



Library Resources for Business & Management

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1. Finding Articles.

Business Source Complete (EBSCO)

This high quality source for articles in business, management, accounting, and economics draws on 3,500 journals and trade sources. There are also 17,000 company profiles, 3,000 SWOT analyses, and company financials. BSC also has book-length reports on industries, markets, and countries.

Business Insights: Global (formerly Gale Business & Company Research Center)

This integrates articles, company histories, and financials, with SWOT analyses, case studies, executive interviews, and comparative charting. Full-text articles from business wires, trade papers, and academic sources.

Lexis-Nexis Academic (Lexis-Nexis)

This full-text database covers U.S. and global newspapers and wire services; business news; court opinions, and law reviews. Its Business section has company financial reports (dossiers) with 3 years' data.

Wall Street Journal (Proquest)

WSJ has searchable full-text feature articles and business notices in the Wall Street Journal since 1984. In "Advanced" you can search company names, tickers, NAICS, product names, and more.

General BusinessFile (Gale)

This indexes and retrieves articles from 4,700 business, management, and economics periodicals. Sources include professional, trade, and consumer periodicals, plus analyst reports.

2. Finding Companies and Corporate Financial Data.

Mergent Online

Balance sheets, income statements, cash flow statements, and business ratios are here for 10,000 U. S. public companies and 18,000 non-U.S. Mergent is searchable by company name or industry code. Within a company record, the Competitors tab displays thumbnail revenues for several companies. Using the Report Builder tab, create company comparison reports of financials and ratios within the same NAICS. The Filings tab has searchable SEC EDGAR filings. **Mergent Archives** has Moody's Manuals since 1909.

U.S. Securities & Exchange Commission <http://www.sec.gov/> (public)

This government web site has original company filings for public corporations that sell common stock. The 10-K filing has the company's audited income statement, balance sheet, and management's discussion of financial condition and operations.

Standard & Poor's Net Advantage

S&P has high-value company, industry, and market reports. Search a company name for their Stock Report including corporate strategy and 7 years of financials. Search Industry Surveys for analyst reports on the trends and conditions of 52 industries. The Outlook is a stock market newsletter.

Reference USA: Businesses & Reference USA: Consumers/Lifestyles

Here are 24 million public and private U.S. businesses by name, location, industry, number of employees. It also has mapping tools and current job openings. Consumers & Lifestyles has marketing info on 262 million people and their spending potential.

3. Finding Industry Ratios or NAICS / SIC Industry Codes

Key Business Ratios ("KBR")

KBR provides industry ratios of liquidity, profitability, and solvency by SIC and NAICS. KBR is our **only** online source for industry ratios. Search the Ratios tab and browse by industry. Industry analysis will come up including Financials. The path is not entirely intuitive.

Almanac of Business and Industrial Financial Ratios ("Troy" or "Troy's Almanac")

REF HF 5681 .R25 A45

This print edition is a good source for NAICS industry ratios in many asset ranges. The *Almanac* calculates industry ratios from a few million IRS returns of public and private companies.

Annual Statement Studies Risk Management Association ("RMA")

REF HF5681 .B2 R58

This print source uses hundreds of companies in each industry to generate 16 industry ratios. Data is provided by participating banks. RMA is arranged by NAICS and has a very helpful introduction.

Ibbotson Cost of Capital Yearbook (print)

REF HC 110 .C3 C67

This has SIC market cap data, cost of equity, debt, liquidity, leverage, efficiency, growth, return.

North American Industry Classification System (NAICS 2012)

<http://www.census.gov/eos/www/naics/index.html> or Ready Ref PREX 2.6/4:2012

NAICS is the current industrial system used in North America. Browse or search a description for an industry code. Codes are good for industry ratio sources, Bizminer reports, Troy, RMA, or Mergent.

Standard Industrial Classification Manual, 1987 (SIC 1987)

http://www.osha.gov/pls/imis/sic_manual.html or in Ready Ref PREX 2.6/2:IN27/1987

SIC is the predecessor to NAICS. It is modified and is still used in some references today.

4. Finding Industry Surveys

Standard and Poor's Net Advantage - Industry Surveys

S&P analysts track 52 industries and sub-industries from Advertising to Wireless. Each examines the business and legal environment, regulations, competition, trade, consumer and economic trends.

Bizminer

Bizminer generates industry market and financial reports at the state, city, and zip code levels. Typical reports tally the number of firms, collective revenue, employment, payrolls, failure rate, and entrepreneurship experience. Their Industry Financial series reports averages for 5,500 lines of business.

Mergent Online / Industry Reports

Click the Reports tab for industry reports covering Asia, North America, Latin America and Europe. The current environment, industry size and value, market trends and outlook are covered.

Business Source Complete

Your search results in BSC are broken down by source type on the left sidebar. Industry Profiles is one source type. Alternately, you can search by industry code or description using the drop-down menu on the right. The industry profiles are excellent for market size, definition, segmentation, and trends.

Business Insights: Global

Contains 1,100 case studies, executive interviews, market research reports, industry profiles, global company financials, market share info, and SWOT analyses. Click "See What's Inside" for more.

5. Finding Consumer Market Information and Business Plans

Business Plans Handbook (Gale Virtual Reference Library)

Search for the GVRL database in our A-Z list to find this. More than 20 volumes of representative business plans are here. The link can also be found by searching the book title in our library catalog.

Reference USA: Consumers and Lifestyles

This segment has consumer information on 262 million people, searchable by name, location, home value, and patterns of spending and giving. Mapping tools are embedded.

Household Spending: who spends how much on what (e-book by New Strategist)

Search this title in our library catalog to find the demographics of consumer demand. Other relevant titles are authored by New Strategist, a name you can search in the catalog.

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