The list is presented by relevancy and not in alphabetical order.

Click on the listing for Kellogg Company with the Battle Creek address to view the details provided.

This information is very brief but can be useful. Included will be contact information, the company's web address, and other details as you scroll down the screen.

This is just a starting point and other sources might be needed for more extensive information. Try using the database Lexis Nexis Academic or the Forbes.com website for additional information about private companies.

For additional assistance with this or other databases contact the Jindal School of Management Library Liaisons.

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You can also click on the green question mark on any of the library’s webpages.