



INDUSTRY & COMPANY RESEARCH - SELECTED RESOURCES

Susan Hurst

Aug. 2008

GENERAL INDUSTRY OVERVIEWS

Encyclopedia of American Industries King Ref HC 102 .E53 2005 v.1-2

Provides detailed, comprehensive information on a wide range of industries in American business. Vol. 1 provides coverage of manufacturing industries. Vol. 2 covers service and other non-manufacturing industries. Also available online at <http://www.lib.muohio.edu/etexts/redirect/1134>

Manufacturing & Distribution USA King Ref HD 9721 .M365 2006 v.1-3

Excellent comprehensive guide to economic activity in manufacturing industries including industry analyses, statistics, and leading companies.

Encyclopedia of Emerging Industries King Ref HD 2324 .E528 2007

Guide to 120 US Industries including new fields such as Application Service Providers, Concierge Services, Entrepreneurial Training, Fuel Cells, Logistics Outsourcing Services, Pharmacogenomics, and Tissue Engineering.

Standard & Poor's Industry Surveys King Ref HC 106.6 .S74

An excellent source published quarterly, this analyzes the present conditions and trends of approximately seventy industries. Each industry survey includes statistical tables and graphs as well as sources for further industry information. Gives composite financial information for each industry and financial information for leading companies within the industry.

US COMPANY DIRECTORIES

LexisNexis Corporate Affiliations King Ref HG 4057 .A217 2008 v.1-8

Ward's Business Directory of U.S. Private and Public Companies King Ref HG 4057 .A56

International Directory of Company Histories King Ref HD 2721 .I574 vols. 1-92

This on-going set includes detailed summaries of corporate histories from the founding of the company to the present day. **Look in the index of the latest volume and select the entry in bold type for the main entry on your company.** It will give you the volume and page numbers to find the company you're looking for.

Value Line Investment Survey - Current Issues - King Reserve Desk

Value Line Investment Survey is another source for detailed financial news, ratios, balance sheet data, growth charts, and investment information for major publicly-traded companies. Value Line also includes some industry level information. Value Line is updated every 13 weeks, with the current issues located at the **Reserve Desk, first floor, King Library.**

ONLINE DATABASES

To access these databases, go to the **Library home page** (<http://www.lib.muohio.edu/>) and choose **Research by Subject** and select the subject area **Business**. Each of these databases and indexes is listed within that category.

Business Source Complete

This is an excellent source for journal articles on either companies or industries. It includes both **scholarly** business journals such as “Harvard Business Review” and also **popular** titles such as “Business Week” and “Fortune”. Over 75% of the articles are available as full-text. If an article is not available in full-text, click on the “**Find It**” link to see if it available through another on-line source or in print.

Hoover’s

King Library subscribes to the Hoover’s database so you now have access to **premium content**. Hoover’s has **basic contact information on more than 12 million US and non-US companies**, both public and private. There is also more **detailed data provided for 40,000 large US and international firms**. This is an excellent place to find **company information** including **company histories and financial data**. **You can also create lists of companies that meet specific criteria.**

Global Market Information Database

A rich source of full-text **market research reports** for consumer goods and services industries in the US and internationally. **Reports usually include market size and share data, distribution information and market trends and forecasts.**

Marketline

Marketline consists of **full-text research reports on 10,000 companies** in the US and internationally, as well as **2,000 industry reports**. This is an excellent source for **more background on a company**, including how the company views itself and usually a SWOT analysis of strengths, weaknesses, opportunities, and threats. It is also an excellent source for **industry reports, including market size, market share, etc,**

IbisWorld

Ibisworld is a source for **in-depth full-text US industrial market research reports**. Almost 700 reports are available in areas including mining, construction, wholesale and retail distribution, manufacturing, agriculture, transportation, education, financial services, arts, entertainment, accommodations and food service, etc. Search by keyword, NAICS, or SIC codes.

Factiva

Factiva includes **full-text** coverage of all the major **US and international newspapers** including the **Wall Street Journal**, New York Times, London Times, etc. It also includes television and radio transcripts, and business and trade journals as well as company reports and financial data. We only have 4 simultaneous user seats for Factiva, so if it takes you to the corporate homepage and asks you for a log-in it means it is full. Please try again later.

Please send comments or suggestions to: hurstsj@muohio.edu