

Business Web Research Basics

[Sawyer Library Databases](#)

[Research Scenarios](#)

The purpose of this guide is to provide links, descriptive information and usage tips for various online resources that might be useful to library users doing business research. Listed resources include both databases and materials that the Sawyer Library has leased or purchased, as well links to our other Library Research Guides that address more specific research areas. Because this guide was designed for distance learners and off-campus users who are not in our physical library space, it does NOT include any of our print resources that might be included in our many other research guides.

Sawyer Library Databases

The high quality databases that Sawyer Library subscribes to for the use of our students are usually the best starting point for any business research. They are available both on campus and off-campus (with use of the proxy server). For a full-listing, see our [Database List, Organized by Subject](#). And for a discussion, with "fixes" for known issues related to off-campus access, please see our [Off-Campus Troubleshooting](#) page. The best Sawyer Library databases for Business Research include:

[Business Source Complete](#)

Our best and most wide-ranging business database, BSC claims to be "the world's definitive scholarly business database, providing the leading collection of bibliographic and full text content. Business Source® Complete contains far more active, peer-reviewed, business related journals than any other database currently available....Indexing and abstracts for the most important scholarly business journals back as far as 1886 are included.... Additional full text, non-journal content includes financial data, books, monographs, major reference works, conference proceedings, case studies, investment research reports, industry reports, market research reports, country reports, company profiles, SWOT analyses and more." Note: when you enter BSP, you will have the option of checking a box that simultaneously activates a database called "Regional

Business News." If you are interested in topics in United States business operations (that is, local business news from around the USA), it is generally useful to add this set of articles to your results.

USE TIP: You will often want to start with a keyword search, combining word concepts by placing the word "and" in between. (Examples: nike and marketing / outsourcing and IT) Be sure to look at the "Subject Terms" listed on the best records you find. Click on any appropriate subject term to search for articles on that topic. And when you do a search and get your list of results, note the "Source Types" listed to the left side of your results list. These allow you to quickly and easily sort for specific types of materials like "Academic Journals," "Company Profiles," "SWOT Analyses," and "Country Reports." For more tips on using BSC, take a look at our specific [Library Guide on Searching Business Source Premier](#).

[LexisNexis Academic](#)

LexisNexis Academic (LNA) is a massive database, strong in news and legal materials, but also containing a wealth of business information resources. Almost everything in LexisNexis Academic is available in full-text. Materials include newspapers (domestic and international), general business, trade, and professional magazines, wire services, and transcripts. The "SEC Filings" section allows for searching of documents like 10-K, Proxy, and other financial reports. And the "Accounting Literature" section includes *GAAP GAAS*, and *Government GAAP Guides*.

USE TIP: Generally, you will want to start by clicking on the "Business" search tab in the upper left tan border on the opening page, and then click on one of the specialized categories listed to the left on this Business section. The default *Company Dossier* search screen will allow you to search by ticker or company name--leave off "Corp," "Co," "Ltd." or any other non-essential suffixes--to get basic descriptions, tabular financials, current news and more. This is a good starting point for company-oriented research. Follow the links in each boxed section for more information. And when searching in the *News* category (tabbed in the top border), note that the default *Sources* option is to search in "U.S. Newspapers and Wires;" a very broad grouping. If you open the Sources window, you will see a category specifically for *Business News Publications*. The *Legal* tab in the top border will lead you to law review articles (the default), and also to case law and federal and state codes. For more tips on using Lexis Nexis, take a look at our [Library Guide on Using LexisNexis Academic](#) The LNA wiki also has some nice presentations on how to do things like [Compare Companies Using Company Dossier](#), and [Find a Specific Law Case in the Legal Area](#). There are also "How Do I..." links on many search screens for additional help.

[General BusinessFile ASAP \(InfoTrac\)](#)

Like the larger Business Source Complete above, General BusinessFile (GBF) includes articles from business journals and magazines (many in full-text). Although there are some duplicate periodical titles in both BSC and GBF, there are some titles exclusive to each. So, checking both

is often a good idea. Again like BSC, you will want to start with a keyword search, but remember to "View Linked Documents" at the bottom of the best articles to find similar, on-topic materials.

USE TIP: There is useful content in GBF that is hidden from view! Click on "Advanced Search" in the blue frame to the left of the opening screen. You will notice at the bottom of the Advanced Search screen there are links to "Search another component." The other components are "Company ProFiles" which provide handy overviews of companies with links to articles, and "Search investment reports (by ticker symbol)" which will pull up things like Reuters Investment Profiles and Zacks Company Snapshots. Both components are valuable, but you probably wouldn't spot them on your own. For more tips on using InfoTrac databases, take a look at our [Library Guide on Using InfoTrac](#) and [Company Information in Infotrac's General Business File ASAP](#).

[Small Business Resource Center](#)

Here is a database specific to information on small business and entrepreneurial enterprises. It will have many of the same types of articles from business magazines and trade journals that you would find in BSC or GBF, but it also includes a good deal of useful BOOK content helpful in small business research. This content includes sample business plans from the long-running series *Business Plans Handbook*, as well as other reference resources like the *Encyclopedia of Major Marketing Campaigns*, the *Small Business Sourcebook*, and some easy-to-read titles from the *Running a _____ for Dummies* series.

USE TIP: The opening basic search screen does have large buttons to the right that offer you quick browsing options for Business Topics, Business Types, and Sample Business Plans. However, it is easy enough to simply do a quick search for the type of business (i.e., restaurants) that you are interested in. When you get results, the default will be for the sample business plans, while other tabs above the results will provide links to Articles, Overviews, and Directories content.

[Wall Street Journal](#)

This is the financial newspaper of record for the United States, and an excellent source of articles detailing company news, industry happenings, and the general business climate. This ProQuest database provides full-text of articles back to 1984. (However, stock quotes and other numerical tables are not in the database.)

USE TIP: Like the news sections of LexisNexis, WSJ looks for keyword occurrences anywhere within the article full-text. So, if you are interested in searching for articles that are substantively *about* your company, look for the company within the Company subject field. For an example of how that is done, if you were interested in articles on Nike, you would put CO(Nike) in the search box. Or click the green tab for "Advanced" search that will allow you to use the database more precisely. For more tips on using the Wall Street Journal, take a look at our [Library Guide on using Wall Street Journal](#).

And if the business topic you are interested in is specific to Massachusetts, take a look at [Massachusetts Newsstand](#), a database from the same company that provides fulltext articles from Massachusetts newspapers, including the *Globe* and *Herald*.

[Wall Street Journal Archive 1889-1991](#)

As you can tell from the name, this version of the *Wall Street Journal*, also from ProQuest, is a digital archive that does NOT cover current stories, but does provide deep backfile. Use this version to look for specific events or aspects of a company's history for dates earlier than the current *Wall Street Journal* file. Also, because this is a page image database of the paper, it does include ads and stock tables.

USE TIP: The opening "Basic Search" screen allows you to look for specific terms and narrow by date. The CO (company) searching is unfortunately not an option in this version of the WSJ. However, note the additional grey tab below the basic search that offers "More Search Options." This allows you to change the way articles are sorted, look for a specific author, or--most importantly--look for a specific *Document Type*. Document types include Front page, Display ad and Stock quote.

[MergentOnline](#)

This valuable database is related to the well-respected manuals and handbooks that used to be called "Moody's." The quality of the financial information you can get from Mergent has been consistently high, even if the interface is not the most user-friendly and the response time is often quite slow. Search by company name or ticker and you will first see a "Business Summary" with a basic description and financial figures. Click on the green "Company Details" in the upper tabbed border, or click additional module tabs (e.g., Company Financials, Annual Reports, Competitors) near the top of the screen to delve further into the details of your company. Company Financials can be opened in Excel, as well as in the default html format.

USE TIP: According to your browser and monitor, MergentOnline can sometimes be confusing to use. You click on a tab, see a few words on a screen and think that's it. But look more closely. Certain words should display in green on these pages. These are actually links to the more important information. So, be sure to click further and explore the inner screens! For a quick and handy one-page summaries of a company and its financials, look for that last tab, which has the unfortunate name of "TearSheets," then click on the green word "FactSheets" or "Equity Report" for those useful one-sheet PDF overviews. And do you need old financials (even back to the early 1900s)? Mergent also has a digital archive of the old *Moody's Manuals*, [Mergent WebReports](#). It is a page-by-page image archive of the actual books and is awkward to use, but can be useful for much older balance sheet and other information.

[Standard & Poor's NetAdvantage](#)

S&P is a major vendor of company financial, directory, and evaluative material. NetAdvantage opens with a busy opening screen, that offers everything from economic analysis to investment ideas. In the upper right is a simple Keyword Search box which uses Google to search across S&P content for your company or topic. The most valuable product unique to S&P is their extensive and excellent "Industry Surveys." These reports, which puts a major public company within the context of its industry really is a good place to start for many research projects. And they are the top option in the "Quick Links" area to the right. But don't forget to look at the "Stock Reports," which is one of several options in the "Publication Search" box in the upper right. The *Stock Reports* provide a very useful informational snapshot of an individual company.

USE TIP: Want to consult S&P's famous investment newsletter, *The Outlook*? Unfortunately, it is hard to spot! To browse the PDF of an issue, in full, look for the "Quick Links" area on the right middle of the opening screen. *Outlook* is listed below *Industry Surveys*. To look for the company you are interested in within *Outlook* content, across ALL issues, try another tack. Use the "Publication Search" box in the upper right of the opening screen. Here you can also search in the *Industry Surveys* and the *Stock Reports* for your company. And a note about the *Industry Surveys*: The "Quick Links" option only works for the U.S. Industry Reports. However we also buy the *Global Industry Surveys*. To find these, click the "Industries" button in the top blue banner, and then look at the middle of the screen. Open the boxes to find the *Global Industry Surveys*, organized by Region (Asia, Europe, and a few for Latin America).

[Global Market Information Database \(GMID\)](#)

From the London-based company, Euromonitor, comes an excellent database for international market and selected demographic research. The publisher indicates that GMID "offers integrated access to internationally comparable statistics, full-text market reports, insightful comment from expert industry and country analysts as well as thousands of sources of further information." GMID covers 205 countries, with extended coverage of 52, so there is a good chance that this multinational resource will have some useful information even on nations considered developing markets. Euromonitor has a more-elaborate-than-average authentication process. When you first click on the shortcut, you will need to accept a usage agreement, then, after another relay, you will be transferred into the database. There, you can either do a quick search jump from the green bar in the top border, or explore search options in the left frame.

USE TIP: You may build a search by industries, by country, or by consumer. Below these sorts, there is even a search box that allows you to Search Companies (where you can search by global brand owner [the default] or by national brand owner). And, finally, there are searches of Analysis, which include Company and Country Profiles. Often, you will want to step through a "Menu Search" selecting the data you wish to put together. At a certain point, GMID will offer you options in viewing prepared country reports and the like. Explore these. (Different icons will let you know whether something is "Statistics," a "Report," or a "Source.") Select, filter, and sort your results, and then click *Go* to move to the next step. When you build your own data set, you can even capture that as an Excel (look for the icons to the upper right of your data chart) to more readily manipulate the data later. Since GMID is not the easiest database to use, consider clicking

on the opening link on the front page that reads "Getting Started: Click Here for a Quick Tour of the Site." This is a useful orientation, although you will need a recent version of Adobe Flash Player to take this animated tour.

[Value Line Research Center](#)

The Value Line Investment Survey is one of the oldest and most respected print stock evaluation resources. This online version contains everything in the basic print Survey plus a lot more. Search by ticker symbol--and if you don't know your symbol, look for the link for "symbol lookup."

USE TIP: Most stock evaluation services cover only individual stocks. But look lower in the left frame of the opening Value Line screen, and you will see that there is an entire section on Mutual Funds.

[TableBase](#)

TableBase presents business information in tabular format, such as: market share, market size, capacity, production, imports, exports, sales, and product rankings. If you are looking for basic data on markets and trends, this is the best database to consult. Tables are drawn from trade magazines, statistical annuals, brokerage reports, trade association materials, and governmental reports. The library has only two licenses for simultaneous use, and this database does a poor job of "timing out" if you simply close the browser, so **please remember to "log out" (at top of screen) when you have completed your session.**

USE TIP: If you are looking specifically for something like "market share," add that term to your keyword query. And if you are interested in how two brands compete, try putting in multiple brand names at once (e.g. nike and reebok and new balance). Note that the search screen has many boxes that allow you to specify specific industries, document types, or regions. Use these limits cautiously, as you may end up eliminating records you actually want to look at.

And for additional sources of industry-related or economic statistical data, take a look at [LexisNexis Statistical](#) and [SourceOECD](#).

[Emerald Fulltext](#)

Need scholarly journals in areas like human resources, general management, marketing, accounting and finance? Try this database (along with *Business Source Complete*, listed above). Emerald includes full-text articles from over 150 "peer-reviewed" journals in management and related fields. And since many of these journals are edited as well as published outside of the United States, articles often reflect more of a global perspective.

USE TIP: Note that on the search screen, the default is to search for your keywords, by "relevance." This works well, but because the indexing goes further back than the full-text

coverage, many article titles in your results list will be marked with a light green scissors icon indicating that only an abstract is available. Near the top of your results list is a box that allows you to change the sort/display to "newest" first. This retrieves the latest citations first, and these are the ones most likely to be full-text.

And for additional sources of peer-reviewed journal literature, the more general publisher aggregates of [Sage Journals Online](#), [Oxford Journals Online](#) and [Wiley Interscience](#) can all add additional refereed journals to your research mix.

[Corporate Affiliations](#)

An enhanced directory database that includes public, private, and international firms. *Corporate Affiliations* also indicates relationships between companies (and brands) and provides basic information on firms. Each entry includes a statement of whether the company is public or private, and a corporate hierarchy chart which displays the relationship between the parent company and its subsidiaries all the way down to the seventh level of reporting relationship. Search under company name, then view the "hierarchy" to see if the company is a subsidiary. The Directory also includes the SIC codes, a brief overview of products, names of key employees, and a list of outside service firms. This database will NOT provide detailed financial data on a company, but can be very useful nonetheless. And this is another limited access database, so **please "Sign-Off" in the upper right when you have completed your research.**

USE TIP: Although most people use Corporate Affiliations (CA) to look up an individual company and get a sense of its corporate hierarchy, this database can also be used to find all companies (within CA's directories) in a particular industry within a particular city, state, zip or area code, or country. So use all the search fields to build a more complex query. Note: CA does not include the breadth of companies in ReferenceUSA (listed below), but CA companies are more likely to be major corporations. (For example, included International firms "generally show revenues in excess of \$50 million.") Take a look at the database's FAQs for more inclusion criteria.

[Hoover's Online](#)

Hoover's Online definitely has name recognition, but it is actually not as valuable as the above-listed databases for company research. However, it does cover private companies (and in some cases, international companies) that are not always listed in stock-oriented databases like those from S&P and Mergent. You can search by company name, ticker, or industry from the opening page, and then click on links within the text or sections of record in the left frame. Although we have purchased the full "Academic Researcher" package, Hoover's--which is owned by D&B--will still try a bit of bait and switch to get you to buy D&B credit reports or other add-ons not included in the main Hoover's database. Beware these secondary paths, as well as the annoying ads they post.

USE TIP: For best results, and a handsome end-product, look for the "Build a Report" gold

button that is usually near the top of any entry. There, you can select the information sections that interest you and produce a report in either HTML or PDF format.

[ReferenceUSA](#)

The best thing about *ReferenceUSA* is its size: 14 million U.S. Businesses providing "verified, accurate data" that is updated monthly. You can think of the database as an enhanced Yellow Pages. It doesn't provide a lot of information about a company, but it does list just about every firm, large or small. This database works best as a means of creating a list of all the companies that meet your criteria. For example, those that do a particular thing in a particular area.

USE TIP:For best results, do a custom search and check boxes that match the types of search fields or company characteristics you wish to explore. The top three sections--Name, Business Type, and Geography--are the most important ones for most people. But the "Phone" designation of Area Code can also be a handy way of identifying competitors in a local market.

[Country Commerce \(Economist Intelligence Unit\)](#)

This database presents lengthy reports on the operating environment in nearly 60 countries. Includes investing, taxation, licensing, human resources, and foreign trade. Unfortunately, few smaller, "developing" national markets are included here. (For example, Senegal is not included, but Kenya and Nigeria are.)

USE TIP: The busy and confusing opening screen teases with "promotional content" to the left. EIU claims that this is useful content, but in reality it is mostly puffery for the advertising companies. For best results, look specifically for the "Country Commerce" link right below the map. Click on that link and you'll see a list of all the countries in the Country Commerce service.

And for additional sources of country information, take a look at the less business-oriented [Europa World](#), [SourceOECD](#) and [CountryWatch](#).

[Conference Board](#)

When the media reports on the health of the U.S. (or global) economy, especially in areas like "Consumer Confidence," they often site the research of the Conference Board. Use this database to access this material. All content is in PDF form, and the latest indicators and news are listed on the opening screen.

USE TIP: Besides general economic data and analysis, Conference Board also does lengthy reports on various management issues facing American business. To browse through or search this content, click on the "Business Management Research" link in the left frame of the opening screen.

[Dun & Bradstreet's Key Business Ratios](#)

Want to compare your company to the entire industry? Key Business Ratios (which quantify "Industry Norms") help do that. Although not all industries (organized by SIC codes) are included in this database, most are.

USE TIP: The impulse is to simply type something into the "Line of Business" box. Unfortunately, this seldom works because you will generally not use the same language as the folks at D&B. Instead, use the nearby arrow to open up an alphabetical list, check off the appropriate industry. Several years and asset ranges will display--to get the full report for the best item, click on the page icon to the left.

[STAT-USA](#)

STAT-USA "contains the international trade information of the National Trade Data Bank (NTDB) as well as an extensive collection of domestic economic data. Features include trade opportunity leads, market reports, and economic releases from the State Department, the Bureau of Export Administration, the Federal Reserve Board, and the U.S. Census Bureau." Start with "State of the Nation" for U.S. economic indicators and the like. Choose the "Globus & NTDB" section for access to exchange rates, export/import statistics, and the Country Commercial Guides.

USE TIP: Like most government databases, STAT-USA has a very un-friendly interface. The opening pages of both "State of the Nation" and "Globus & NTDB" list some current documents that have been recently added. For further research, look at the link towards the bottom of the page that reads *The State of the Nation Library* or *The International Trade Library*, this will provide a more detailed list for browsing. Or simply use the "Quick Search" box on either page.

[MRI+ \(Mediamark Reporter\)](#)

"The leading database of key magazine planning resources," Mediamark, makes its basic information about media available without charge, as long as you register for a free account. Create reports and working lists. Especially useful is the reader demographics you can find in the "Pocket Pieces--Top-Line Reports" section.

However, Suffolk students and faculty need not settle for the limited free materials. You can also access the much more useful "Mediamark Reporter," which covers product and brand demographics, as well as media data. To access this area you **MUST** sign up using a Suffolk email address (with a domain extension of "suffolk.edu"). You cannot use your Hotmail, Yahoo, AOL, or any other email account for this resource, as only validated Suffolk users are provided access to this library of market research statistics.

USE TIP: The opening screen, after logging into Mediamark's MRI+ is a very busy one. To get to the best materials, ignore all the use icons like "New Search" and "Create Reports," and look down the screen a bit for a button marked "Mediamark Reporter." Click here--that's where the most valuable information is lurking! Click on the latest Product or Media Report, then choose

more specific reports or use the search box to find the information you want. Also, take a look at the "Local Market" report on Boston.

Sawyer Library has many other useful databases, many of which touch--at least indirectly--on business topics. Keep in mind, that if you are studying health administration, medical journal databases (on the *Sciences* database list) might be useful. Or if you are studying the social impacts of globalization, our *Social Sciences* collection of databases might add valuable options for your research. Stay flexible and explore our high-quality databases! To view the list of all of our online research services, go to our [List of Databases by Subject](#). Or for brief descriptions of all of our online files, take a look at the [annotated alphabetical list of databases](#) page.

And if you wish to learn more about the general principles of research, take a look at the [Library Director's wide-ranging Web-Based Research Tutorials](#).

Research Scenarios

If you need a Basic Company Profile, TRY. . . .

[Business Source Complete](#) (Look for the "More" link in the top blue border. Click this, then select "Company Profiles" and either browse or search for your company.)

[LexisNexis Academic](#) (Business Section/Tab, Search for your company on the opening "Company Dossier" page, then look for the "Company Profiles" link in the left frame.)

[Hoover's Online](#) (Search for company and select their record. The "Fact Sheet" automatically displays. Look, too, for "Overview" in the left-hand frame. And the "Build Custom Report" option under "Company Record Tools" allows you to pick and choose the elements you want in the company profile.)

[General BusinessFile ASAP \(InfoTrac\)](#) (Click on "Advanced Search" on the left, and look for the link on the lower screen for "Company ProFiles")

And for Public Companies, take a look at search for your company in [MergentOnline](#) and click on the "Tearsheets" green tab. And also check out the "Stock Reports" in [Standard & Poor's NetAdvantage](#)

. . . .Also consult our [Company Information Resource Guide](#) for lots of useful database and general web leads.

If you need Company Financials (Balance Sheets, Income Data, 10-K Reports), TRY. . . .

[Mergent Online](#) (Start with the "Company Financials" tab, but almost every section of Mergent will have valuable financial data)

[LexisNexis Academic](#) (Business Section, then "SEC Filings" in the left frame. There is also a "How Do I....?" entry in this same frame that gives advice on downloading financials into a

spreadsheet.)

....You might want to take a look at the many useful database and web suggestions found in our [Finance Resource Guide](#).

If you need Stock Evaluation, TRY....

[S & P NetAdvantage](#) (Especially "Stock Reports.")

[Value Line Research Center](#)

[Mergent Online](#) (Especially TearSheets--"FactSheets.")

[General BusinessFile ASAP \(InfoTrac\)](#) (Click on "Advanced Search" on the left, and look for the link on the lower screen to "Search investment reports (by ticker symbol).")

...Our [Company Information Resource Guide](#) might also be worth exploring.

If you want Company History, TRY....

[Mergent Online](#) (Search for your company, then look for the "History" tab in the dark green border--this will give you bare-bones corporate changes)

[Business Source Complete](#) or [General BusinessFile ASAP \(InfoTrac\)](#) (Do a simple search combining the word "history" with the name of the company--e.g., *hewlett-packard and history*--although results will not be precise. In BSC, look at the "Source Types" and take a look at the Company Profiles.)

[Hoover's Online](#) (Search for company and select their record. Then look for History in the blue left-hand frame.)

Through the [Gale Virtual Reference Library](#) we have the latest volumes of [The International Directory of Company Histories](#) available online. Search your for your company here.

And don't forget to **look at the corporate website of your company!**

...Also consider the **Company Profile** sources listed above, as well as our [Company Information Resource Guide](#).

If you want an Industry Overview, TRY....

[S & P NetAdvantage](#) (Look at both the detailed "Industry Surveys" and the much briefer "SubIndustry Review.")

[Business Source Complete](#) (Do a simple search for the industry--e.g., telecommunications industry--then look at the "Source Types" listed to the left of the results. There should be a link specifically to "Industry Profiles.")

[Hoover's Online](#) (Click on the "Industries" tab above the search box on the opening page.)

...Also, for articles, try

[General BusinessFile ASAP \(InfoTrac\)](#) (Do a "Subject Guide" search for the industry--the database will suggest an alternative subject term, if need be.)

...Also explore the many web and database suggestions in our [Industry Information Resource Guide](#).

If you need to Find Industry Ratios, TRY. . . .

[Dun & Bradstreet Key Business Ratios](#)

. . . .Also take a look at

[S & P NetAdvantage](#) (At the end of the "Industry Surveys" there is "Company Comparative Analysis" which does not give an "industry average" but does provide real ratios--profit, balance sheet and equity--for your company's real-life major competitors. And the "Stock Report" now provide a quick table of "Peer-Group" comparison that can also be worth consulting.)

[MergentOnline](#) (Within the "Portraits" look for the link on the bottom of the page for "Industry Comparison." Again, this is not a ratio set, but does--in graph form--compare your company's financial measures to peer group and industry.)

If you need to find Market Share Information, TRY. . . .

[TableBase](#) (Search industry category or company name with the term market share--e.g., *staples and market share*, or *office supplies and market share*--or look for multiple companies mentioned in same record--e.g., *nike and reebok and saucony*. **And Remember to officially LOGOUT at top Border.**)

. . . .Also, for articles, try

[Business Source Complete](#) and

[General BusinessFile ASAP \(InfoTrac\)](#) and

[LexisNexis Academic](#) (For article databases, use exactly the same search strategy as for TableBase above.)

. . . .It might also be productive to browse through some of the many web and database suggestions in our [Marketing and Advertising Resource Guide](#).

If you need to Find Out Who Acquired/Sold Out to Whom, TRY. . . .

[Corporate Affiliations](#) (Look for the "MergerTrak™" and "Merger News" links in the left frame.)

[LexisNexis Academic](#) (Click News in the top tan border, then in "Sources" select "Business News Publications," then search for a particular company name or industry, along with merger specifically in the "headline & lead paragraphs.")company name or industry in the headline or lead.)

[Wall Street Journal](#) (Do a simple search combining an industry or company name with the word "mergers"--e.g., *oracle and mergers*--or do a subject heading search: *SUB(Acquisitions & mergers)* and combine that with other terms.)

If you need to Find Information on a Private Company or Subsidiary, TRY. . . .

[Corporate Affiliations](#) (Make sure that the radio buttons under the search bars indicate "all" and "both" to include all companies.)

[MergentOnline](#) (Make sure that the box below the search area is checked to "Include private

companies.")

[Hoover's Online](#) (Search by simple company name. Leave off any name extensions like "inc." or "corp.")

[LexisNexis Academic](#) (Search the default "Company Dossier" after clicking Business in the top tan frame.)

And don't forget to search for relevant articles in:

[Wall Street Journal](#)

[Business Source Complete](#).

and [General BusinessFile ASAP \(InfoTrac\)](#).

....And if your "company"--e.g., Harvard Pilgrim--is organized as a not-for-profit, you might want to check for them at the websites listed in our [Nonprofit and Philanthropic Organization](#)

[Resource Guide](#)

BUT be advised: Private companies and subsidiaries are not required to file detailed financial documents with the SEC, and therefore the amount of information available on them is VERY limited. If you are picking a company to do a report on you are strongly urged to *pick a Public Company on a Major Exchange!*

If you need to Find Information on an International Firm, TRY. . . .

[Corporate Affiliations](#) (Make sure that the radio button under the search bars indicate "all" to include international companies.)

[MergentOnline](#) (This database includes "International Company Data" and often covers foreign parents--especially if their stock is sold in the US.)

Look for your company in the Global Industry Surveys in [S & P NetAdvantage](#) (Look for the "Industries" tab on the opening screen and then for the Global Reports option in the middle of the following page.)

[Hoover's Online](#) (Search by simple company name on the opening screen.)

[LexisNexis Academic](#) (Business Section, Company Profiles, and search in "International Company Reports" and "Hoover's Company Reports." And do a separate search in "Business News.")

[Global Market Information Database \(GMID\)](#) Put your company name into the "Search Companies" box in the left gray frame.

And don't forget to search for relevant articles in:

[Wall Street Journal](#)

[Business Source Premier](#)

and [General BusinessFile ASAP \(InfoTrac\)](#).

....Although not specific to actual corporations, you might want to take a look at the many useful database and web suggestions found in our [International Trade and Business Resource Guide](#).

AND be advised: International firms who do not trade their stock on major U.S. exchanges are not required to file detailed financial documents with the SEC, and therefore the amount of

information available on them is VERY limited. If you are picking a company to do a report on you are strongly urged to *pick a Public Company on a Major U.S. Exchange!*

If you want to find information on the Business Climate of a particular Country, TRY. . . .

[Country Commerce \(Economist Intelligence Unit\)](#) This database specifically addresses licensing and trading conditions in other countries, although not all countries are profiled.

[Business Source Premier](#) (One approach is to simply search for the name of the country on the opening screen. At the top of the next search results screen, you will see icons that allow you to sort results into groupings. One of these should be "Country Reports." For another approach, click on the "Publications" button in the green border. Type in the name of the country in the "Browse for" box and submit search. A list of country reports available from companies like Global Insight and Economist Intelligence Unit will display. Click on individual title links to browse in available reports.)

[STAT-USA](#) ("The Globus & NTDB" section does have useful information, but the STAT-USA search engine is poor and you have to sort through lots of results to find useful data. And remember to open the "in the database" box and look in multiple files.)

[SourceOECD](#) (Start with "Country Reports and Tables" from the top "Go To" Search box.)

[Global Market Information Database \(GMID\)](#) Pick "Countries" in the top green border, or pick the "Search Countries" option in the left gray frame and select the sub-category (like Economic Indicators) that suits your needs

[CountryWatch](#) can be worth a look. (Simply select a country from the "Shortcut to Country Review" window on the opening screen to start.)

[Europa World](#) (In this general country information resource, take a look at the "Country Statistics" and "Country Profiles" section on your country. And if you want to locate specific "Business and Commerce" organizations--like the country's stock exchange or central bank, look in the "Directory" section, as well.)

We also have the additional IMF statistical sources [HREF="http://0-www.imfstatistics.org.library.law.suffolk.edu/imf/"](http://0-www.imfstatistics.org.library.law.suffolk.edu/imf/)>International Financial Statistics, a [HREF="http://0-www.imfstatistics.org.library.law.suffolk.edu/bop/"](http://0-www.imfstatistics.org.library.law.suffolk.edu/bop/)>Balance of Payments Statistics, and a [HREF="http://0-www.imfstatistics.org.library.law.suffolk.edu/dot/"](http://0-www.imfstatistics.org.library.law.suffolk.edu/dot/)>Direction of Trade Statistics.

[MergentOnline](#) (To the right of the opening search screen, look for the "Country Profile" section and select your country from the list in opening box. However, be warned, except for stock exchange information near the end, this is a woefully general report.)

Less useful, but possibly worth checking is [Lexis-Nexis Academic](#) Click on "Business" section near top, then "Country Profiles" in the left frame. Information from about a dozen resources can be found here. Open up the "Sources" box to explore your options.)

...Web resources can help. Check out the many useful suggestions found in our [Country Information Resource Guide](#) as well as our [International Trade and Business Resource Guide](#).

You need to look up some Definitions and Descriptions of Basic Business Concepts, TRY. . . .

[Credo Reference Business Resources](#) (The search box on this screen will search across several business dictionaries. You can also pick "Business" from the left frame to browse specific titles like the *Capstone Encyclopedia of Business* or the *Handbook of United States Economic and Financial Indicators*.)

[Gale Virtual Reference Library](#) Although you can click specifically on "Business" in subject links below the search box, you are better off simply searching for the word concept you are interested in. (GVRL includes the *Encyclopedia of American Industries*, *Gale Encyclopedia of E-Commerce*, *Encyclopedia of Business and Finance*, *Worldmark Encyclopedia of National Economies*, *Encyclopedia of Small Business*, and most volumes of the *Business Plans Handbook* in e-book form.)

[S & P NetAdvantage Glossary](#) (A good basic dictionary of investment and business terminology)

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