

# Yes – Even YOU – Can Do Business Reference!

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## Company Research:

Hoovers: <http://www.hoovers.com/>

Securities and Exchange Commission: <http://sec.gov/> Click on “Search for company filings” to find 10Ks (annual reports) for public companies. In the same category, there’s a blog called Footnoted.com <http://www.footnoted.com> that details all the dirt that’s hidden in SEC filings – interesting and educational.

Yahoo! Finance: <http://finance.yahoo.com/>

Don’t forget the company’s web site! And don’t forget that Business & Company Resource Center contains the International Directory of Company Histories.

## Industry Research:

Thomas Register (good for finding out who makes what):  
<http://www.thomasnet.com/>

Marketresearch.com: <http://www.marketresearch.com> Registering for free will allow you access to abstracts of reports which may contain some tidbits of data. Other than that, the site is primarily intended to point you towards expensive market and industry reports (note: there is an academic subscription version of Marketresearch.com available which gives access to some content).

US Dept. of Commerce International Trade Administration :  
<http://www.trade.gov/data.asp>

Economic Census: <http://www.census.gov/econ/census07/> This has the easiest NAICS keyword search.

You won’t find a ton of freely available, packaged industry reports online, but don’t forget that Business & Company Resource Center contains the Encyclopedia of American Industries, the Ency. Of Global Industries and the Ency. Of Emerging Industries, among other content. (Note: there is a free, possibly rogue, version of the Ency of Amer Industries here: <http://www.referenceforbusiness.com/industries>)

“Free” online industry resources search tip: Don’t forget to identify trade associations and/or publications (for example the National Retail Federation and their Stores publication). Google some industry keywords and add in the word association or limit to .org sites. You can also do searches on industry related terms and words like “statistics” or “consumers” and see what turns up. And don’t forget to do an article search in any of the databases you may have access to—often you can find some useful bits and pieces of data as reported in the popular, scholarly and trade press.

### **Small Business Research:**

Small Business Administration: <http://www.sba.gov/>

Business Plans and Profiles index:  
<http://www.carnegielibrary.org/research/business/bplansindex.html>

New York Public Library Small Business Resource Center:  
<http://legacy.www.nypl.org/research/sibl/smallbiz/sbrc/Pages/index.cfm>  
(very NYC-focused, but some great resources that anyone can use and a great place to get ideas for tailoring a guide for your own patrons).

SCORE’s website <http://www.score.org> has fantastic templates in Word and Excel, plus nice, short articles on running a business.

### **International Business Research:**

Nation Master: <http://www.nationmaster.com/index.php>

World Development Indicators and other data from World Bank:  
<http://data.worldbank.org/>

CIA World Factbook: <https://www.cia.gov/library/publications/the-world-factbook/index.html>

Global Edge: <http://globaledge.msu.edu/resourcedesk/>

Fortune Global 500:  
<http://money.cnn.com/magazines/fortune/global500/2010/>

Ipl2 International Newspapers: <http://www.ipl.org/div/news/>

CAROL: <http://www.carol.co.uk/index.php> Free registration required but will allow you access to annual reports from non-US public companies.

### **Consumer and Marketing/Advertising Research:**

American Factfinder: <http://factfinder.census.gov/home/saff/main.html>

AdAge (some free): <http://adage.com/> Does your library subscribe to Ad Age? If so, you may be able to set up access to their Data Center: <http://adage.com/datacenter/>

Trendwatching: <http://www.trendwatching.com/trends/>

Don't forget: Business & Company Research Center database contains Brands & Their Companies. Also, as with Industry Research, an article search can often turn up some useful bits and pieces.

### **Business (and other) Statistics:**

Statistical Resources on the Web: <http://www.lib.umich.edu/government-documents-center/explore/browse/statistics/260/search/>

Government Info by Subject: <http://www.anderson.ucla.edu/x14415.xml>

Michigan Statistics: <http://bit.ly/MIstats>

Statistical Abstracts: <http://www.census.gov/compendia/statab/>

State Master: <http://www.statemaster.com/index.php>

County Business Patterns: <http://www.census.gov/econ/cbp/index.html>

Liber8 (from St. Louis Federal Reserve Bank): <http://liber8.stlouisfed.org/>

OFFSTATS: <http://www.offstats.auckland.ac.nz/>

Don't forget: Many of the above sites can help point you towards resources for consumer or industry or international info as well.

### **Other useful sites, including business dictionaries and educational sites:**

BusLib email group: <http://lists.nau.edu/cgi-bin/wa?A0=BUSLIB-L>  
(Sign up to be able to search the archives and post to the list).

MeL's Business & Jobs Gateway: <http://mel.org/SPT--BrowseResourcesBusiness.php?ParentId=832>

BRASS (Business & Reference Services Section):  
<http://www.ala.org/rusa/brass> Consider joining BRASS (a section of ALA's Reference & User Services [RUSA] division). Even if you're not a member you can benefit. Click on "Professional Tools" to get to the Best of the Best Business Web Sites (and more) and click on "Publications" to get to the Public Libraries Briefcase (and more).

Ipl2's Business & Economics guide:  
<http://ipl.org/IPLBrowse/GetSubject?vid=13&tid=6607&parent=0>

ResourceBlog: <http://web.resourceshelf.com/go/resourceblog/> You can find all kinds of tidbits of business-research related info here.

Campbell R. Harvey's Hypertextual Finance Dictionary:  
<http://www.duke.edu/~charvey/Classes/wpg/glossary.htm>

Investopedia.com: <http://www.investopedia.com/>

Motley Fool: <http://www.fool.com/>

Don't forget: Look for other library subject guides and "steal" from them to create your own guides tailored to your population. Search on your topic and add terms like "library" and "guide" to your search or limit to .edu for academic library pathfinders.