

Company Information Resource Guide

Public, Private, or Subsidiary?	Industry Ratios
Company Profiles	SIC and NAICS Codes
Corporate Financial Statements and Annual Reports	Company History
Stock Performance	Private Companies
Stock Exchanges and Indexes	Business Periodicals
Industry Surveys	Company Directories and Rankings

First Learn if the Company is a Public or Private Company, or if it is a Subsidiary of another Company

[Corporate Affiliations](#)

Print version: [LexisNexis Corporate Affiliations](#) REF HG 4057 .A22

Corporate Affiliations (formerly known as the Directory of Corporate Affiliations) "provides corporate linkage information on nearly 200,000 of the most prominent parent companies and their affiliates, subsidiaries and divisions - down to the seventh level of corporate linkage." In addition to stating whether the company is public or private, the directory also includes the SIC codes, a brief overview of products, and a list of outside service firms. If a search by company name leads to a lengthy list of companies, look for the "P" designating the parent company, or limit the search to public/private/international companies or parent/subsidiary companies. For example, a search for the company name Procter & Gamble, without limits results in 42 records, whereas the same company name limited to "public" and "parent" leads to one result: The Procter & Gamble Company, based in Cincinnati, Ohio. Please logout when finished using this

database, since Sawyer Library has access for **only one user at a time**.

[LexisNexis Academic: Business: Company Dossier](#)

Use the Company Dossier search screen in the Business section to look up a wide array of company information. The "Snapshot" description identifies the company as public or private, provides the primary SIC and NAICS codes, a business description, key competitors, and outside service firms. A separate search form lets users create a list of companies based on specific criteria.

[ReferenceUSA](#)

A quick way to check the corporate hierarchy of U.S. companies. The up and down arrows in the results list lead to the parent company and subsidiaries respectively. Reference USA covers the largest number of U.S. businesses - over 14 million businesses. Sources for the information provided include Yellow Page and Business White Page telephone directories; annual reports; federal, state, and municipal government data; Chamber of Commerce information; business magazines, trade publications, newsletters, industry and specialty directories; and postal service information.

[Infotrac's General Business File ASAP: Company ProFiles](#)

The General Business File's Company ProFiles section lists the parent and ultimate parent companies, if applicable, and it provides links to articles about the parent company. To access the Company ProFiles, choose the advanced search, then Company ProFiles, then select company name from the drop-down box.

If the company is public:

Note the ticker symbol, NAICS and/or SIC code(s) and exchange on which the company's stock is traded. Publicly traded companies are required by law to disclose financial information to the Securities and Exchange Commission, and therefore public companies are much easier to research.

If there is no ticker or exchange in these sources:

Then it is a private company. Privately held companies are not required to divulge any information, hence finding extensive information on a private company can be difficult.

Subsidiaries and Affiliates:

When picking a company to research for a class project, avoid picking a subsidiary, since company data analyses only cover publicly traded, parent companies. Company subsidiaries are not analysed individually.

Generate lists:

In addition to providing information on specific companies, each of the above named sources allows the user to generate lists of companies (i.e. lists of potential competitors) based on specified criteria, such as SIC code, number of employees, value of sales, and location.

Company Profiles

[LexisNexis Academic: Business: Company Dossier](#)

The Company Dossier feature compiles company information from many sources within the LexisNexis data warehouse, and integrates it into a single report. Company Dossier summary reports include:

- Snapshot — at-a-glance analysis of current information
- In the news — sorted by top publication, topic, or region
- Corporate Hierarchy
- Financial Information
- Legal Information — U.S. court decisions, jury verdicts
- Intellectual Property Information — U.S. & European patents, and U.S. trademarks & copyrights

Other sections of the LexisNexis Academic Business section include:

- [Company Profiles:](#)
LexisNexis offers company profile reports from several publishers, including **Disclosure, Hoover's, Investext, and Standard & Poor's Corporate Descriptions Plus News** among others. From the opening menu, select "Business," then "Company Profiles," then choose the report(s) from the Select Sources box. For information on the coverage of a particular source, select it and click the "i" adjacent to the Select Sources box.
- **Compare Companies:**
Users may also compare up to 5 companies based on balance sheet, income statement, and ratio information (for companies that are listed on one of the US stock exchanges).
- [SEC Filings](#)
Find the annual reports (10-K) submitted to the SEC, as well as quarterly reports and proxy statements.
- **Generate Lists:**
Search for companies that match specific criteria, such as geographic area, industry, or assets above a certain level.

[Mergent Online](#)

Mergent Online contains global business and financial information on over 15,000 domestic and international public companies. It provides access to EDGAR filings, annual reports, extremely detailed financial data, company history, names of officers and directors, recent news, and a description of the business and its property. The Sawyer Library has three licenses for simultaneous use of Mergent Online, therefore when ending the session, be sure to choose "Logout."

[Business & Company Resource Center](#)

A search by company name in Business & Company Resource Center (a Gale Cengage, Infotrac database) gathers multiple information types into tabbed groups: company profiles, news, company history, investment reports, financials, rankings, and industry overview. A sidebar provides links to articles about the company grouped by broad topic: financial data, legal issues, management, operations & technology, products & services, sales & marketing, and strategy & planning.

[Infotrac's General Business File ASAP: Company Profiles](#)

To access the Company Profiles, choose the advanced search, then Company Profiles, then select company name from the drop-down box, and enter the name. Choose your company from the list of matches. The profiles include basic directory information and links to articles about the company's finances, strategic ventures, products and technology, and the overall industry. The Sawyer Library guide *Company Information in Infotrac's General Business File ASAP*, includes detailed instructions on the features of this database.

[Business Source Complete](#)

In addition to being a full-text business periodical database (with full-text of the *Harvard Business Review* back to 1922, volume 1, issue 1), Business Source Complete offers company profiles. Point to "More" in the top blue banner, and choose Company Profiles. Reports are produced by Datamonitor, and are in PDF file format. Some major private companies may be found here.

Corporate Financial Statements and Annual Reports

[Mergent Online](#)

[Mergent WebReports \(Moody's Manual Archive\)](#)

The Sawyer Library has three licenses for simultaneous use of Mergent Online, which contains current global business and financial information on over 15,000 domestic and international public companies. It includes access to SEC filings ("EDGAR"), six years of annual reports, and "portraits," which provide detailed financial data in a cleanly designed tabular format. When ending the session, be sure to choose "Logout."

The information provided electronically by Mergent Online was previously only available in print, in a series called the Mergent Manuals, (formerly known as the Moody's Manuals). These print sources extend back many years, and can be helpful in tracking the long term financial history of a company. There is now an electronic archive of these older manuals, the [Mergent WebReports \(Moody's Manual Archive\)](#). The Mergent WebReports allows access an archive of documents ranging back to the early 1900s, and covering companies from over 100 countries. The collection is searchable by company name, year or manual type. The print manuals still exist, and may be found in the Sawyer Library Reference Collection:

[Mergent Industrial Manual](#)

REF HG 4961 .M7 I5

The industrial manual covers companies listed on the New York and American stock exchanges. It provides consolidated income statements and balance sheets, as well as business history and debt information. Sawyer Library owns the manuals from 1956-2000 under the title [Moody's Industrial Manual](#), and from 2001 to the present under the current title, Mergent Industrial Manual.

[Mergent OTC Industrial Manual](#), (formerly [Moody's OTC Industrial Manual](#))

Ref HG 4961.M7 09

[Mergent OTC Unlisted Manual](#) (formerly [Moody's OTC Unlisted Manual](#))

Ref HG 4961.M7 O93

If your company trades OTC (over the counter), try the OTC Industrial Manual or the OTC Unlisted Manual for industrial firms not listed on national or regional stock exchanges.

[Mergent International Manual](#) (formerly [Moody's International Manual](#))

Ref HG 4961.M7 I8

The International Manual provides consolidated income statements and balance sheets, as well as corporate history and debt information on publicly traded international companies and corporations.

[Mergent Transportation Manual](#) (formerly [Moody's Transportation Manual](#))

Ref HG 4961.M7 T7

Covers over 700 transportation enterprises, including railway, air, steamship, bus, truck, oil pipe lines, bridge companies, and auto/truck rental and leasing companies.

[Mergent Bank and Finance Manual](#) (formerly [Moody's Bank and Finance Manual](#))

Ref HG 4961.M7 B3

Includes banks, insurance companies, investment companies, and real estate companies and investment trusts.

[Lexis-Nexis Academic](#)

From the opening menu, choose "Business," then choose either [Company Profiles](#) or [SEC Filings](#). Under Company Profiles, users will find reports from Disclosure, Hoover's, and Standard and Poors among others. The SEC Filings include annual Reports (10-K), 10-Q, 20-F reports, and proxy statements.

[Business & Company Resource Center](#)

Business & Company Resource Center (a Gale Cengage, Infotrac database) offers substantial financial data about public companies. The financials tab (resulting from a company search), leads to income statements, balance sheets, cash flows, and ratios. There is also the option to compare major competitors.

[AnnualReports.com](http://www.annualreports.com)

<http://www.annualreports.com/>

This free corporate site links you directly to the online report from participating companies. Content includes both domestic and international firms. Browse for companies alphabetically or by industry, or search by company name or ticker. Users can also generate lists of company annual reports by industry or sector.

[Wall Street Journal Annual Reports](http://wsj.ar.wilink.com/asp/WSJ1_search_ENG.asp)

http://wsj.ar.wilink.com/asp/WSJ1_search_ENG.asp

The Wall Street Journal, along with scores of other business websites, offers their own annual report service. This service is free, but you must register and have the reports mailed to you. So, it offers less than instantaneous gratification.

[Public Register's Annual Report Service \(PRARS\)](http://www.prars.com/)

<http://www.prars.com/>

Another service claiming to be "America's Largest Annual Report Service," PRARS also requires registration to order annual reports via the mail.

[Securities and Exchange Commission - EDGAR Database](http://www.sec.gov/edgar/searchedgar/webusers.htm)

<http://www.sec.gov/edgar/searchedgar/webusers.htm>

Search for company filings directly from the SEC. In addition to being able to search for a specific company, historical filings and mutual fund prospectuses are also available.

[How to Read a Financial Report](http://philanthropy.ml.com/ipo/resources/pdf/howtoreadfinreport.pdf)

<http://philanthropy.ml.com/ipo/resources/pdf/howtoreadfinreport.pdf>

This PDF brochure from Merrill Lynch does a good job of explaining the structure and content of a corporate financial report (balance sheet, income statement, etc.) Written in plain English that even a non-professional can understand.

Stock Performance for Public Corporations

[Standard and Poor's NetAdvantage: Stock Reports](#)

Stock Reports provides access to "the vital facts, figures, and projections on over 6000 publicly-held U.S. corporations." The report for each company includes the latest share price and current year's range, P/E ratio, current dividend and yield, and S&P's earnings and dividend rankings. It also provides a stock chart showing four years of stock price ranges and trading volume, plus a 10-year summary of important per-share data, and income and balance sheet data. To access the reports, choose "Stock Reports" from the "Publication Search" box.

[Standard & Poor's 500 Guide](#) (Print; annual)

Ref HG 4057 .A44

Provides thorough single page report on companies traded on the American Stock Exchange, the

New York Stock Exchange, and the NASDAQ. Includes key financial elements, analysis of earnings report, and stock price range.

[Mergent Online](#)

In addition to EDGAR filings, annual reports, and financial "Highlights" - with stock price and valuation, Mergent Online includes "Portraits" (detailed reports providing financial data, and a review of a firm's investment potential) and "TearSheets," a.k.a. "FactSheets," (an online PDF version of the Mergent's Handbook of Common Stocks.) The Sawyer Library has three licenses for simultaneous use of Mergent Online; when ending the session, be sure to choose "Logout."

[Mergent's Handbook of Common Stocks](#) (Print version)

Ref HG 4905 .M815

This quarterly print publication provides historical data and analysis, and pertinent stock information for over 900 stocks with high investor interest. Each company receives a one-page overview designed to help determine how the company has performed in the past, its current performance, and predictions for the future.

[Value Line Research Center](#)

Value Line is one of the most trusted tools for investment research on companies and their stocks. Approximately 1,700 stocks are covered. Each company receives a single page (in PDF format) which provides P/E ratios, rankings for safety, and projections for future performance. Users may search by the name of a company, or may choose from amongst the 90+ industries that are represented, which will lead to a one-page overview of that industry, and a list of the companies covered in that section. The print version of Value Line, [The Value Line Investment Survey](#), is available at the Sawyer Library Reference Desk.

Standard and Poor's Daily Stock Price Record:

Provides daily stock prices. Separate titles for NYSE, AMEX and NASDAQ stocks:

[Daily stock price record: American Stock Exchange](#) Ref HG4915 .S66. Covers 1976 - present.

[Daily stock price record: NASDAQ](#) Ref HG4915 .S665. Covers 1993 - present.

[Daily stock price record: New York Stock Exchange](#) Ref HG4915 .S66. Covers 1976 - present.

Tracking Stock Performance on the Web:

Although stock information is obtainable on many websites, the following sources are devoted to stocks and/or their respective markets.

[Yahoo Finance](#)

<http://finance.yahoo.com>

Includes market summaries, financial and business news, and stock quotes.

[Big Charts](#)

<http://www.bigcharts.com/>

This website provides investment research information, including interactive charts, quotes, news, industry analysis, and historical quotes.

[MarketWatch.com](#)

<http://www.marketwatch.com/tools/stockresearch/default.asp?siteid=mktw&cbsReferrer=www.suffolk.edu>

Marketwatch covers both U.S. and global market information. Freely accessible information includes: news, IPOs, economy & politics, commentary, and a stock look-up feature.

[StockCharts.com](#)

<http://stockcharts.com/>

Recently one of Time's "Best Websites for Business," StockCharts.com provides ready-to-access charts (for example, a chart of the Dow Jones Industrial Average back to 1900) and free charting tools to do your own market analysis. Registration is required for most functions.

[DailyStocks.com!](#)

<http://www.dailystocks.com/>

Includes both real-time and historical quotes, analysis, charts, news, and SEC filings.

[Reuters: Stock Information](#)

<http://www.reuters.com/finance/stocks>

This service is another "free" website with multiple catches. Some content is free without registration. Other material is free if you register with Multex. And other content is business intelligence from brokerage firms that may require that you register with that company. Still, it's worth checking out.

Stock Exchanges, Stock Indexes, and ADRs

[New York Stock Exchange \(NYSE\); Since 2007 NYSE Euronext](#)

<http://www.nyse.com>

First established in 1792, the NYSE is the largest stock exchange in the world in terms of dollar-volume. According to the [NYSE Facts & Figures](#), the NYSE is home to over 2,700 companies. These companies encompass both a cross-section of leading U.S. companies, midsize and small capitalization companies as well as non-U.S. issuers. The stock look-up provides the last trading price, the 52 week high and low, the current P/E ratio and beta coefficient. In 2007 the NYSE merged with Euronext, and in 2008 they acquired the American Stock Exchange (Amex).

[NASDAQ](#)

<http://www.nasdaq.com>

Established in 1971 to serve companies, often start-up high-techs, that are too small to meet the requirements for listing on the NYSE or the Amex. It accounts for the majority of value and volume of OTC stocks traded.

[American Stock Exchange \(now part of NYSE Euronext\)](http://www.amex.com)

<http://www.amex.com>

Known as the "Curb Exchange" until the mid 1950s, due to its origins outside on the streets of New York, the American Stock Exchange (Amex) has less stringent requirements than the NYSE, and tends to serve somewhat smaller companies. In 2008 Amex was acquired by the NYSE Euronext.

[S & P Stock Indices](http://www2.standardandpoors.com/portal/site/sp/en/us/page.category/indices/2,3,1,0,0,0,0,0,0,0,0,0,0,0,0,0.html)

<http://www2.standardandpoors.com/portal/site/sp/en/us/page.category/indices/2,3,1,0,0,0,0,0,0,0,0,0,0,0,0,0.html>

This free section of Standard & Poor's website includes index news (for example, S&P is introducing Credit Default Swap (CDS) Indices), index changes, equity, fixed income, and alternative indices. Current Suffolk students and faculty, don't forget that the library also provides access to [Standard & Poor's NetAdvantage](#).

[Dow Jones Indexes](http://www.djindexes.com/jsp/index.jsp)

<http://www.djindexes.com/jsp/index.jsp>

Although Dow Jones isn't interested in giving away too much of their data, this page can still be worth a look for its up-to-date figures on Dow indexes.

[The Russell Indexes](http://www.russell.com/indexes/default.asp)

<http://www.russell.com/indexes/default.asp>

In 1984, Russell created a family of stock indexes, now including 21 separate U. S. equity indices, and several for Japan markets. Descriptions and methodology of those indexes are available at this webpage. Some comparative data can also be found here.

[World Federation of Exchanges](http://www.world-exchanges.org/)

<http://www.world-exchanges.org/>

Want to identify, learn about, and get the URL for stock exchanges world-wide? Most are members of the World Federation of Exchanges. You can search their site, or browse through the "Members" link listings.

[J. P. Morgan's adr.com](http://www.adr.com/)

<http://www.adr.com/>

Interested in ADRs (American Depositary Receipts) and other aspects of international equities? This website can be useful. It provides data on top performing ADRs and world markets, as well as news and global indices. They even provide a useful glossary of this specific finance field. (Note: You must accept their agreement to access the site, but it is otherwise free.)

Industry Surveys

[Standard and Poor's NetAdvantage: Industry Surveys \(U.S.\) and Global Industry Surveys](#)

Standard and Poor's Industry Surveys provide detailed economic and business information for 52 major U.S. industries. They are searchable by company name or industry. Each survey includes: "current environment and recent trends; industry profile - major players and market share data, the raw materials situation, the labor environment and regulatory trends; how the industry operates - the business/economic cycles to which it is subject; key ratios and statistics; how to analyze a company; and **comparative company analysis** - tables listing historical financial data, including revenues and income, profitability ratios and various important balance sheet ratios for leading companies in each industry." The **Global Industry Surveys**, accessible by following the Industry tab in the top banner, cover industries across broad regions: Asia, Europe, and Latin America. Another industry report, Sub-Industry Reviews, provides brief outlooks on a wider range of industries.

[Standard & Poor's Industry Surveys](#)

REF HC 106.6 .S74

The print version of the Standard and Poor's Industry Surveys.

[Mergent Online: Industry Reports](#)

Mergent Online is used primarily for company financial information, however it does have a section of industry reports, covering nearly thirty broad sectors, such as automotive, food and beverage, insurance, and pharmaceuticals. Reports are listed by sector, and within that by region (Asia, Europe, and North America) and date.

[First Research \(Industries\)](#)

First Research (affiliated with Hoover's) features a wide variety of Industry Profiles that are grouped into 11 broad sectors (Construction & Real Estate; Public Services, Education, Recreation; Finance & Insurance; Retail; Food & Agriculture; Services; Healthcare; Manufacturing; Technology & Communications; Transportation, Energy, Storage; Wholesale). Many of the profiles cover businesses not readily found in other sources, such as Title Insurance Services or Optometrists and Opticians. Users may search (by keyword, SIC or NAICS code) or browse the industry profiles, which are updated quarterly. There is also a section devoted to State & Province Profiles, which provide a snapshot of the business climate in individual states and provinces.

[Valueline: Industry Reports](#)

Valueline is known first and foremost as a tool for evaluating stocks, however it also includes one page summaries on the status of a given industry. After entering Valueline, choose Standard Edition, and click on Lookup Industry. An alphabetical list of industries appears with an accompanying PDF file industry report. Clicking on the name of the industry will generate a list of companies in that industry followed by Valueline.

[Mergent Industry Review](#)

REF HG 4905 .M88 - kept at Reference Desk.

Numerical data only; includes rankings of companies by various financial criteria such as revenues, return on capital, and the price/earnings ratio.

Industry Ratios

The purpose of calculating industry ratios is to evaluate your chosen company's strengths and weaknesses as compared to those of competing businesses in that industry. The ratios, or averages, are arranged by [Standard Industrial Classification \(SIC\) codes](#). The Sawyer Library subscribes to several resources which provide these ratios, some are electronic, and some are in print. The latest edition of the following titles is kept at the Reference Desk; older editions, going back approximately 20 years, are in the reference stacks.

Dun & Bradstreet's [D&B Key Business Ratios](#), online product.

Dun & Bradstreet's [Industry Norms and Key Business Ratios](#), print volume, REF Desk HF 5681 .R25 I525

Dun & Bradstreet provides statistics for the widest range of industries, "over 800 lines of business," as defined by SIC code. Includes "typical" balance sheet and income statements with "common-size" financial figures, as well as 14 performance ratios. Figures are based on data taken from a Dun & Bradstreet database that includes over one million financial statements from public and private companies. The online product also provides 14 key performance ratios, grouped by performance—solvency, efficiency, and profitability, and broken down into median figures, with upper and lower quartiles. The online product also has a worksheet to enable users to calculate ratios using existing financial information.

[eStatement Studies \(RMA\)](#)

[RMA Annual Statement Studies](#) (Robert Morris)

REF Desk HF 5681 .B2 R6

eStatement Studies is the online version of the RMA Annual Statement Studies. It offers detailed data, derived directly from financial statements, on over 750 industries. In addition to the expected financial ratio benchmarks data, users will also find distribution statistics on the one-year and five-year probability of default estimates, by industry. The print publication provides "common-size" balance sheets and income statements, and 16 financial and operating ratios, for over 500 lines of business, by company size groups. Although it is organized by SIC code, the appropriate NAICS number(s) are also listed.

Troy's [Almanac of Business and Industrial Financial Ratios](#)

REF Desk HF5681 .R25 T861

Starting with the 2002 edition, the Troy's Almanac is organized by the North American Industry Classification System (NAICS), instead of the Standard Industrial Classification (SIC). An appendix provides a translation between the NAICS and SIC codes. 192 industries are covered,

and their performance averages are broken down by 12 categories based on asset size. Each industry is described by fifty performance indicators, which are based on tax returns.

[Standard and Poor's NetAdvantage: Industry Surveys](#)

Although Standard and Poor's does not provide industry averages, the Comparative Company Analysis section of each survey does provide profit-, balance sheet-, and equity ratios for specific companies.

[Mergent Industry Review](#)

REF. DESK HG4905 .M88

The Mergent Industry Review contains financial information and ratios for 6000 companies in 137 industry groups, and it ranks the top companies in each group by criteria such as revenues, profit margin, return on capital, and the price/earnings ratio.

[Lexis-Nexis Academic: Business: Company Dossier - Compare Companies](#)

The Compare Companies feature of LexisNexis Academic allows users to compare up to five companies. The results will contain balance sheet, income statement, and ratio information for companies that are listed on one of the US stock exchanges.

[Business & Company Resource Center](#)

The financials tab (resulting from a company search) in Business & Company Resource Center includes the option to compare ratios (as well as income statements, balance sheets, and cash flow) between a group of six competitors.

[Value Line Research Center](#)

In addition to specific company and stock information, Value Line Survey Issues provide a one page Industry Commentary of each industry covered by Value Line. These commentaries frequently include a chart of retrospective and estimated composite statistics, such as the Average Annual P/E Ratio. The [print version of Value Line](#) is available at the Sawyer Library Reference Desk (REF Desk HG4501 .V26).

[Standard Industrial Classification \(SIC\) and the North American Industry Classification System \(NAICS\) Codes](#)

The NAICS codes are a result of the North American Free Trade Agreement (NAFTA), and they apply to Canada, Mexico, and the United States. The purpose is to allow for industry averages and ratios to be comparable between all three North American nations, and to include newer industries not covered by the SIC codes. There are several government websites available for searching the NAICS codes:

[U.S. Census Bureau: North American Industry Classification System \(NAICS\)](#)

<http://www.census.gov/eos/www/naics/index.html>

"This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools."

2007 NAICS Code Revision:

[North American Industry Classification System -- Revisions for 2007](#)

<http://www.census.gov/epcd/naics07/index.html>

This page from the U.S. Census Bureau summarizes the revisions, and links to correspondence tables for the 2002 and 2007 NAICS codes.

2002 NAICS code: keyword search and correspondence tables.

[North American Industry Classification System -- Revisions for 2002](#)

<http://www.census.gov/epcd/naics02>

In addition to the links to correspondence tables, this page from the U.S. Census Bureau includes a search box and button, marked "2002 NAICS Search." A search for 'tea' shows that both 'tea blending' and 'tea, herbal, manufacturing' share the same NAICS code for Coffee and Tea Manufacturing, whereas 'tea, iced, manufacturing' has been assigned the NAICS code for Soft Drink Manufacturing.

Translations from the SIC to NAICS, and NAICS to SIC:

[Correspondence Between 2002 NAICS and 1987 SIC](#)

<http://www.census.gov/epcd/naics02/N02TOS87.HTM>

Correspondence tables from the U.S. Census Bureau for the 2002 NAICS, 1997 NAICS, and the 1987 SIC codes are included on this Census Bureau webpage detailing the 2002 revisions of the NAICS code. For example, a keyword search for "internet" leads to twelve specific definitions, including "516110 Internet Publishing and Broadcasting" and "518112 Web Search Portals." In comparison, the correspondence table matching the 1987 SIC to the 2002 NAICS shows that internet publishing and web portals were both assigned to the SIC code 8999, "Services, not elsewhere classified," which also included Environmental consultants.

[1997 NAICS and 1987 SIC Correspondence Tables](#)

<http://www.census.gov/epcd/www/naicstab.htm>

The original correspondence tables from the U.S. Census Bureau website: 1997 NAICS Matched to 1987 SIC, and 1987 SIC matched to 1997 NAICS.

Background on the purpose and development of the SIC and NAICS classification systems:

[U.S. Census Bureau: How NAICS Will Affect Data Users](#)

<http://www.census.gov/epcd/www/naicsusr.html>

"The North American Industry Classification System (NAICS) is replacing the existing Standard

Industrial Classification (SIC) system. NAICS makes substantial structural improvements and identifies over 350 new industries," but it also "causes breaks in time series far more profound than any prior revision of the SIC system. The 1997 Economic Census presents a unique opportunity to show the interrelationships between the old and new classification systems."

[North American Industry Classification System \(NAICS\)](#)

<http://www.osha.gov/oshstats/naics-manual.html>

This page, from the U.S. Department of Labor, Occupational Safety & Health Administration, provides information on the background and structure of NAICS as well as links to search the SIC and NAICS manuals.

[Standard Industrial Classification \(SIC\) System Search](#)

<http://www.osha.gov/oshstats/sicser.html>

This page, from the U.S. Department of Labor's Occupational Safety & Health Administration, "allows the user to search the 1987 version SIC manual by keyword, to access descriptive information for a specified 4-digit SIC, and to examine the manual structure."

Print versions of the classification manuals:

[Standard industrial classification manual : 1987](#)

REF Desk HF 1042 .A55

[\(NAICS\) North American industry classification system : United States, 2007](#)

REF. Desk HF1042 .N6 2007

Find the primary code for your company:

[Lexis-Nexis Academic: Business: Company Dossier](#)

Use the LexisNexis Company Dossier search screen to look up the company by name or ticker. The primary SIC and NAICS will be listed in the Snapshot.

[Corporate Affiliations](#)

Print version: REF HG 4057 .A22

The online version provides an overview of the company, including the SIC and NAICS codes and company hierarchy. Includes subsidiaries and private companies. The Sawyer Library has access for just one simultaneous user; please log out at the end of your session.

[Mergent Online](#)

Mergent Online provides the primary SIC and NAICS codes. The Sawyer Library has three licenses for simultaneous use of Mergent Online; when ending the session, please choose "Logout."

[Business & Company Resource Center](#)

A company search in Business & Company Resource Center displays the primary SIC and NAICS codes (with links to descriptions of the codes) under the very first tab, "company profile."

[Infotrac's General Business File ASAP: Company ProFiles](#)

The Infotrac Company ProFiles, (choose the advanced search, then Company ProFiles), includes the company's SIC codes amongst the basic directory information. The Sawyer Library Help Guide for Electronic Resources, Company Information in Infotrac's General Business File ASAP, includes detailed instructions on the features of this database.

Company History

[International Directory of Company Histories](#)

REF HD2721 .I63 volumes 1-74; volumes 75- electronic only

Volume 1 (1988) - volume 101 (2009) available through [Business & Company Resource Center](#)

Volume 1 (1988) - volume 101 (2009) available through [Gale Virtual Reference](#).

A multi-volume set providing narrative histories of over 7100 companies, including banks, telecommunication and transportation corporations worldwide. A tab leading to company histories is automatically generated by a company name search in the Business & Company Resource Center. For the print volumes, use the index in the highest numbered volume to find the right volume and pages for your company. To be included, companies have to have made at least \$25 million in sales and to have achieved some sort of leading influence in their industry or geographical location. Coverage includes companies that are public, private, nonprofit, state owned, and wholly owned subsidiaries and divisions that qualify for inclusion.

[Mergent Online](#)

Mergent Manual series (print):

[Mergent Industrial Manual](#), [Mergent International Manual](#), etc.

Both Mergent Online and the print Mergent Manuals (industrial, international, bank & finance, public utility, transportation) provide a narrative and a financial history for the companies covered. The Sawyer Library has three licenses for simultaneous use of Mergent Online; when ending the session, please choose "Logout."

[Hoover's Handbook of American Business](#), REF HG 4057 .A28617

[Hoover's Handbook of World Business](#), REF HG 4009 .H66

[Hoover's Handbook of Emerging Companies](#), REF HG 4057 .A28618.

All of the Hoover's Handbooks include brief but useful snapshots of companies, including descriptive histories.

Private and "Closely Held" Companies

NOTE: The same advice applies to private companies as to subsidiaries; if you are able to pick and

choose the company for a class project, DO NOT pick a private or closely-held firm. Information is always limited on such companies.

Corporate Affiliations

The online Corporate Affiliations "lists privately held companies with U.S.-located headquarters or holding companies. Generally, U.S. based private companies must demonstrate revenue in excess of 10 million, 300 employees or substantial assets to be included in the database. Subsidiaries for these parent companies are included. Also included are outside service firms attached to the parent companies. These are firms that perform specialized services such as accounting, legal, or pension management, etc. Approximately 52,000 U.S. private parent companies with 26,000 subsidiaries included." The Sawyer Library has access for just one simultaneous user; please log out at the end of your session.

Hoover's Handbook of Private Companies

REF HG4057 .A28616

Provides a two page overview of 750 of the most important U.S. private companies. Includes a brief history, names of officers, products, and competitors, and financial information if available.

Ward's Private Company Profiles

REF HG4009 .W374 1994/1995

Although somewhat dated, this two volume set compiles article excerpts from local, regional, and national business journals and newspapers that provide information on influential private companies. Each volume covers 150 privately held U.S. companies, and volume 2 includes updates for 38 of the original volume 1 entries.

Doing Business in Boston Third Edition

REF DESK HG 4058.B7 D65 1998/2000

Published by the Boston Business Journal; covers companies operating in the Boston metropolitan area. In addition to public company profiles, this title also provides 918 profiles of private, nonprofit, and international and subsidiary companies operating in the area. Profiles include a brief description of the company, key officers, primary SIC, number of employees, and revenue (when available).

Business Periodicals

Wall Street Journal

The Wall Street Journal, Eastern Edition, is available in online full-text from 1984 to the present from the ProQuest database. Sawyer Library also owns *The Wall Street Journal* on microfilm from 1970 to the present.

Business Source Complete

Provides indexing and abstracts for over 3,000 business journals and cumulative full-text for over

2,500 journals, including the full-text of the *Harvard Business Review* back to 1922, volume 1, issue 1.

[Business & Company Resource Center](#)

[General Business File ASAP](#)

Gale Cengage produces both of the above two databases. They provide articles from magazines and trade journals, and investment analysts' reports on major companies and industries. Coverage is from 1980 to the Present.

[Lexis-Nexis Academic: News](#)

Provides many sources of business, general news, and legal information. Includes many newspaper titles, such as the *Boston Globe*, the *Boston Herald*, *The New York Times*, and newswire sources. All articles are in full-text.

[RDS Business Suite \(Includes TableBase\)](#)

The RDS Business Suite consists of three business information databases - Business & Industry, Business & Management Practices, and TableBase. These may be searched individually or simultaneously. Users will find articles on companies, industries, markets, and products.

[Boston Business Journal](#)

<http://www.bizjournals.com/boston/>

Online version of the print publication. Current articles and archives are available for free with registration. The Sawyer Library also subscribes to the print version of the [Boston Business Journal](#), which includes the annual [Book of Lists](#).

For information on specific periodical titles, check the [Suffolk University Library Catalog](#).

Company Directories and Rankings

Directories:

[ThomasNet](#)

<http://www.thomasnet.com/index.html>

This is the free (registration required) version of the Thomas Register, - the long-standing directory of manufacturers, - "one source for finding the exact product, service, or supplier – quickly and efficiently." Thomas currently contains over 189,000 companies in the United States and Canada. Search by category, company or brand name. Includes product information, basic directory info, plus links to some manufacturers' catalogs and company URLs.

[Thomas Global Register](#)

<http://www.tgrnet.com/>

Related to the old familiar Thomas Register listed above, this international version claims that you can use it to "search for over 500,000 industrial suppliers, organized by 10,500 industrial product classifications, in 10 languages and from 26 countries." Registration is required, but free.

[The Blue Book of Building and Construction](#)

<http://www.thebluebook.com/>

Want to find companies in construction-related fields like general contracting, specific skilled trades, architecture, engineering, and the like? Try this free online directory.

[GreenBook Worldwide Directory](#)

<http://www.greenbook.org/>

Provides a searchable on-line version of "Worldwide Directory of Marketing Research Companies and Services" and the "Worldwide Directory of Focus Group Companies and Services."

[SuperPages.com](#)

<http://yellowpages.superpages.com/yp.basic.jsp?STYPE=S&SRC=&STYPE=S>

When you are trying to verify and locate a specific smaller firm or category of smaller firm (especially in the area of services or retailing), sometimes a Yellow Pages is your best bet. Here is the online one maintained by Verizon.

[Euro Pages](#)

<http://www.europages.co.uk/>

Here's another good free directory for European business, which claims to include 1,500,000 European businesses. Select your language, then search by product/service, company name, or business sector.

[Kompass.com](#)

http://www.kompass.com/kinl/index.php?_Lang=en

This website is a very extensive global directory. Kompass claims to provide "product, contact and other information for 2.3 million companies worldwide." Although entry quality varies widely from company to company, the company profile facts and figures found here can be surprisingly useful for a free site.

[BusinessPatrol.com: International Yellow Pages](#)

http://www.businesspatrol.com/businesspatrol_links.php3?topic=international%20yellow%20pages

Need Yellow Pages in other countries? Try this extensive page of links.

[Business.com](http://www.business.com/)

<http://www.business.com/>

Business.com calls itself "the leading business search engine and directory." Although the information you find here is often of limited value, the site does allow you to browse through topics or search for an individual company. A very brief profile is usually available for public companies, with links to news and financials, as well as the official corporate website.

Rankings:

[Mergent Industry Review](#)

REF. DESK HG4905 .M88

The Mergent Industry Review contains financial information and ratios for thousands of companies in over 70 industry groups, and it ranks the top companies in each group by criteria such as revenues, profit margin, return on capital, and the price/earnings ratio.

[The Forbes Page of Lists](#)

<http://www.forbes.com/lists/>

The Fortune 500 is no longer freely available on the web to non-subscribers, but Forbes Magazine also does various yearly rankings of companies and individuals. And they still provide free web access--although it is accompanied by countless annoying pop-up ads. You can sort their lists easily in different ways. Their ranked lists include 200 Best Small Companies, 400 Best Big Companies, the Forbes 2000, the Forbes International 500, and Largest Private Companies.

Business Week's [Best Global Brands 2008](#) and Business Week's [100 Top Brands, 2008](#)

http://www.businessweek.com/magazine/toc/08_39/B4101global_brands.htm

http://images.businessweek.com/ss/08/09/0918_best_brands/1.htm

Business Week also participates in compiling ranked lists. Some earlier reports are still available:

- [Best Global Brands 2007](#)
- [The 100 Top Brands Scoreboard 2007](#)
- [Business Week's Best Global Brands - 2006](#)
- [World's Best Brands- 2006](#)
- [Business Week's Global Brands -2005,](#)
- [2005 100 Top Brands \(PDF file\)](#)
- [2004 Global 1000,](#) (also available as a [PDF file.](#))
- [2003 Global 1000](#)
- [A list sorted by country.](#)
- And "Best Performers" list called [The Business Week 50.](#)

[The Inc. 500](#)

<http://www.inc.com/inc500/>

Here is a ranking of the fastest growing privately-held and independent firms. Inc. also did an [Inner City 100](#) of "Urban Superstars," however it seems to have been discontinued after 2004.

[The Globe 100](#)

<http://www.boston.com/business/globe/globe100/>

Users who register may access the Boston Globe's current ranking of the top Massachusetts Firms. The [Globe 100 Chart](#) provides company rankings and changes between 2007 and 2008.

[2008 IW \(Industry Week\) 1000 List By Rank](#)

<http://www.industryweek.com/research/iw1000/2008/iw1000rank.asp>

Industry Week magazine does an annual database of the world's 1,000 largest publicly-held manufacturing firms. Search by company name, country, industry, rank, or percentage of growth in revenue. Older editions of the IW 1000 are also still available:

- [2007 IW \(Industry Week\) 1000 List By Rank](#)
- [2006 IW 1000 Database](#)
- [Older editions of the IW 1000 database](#), (scroll somewhat down) on the IW Rankings page.

[The 2009 Franchise 500](#)

<http://www.entrepreneur.com/franchise500/>

Entrepreneur.com's FranchiseZone produces this list of the top franchise operations of the year. They also do several other rankings. Check these out at the left of the opening page.

[Gary Price's List of Lists](#)

<http://www.specialissues.com/lol/>

Want to find even more ranking lists? This impressive project tries to list all those "Special Issue" lists that trade magazines put out. Here you can find links to anything from the top catalog merchants to the top 100 food and drink companies. Browse by categories listed to the right.