

## Industry Information Resource Guide

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This guide provides selected information resources on industries. Included are the Mildred F. Sawyer Library subscription databases, governmental, selected websites, and a brief list of print resources. For specific book and periodical titles, check the [Suffolk University Library Catalog](#).

### **Online Reference Sources & Periodical Databases**

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

Standard and Poor's Industry Surveys provides detailed economic and business information for 52 major U.S. industries. Each survey includes a discussion of recent trends within the industry; '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, income, and profitability ratios for leading companies. To access the surveys, browse the "Industry Surveys" drop-down box, or select the "Industry" tab at the top of the screen. The "Industry" tab will also lead to the 'Sub-Industry Reviews,' (brief reports on specific segments such as soft drinks and catalog retail), and the 'Global Industry Surveys' (see below). Users may also search for a Company Profile in the Publication Search, and

be linked to the appropriate industry survey from there. However, be forewarned: the Company Profiles and Stock Reports, as all company data analysis, only cover publicly traded, parent companies.

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

S&P Net Advantage also offers Global Industry Surveys, which provide "in-depth industry analysis from a European, Asian and Latin American perspective." Twentyseven industries are covered in the global reports, and these can be accessed through the "Industries" tab at the top of the screen.

### [MergentOnline: Industry Reports](#)

In addition to extensive company financial information, MergentOnline also includes a section for Industry Reports. Users may choose from 29 industries (for example, hospitality & tourism, media, and retail), which are organized by region (Asia Pacific, Europe, North America) and date. The Sawyer Library subscription allows for 3 simultaneous users; please log out when finished.

### [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.

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

Produced by Euromonitor, this database provides very detailed international market research, presented as industry, company, country, and consumer reports. Although difficult to use, users may find detailed reports on specific subsets of industries throughout the world. Two recent examples are reports on the market for dogfood in Colombia (covering industry developments and consumer purchasing trends), and products and services in the market for eye care in Taiwan.

### [Business Source Complete](#)

Business Source Complete provides full-text for over 8,800 business journals and other sources, including full-text for more than 1,100 scholarly business publications. Users may search for industry terms (such as 'drug retail') and limit to the publication type "industry profile," which will generate industry profile reports from Datamonitor. Alternatively, business press articles that contain significant industry information may include linked indexing to NAICS/Industry Codes. For example, articles on "recycling facilities" may be linked to the NAICS code "562920" for Materials Recovery Facilities.

## [Business & Company Resource Center](#)

The industry section in Business & Company Resource Center (a Gale Cengage, Infotrac database) allows searches by SIC, NAICS, or industry description. Results include industry overviews, and links to news and profiles about companies in that industry.

## [Infotrac's General Business File ASAP: SIC Description](#)

To access articles on industries, choose the advanced search, then "SIC Description," then select either keyword, SIC term, or SIC code from the drop-down box, and enter your term. For example, a search for "recycling" as an SIC Term leads to "SIC 5093 Scrap and Waste Materials," and the user will find links to articles about the industry in general and companies active in that industry.

## [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 industries, companies, markets, and products. It covers all industries and is international in scope.

## [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. 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. To view the survey issues, click on "Standard Edition" in the left margin; then to view a list of industries, click on "Look up Industry." The [print version of Value Line](#) is available at the Sawyer Library Reference Desk (REF Desk HG4501 .V26).

## [Gale Virtual Reference Library](#)

This is a collection of online reference works from Gale Cengage publishers. Titles relevant to industry include:

- [Encyclopedia of American Industries](#) 5th ed., 2008
- [Encyclopedia of Emerging Industries](#) 5th ed., 2007
- [Encyclopedia of Global Industries](#) 4th ed. 4th ed., 2007
- [Encyclopedia of Products Industries - Manufacturing](#) 2v, 2008
- [Manufacturing Distribution USA: Industry Analyses, Statistics and Leading Companies](#) 5th ed., 3v, 2009

## [LexisNexis Academic](#)

LexisNexis covers news, business, and legal topics, and much industry related information can be found here. Users may remember it was once possible to search for 'Industry and Market News'

in LexisNexis, by choosing from an "industry" drop-down box. The new LexisNexis interface does not allow for this. Instead, one option is to select [News](#) and choose the source category Business News Publications. Alternatively, users may select the Sources tab, and under "Browse Sources," choose "By Industry," and choose the filter for 'Multiple Source Files.' This will generate a list of publications covering the chosen industry. For further information on the use of LexisNexis Academic, see our [database guide](#).

### [Wall Street Journal](#)

*The Wall Street Journal*, Eastern Edition, is available online in 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.

## **To generate a list of competitors in a given industry, try the following databases:**

### [Corporate Affiliations](#)

Use Corporate Affiliations to search for companies by multiple criteria, including NAICS/SIC code and NAICS/SIC keyword. The database also gives information on whether a company is public or private, and it provides a corporate hierarchy chart and the names of key employees. The Sawyer Library has access for just one simultaneous user; please log out at the end of your session.

### [ReferenceUSA](#)

ReferenceUSA is a massive directory of American businesses (14 million). The information is compiled from public sources such as "Yellow Page and Business White Page telephone directories; annual reports, 10-Ks and other SEC information; federal, state, provincial and municipal government data; Chamber of Commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories; and postal service information." Users may generate lists of companies based on criteria such as SIC, NAICS, yellow page heading, and geographic location.

### [Lexis-Nexis Academic: Business: Create a Company List](#)

Within the Business Section, the search form "Dossier: Create a Company List" allows searches by both SIC and NAICS codes, as well as the option of searching the text of the Business or Brands/Products descriptions.

### [Business & Company Resource Center](#)

Users may search the industry section of this database by SIC, NAICS, or industry description, generating a list of company profiles within that industry. There are no options to limit by geography or business size. Results are international in scope.

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

To access Company Profiles from the General Business File, choose the advanced search, then "Company Profiles." Drop-down box search options include SIC code. The Sawyer Library's Guide, Company Information in Infotrac's General Business File ASAP, includes detailed instructions on the features of this database.

## **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.

### [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).

## **SIC (Standard Industrial Classification) and NAICS (North American Industry Classification System) Codes**

Established in 1938, and most recently revised in 1987, the Standard Industrial Classification (SIC) was developed to create a uniform system of classification for business establishments, and thereby to facilitate the comparability of statistics and data "describing various facets of the U.S. economy." In 1997 the Office of Management and Budget (OMB) adopted the North American Industry Classification System (NAICS) to replace the 1987 Standard Industrial Classification in the collection of industry statistics.

The NAICS codes (established in 1997, and updated in 2002 and 2007) are a result of the North American Free Trade Agreement (NAFTA), and they apply to Canada, Mexico, and the United States. The purpose of replacing the SIC with the NAICS codes 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, such as services, high tech, and biotechnology.

The Official U.S. Government NAICS webpage:

[North American Industry Classification System \(NAICS\)](http://www.census.gov/eos/www/naics/)

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

"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, and other NAICS information:

[North American Industry Classification System -- Revisions for 2007](http://www.census.gov/epcd/naics07/index.html)

<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.

[U.S. Census Bureau: How NAICS Will Affect Data Users](http://www.census.gov/epcd/www/naicsusr.html)

<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 \(NAICS\) \(U.S. Department of Labor\)](http://www.osha.gov/oshstats/naics-manual.html)

<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.

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

[Correspondence Tables: 2002 NAICS Matched to 1987 SIC](http://www.census.gov/epcd/naics02/N02TOS87.HTM)

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

Correspondence tables from the U.S. Census Bureau for the 2002 NAICS and the 1987 SIC codes. Once a specific code is chosen, users will find the 2002 NAICS, the 1997 NAICS, and the most appropriate SIC code. For example, browsing in the category of 'information,' users will find that there is a direct correspondence for newspaper publishers, but there is no clear match between the NAICS and SIC regarding internet publishing and broadcasting. Alternatively, researchers may wish to download one of several correspondence tables, or use the search feature for the 2002 NAICS, at this Census page for [Revisions for 2002 NAICS](http://www.census.gov/epcd/naics02/N02TOS87.HTM).

## [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.

The SIC Classification System:

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

<http://www.osha.gov/pls/imis/sicsearch.html>

This page, from the U.S. Department of Labor, 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." Although the NAICS codes do a better job of classifying industries -- especially newer ones like high tech and biotechnology, most reference books and databases still use the SIC system.

Print Versions of the 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 a Company:

## [Mergent Online](#)

Mergent Online provides both the primary SIC and NAICS codes and descriptions and the secondary SIC / NAICS codes and descriptions (found under the "Business" section). The Sawyer Library has three licenses for simultaneous use of Mergent Online; when ending the session, please choose "Logout."

## [Corporate Affiliations](#)

Print version: REF HG 4057 .A22

The online version provides an overview of the company, including the SIC 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.

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

The Company Dossier Snapshot section of LexisNexis Academic gives users a compact summary of the information available in Lexis on that company. This includes the primary NAICS and SIC codes, listed under "Industry Classification."

## [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's Guide, Company Information in Infotrac's General Business File ASAP, includes detailed instructions on the features of this database.

Find the Primary Code for an Industry:

## [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, allows a keyword search of the 2007 NAICS and links to correspondence tables for the 2002 and 2007 NAICS codes.

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

<http://www.osha.gov/pls/imis/sicsearch.html>

"This page 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."

## [Infotrac's General Business File ASAP: SIC Description](#)

To identify the code for an industry and to link to articles on that industry, choose the advanced search, then "SIC Description," then select either keyword or SIC term from the drop-down box, and enter your term. In addition to the description of the SIC code, the results include links to articles about the industry in general and companies active in that industry.

## **Company Rankings and Comparisons**

### [Mergent Industry Review](#)

REF. Desk HG4905 .M88

The Mergent Industry Review, a print source, 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.

### [TableBase](#) (Part of the RDS Business Suite)

TableBase does not specifically track the rankings of companies in various industries, however because of the nature of its tabular-format contents, keyword searches such as "top AND ice cream brands" will bring documents such as "United States top 10 individual ice cream brands ranked by dollar sales, dollar share, unit sales, and percent change for year ending June 17, 2007." The library has two licenses for simultaneous use, so please remember to "log out" when you have completed your session.

## **Selected Web Resources**

### U.S. Census Bureau Websites

#### [U.S. Census Bureau: Current Industrial Reports](#)

<http://www.census.gov/manufacturing/cir/index.html>

"Since 1904, the Current Industrial Report (CIR) program has been providing monthly, quarterly, and annual measures of industrial activity [...] These surveys measure manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods."

#### [U.S. Census Bureau: Retail & Wholesale Trade](#)

<http://www.census.gov/econ/www/retmenu.html>

Provides monthly and annual retail and wholesale trade statistics, such as "Unadjusted and Adjusted Estimates of Monthly Retail and Food Services Sales by Kinds of Business: 2003," and "Estimated Quarterly U.S. Retail Sales: Total and E-commerce."

#### [U.S. Census Bureau: Service Annual Survey](#)

<http://www.census.gov/econ/www/servmenu.html>

Data from the Service Annual Surveys, covering areas such as Information Sector Services, Rental and Leasing, and Health Care and Social Assistance.

#### [U.S. Census Bureau: 2007 Economic Census](#)

<http://www.census.gov/econ/census07/>

#### [U.S. Census Bureau: 2002 Economic Census](#)

<http://www.census.gov/econ/census02/>

The Economic Census (done every five years) is a state-by-state overview of American industry statistics. The 2007 Economic Census figures are being released in stages over the next three years (2009-2011). The [1997 Economic Census](#) is also still available.

#### [U.S. Census Bureau: County Business Patterns](#)

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

"County Business Patterns is an annual series that provides subnational economic data by industry. The series is useful for studying the economic activity of small areas; analyzing economic changes over time; and as a benchmark for statistical series, surveys, and databases between economic censuses. Businesses use the data for analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas, and developing

budgets." [Printed reports \(in PDF\) of County Business Patterns, organized by state, 1993-2004](#) are available, (as an example, here is the [2004 Massachusetts County Business Patterns Report](#), in PDF,) and there are search options for [zip code business patterns and metro business patterns](#). The Census Bureau also has a [QuickFacts section for each state](#), which will include County Business Patterns (listed under "Want more? Browse data sets for...")

### [U.S. Census Bureau Economic Programs](#)

<http://www.census.gov/econ/www/index.html>

A directory to all of the Census Bureau's economic programs, including the Economic Census, Minority- and Women-Owned Business, multi-sector data such as E-Commerce Statistics, and sector-specific data such as Transportation.

### [Rutgers University Libraries: Industry Research](#)

[http://www.libraries.rutgers.edu/rul/rr\\_gateway/research\\_guides/busi/industry.shtml](http://www.libraries.rutgers.edu/rul/rr_gateway/research_guides/busi/industry.shtml)

An extensive guide to starting industry research, produced by Ka-Neng Au and Roberta Tipton, Business Librarians at Rutgers University. Some resources are only available to the Rutgers University community.

### [How to Learn About an Industry or a Specific Company](#)

<http://www.virtualpet.com/industry/howto/search.htm>

Another detailed guide to industry research, this one produced by Polson Enterprises Research Services, a business research services firm in Stillwater, Oklahoma.

### [RIT Library's Subject-based Internet Resources: Industry Information](#)

<http://wally.rit.edu/internet/subject/industry.html>

Librarian Selected Web Resources, RIT Library, Rochester Institute of Technology. List of links to specific industry associations and professional societies, from the American Institute of Certified Public Accountants to the "PhRma" - Pharmaceutical Research and Manufacturers of America.

### [The Internet Intelligence Index™](#)

<http://www.fuld.com/Tindex/I3.html>

"The Internet Intelligence Index™ is designed to help [companies] gather information from a wide variety of public services, in support of [...] competitive intelligence efforts" This directory of annotated links has been compiled by the Fuld & Company Library, (Fuld & Company is a competitive intelligence consulting firm based in Boston), and it includes a section of industry resources, covering over 20 specific industries. Most of these resources offer at least some free content.

### [Business Week: 2005 Industry Outlook](#)

[http://www.businessweek.com/magazine/toc/05\\_02/B39150502industry.htm](http://www.businessweek.com/magazine/toc/05_02/B39150502industry.htm)

The Industry Outlook was an annual feature from Business Week, which gave their verdict on trends within specific large industries. It has apparently been discontinued, however [2004](#), [2003](#), [2002](#) and [2001](#) are all still available online. Note: Business Week is available to current Suffolk students and faculty through [Business Source Complete](#), so if you would like to delve into several of these *Business Week* features without dealing with login challenges, pop-up ads, and other website quirks, you are better off using our BSP for your research.

### [Industry Browser: CBS Marketwatch.com](#)

<http://www.bigcharts.com/industry/marketwatch-com/>

CBS Marketwatch provides this Big Charts snapshot of the best and worst performing industries, as judged through various financial index measures. There's also a link to a longer list of industries, plus search engines for industry and another that allows you to compare a public company to its industry.

### [BEA Industry Economic Accounts](#)

<http://www.bea.gov/industry/index.htm>

The BEA (Bureau of Economic Analysis) Industry Economic Accounts "show how industries interact; specifically, they show how industries provide input to, and use output from, each other to produce gross domestic product. These accounts provide detailed information on the flows of the goods and services that make up the production processes of industries." In addition to the Input-Output (I-O) Accounts, this site also includes reports on Gross Domestic Product by industry, travel and tourism, and transportation.

### [United States International Trade Commission: Industry & Economic Analysis](#)

[http://www.usitc.gov/ind\\_econ\\_ana/index.htm](http://www.usitc.gov/ind_econ_ana/index.htm)

There has recently been a shift in the way the USITC presents its web materials, however their Industry and Economic Analysis pages can still be worth sifting through, since "Commission analysis draws heavily upon its industry, sector, and economic expertise and databases." Especially handy are the [Industry and Trade Summaries](#), which unfortunately have only been posted for a limited number of industries. You can also use the search engine in the upper left to try to find other content. Some very specific reports are available at the USITC site. They're just not easy to spot through browsing!

### [Industry Information Resources](#)

<http://www.valuationresources.com/IndustryReport.htm>

The "Industry Information Resources" (one section of the Valuation Resources website), provides

links to information resources for over 250 industries. Users are typically referred to trade associations, publications, and research firms which in turn provide industry overviews, issues, trends, outlook, financial ratios and benchmarking, compensation surveys, and valuation resources. Some resources are free, some require purchase or subscription.

### [Biotechnology Industry Organization: Industry Statistics](#)

<http://www.bio.org/speeches/pubs/er/statistics.asp>

The Biotechnology Industry Organization's website provides several useful reports, some with graphs and statistics. Be sure to check several sections of the website, including [News and Media](#), [Guide to Biotechnology](#) (which provides overviews of several technologies and their applications) and [Industry At-a-Glance](#).

### [Food Marketing Institute](#)

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

"The Food Marketing Institute (FMI) conducts programs in research, education, industry relations and public affairs on behalf of its 2,300 member companies - food retailers and wholesalers - in the United States and around the world." Although most of the content on its website requires membership, there is some useful and freely available information listed under Media and Consumers.

### [restaurant.org: Industry Research](#)

<http://www.restaurant.org/research/>

Part of the National Restaurant Association website. Free content includes the Industry at a Glance and state-by-state statistics.

### [ThomasNet](#)

<http://www.thomasnet.com/home.html?WTsource=TR>

ThomasNet provides a web version of the Thomas Register, which provides information on over 650,000 suppliers in over 67,000 business categories, and is searchable by brand, as well as by company name. Results can be limited to specific states and regions. Or you can click and browse through product categories. Not an industry source, per se, but useful in identifying leading companies who produce particular products. The information is free, but registration may be required.

### [SuperPages.com](#)

<http://yp.superpages.com/categorybrowser.phtml?STYPE=S>

Superpages.com, a business Yellow Pages on the Web, is also a good basic source for identifying local companies in a particular field, located in a specific city or zip code. Detailed search allows for the combination of search options.

[Internet Public Library > Associations on the Net > Business and Economics](#)

<http://www.ipl.org/div/aon/browse/bus00.00.00/>

Sometimes trade associations and other professional groups are a good source of information on an industry. IPL maintains a page of links to such groups that may be worth browsing through. However, in many cases such information resources and trade publications (in their complete form) are available only to full members of the association, so don't expect too much when you come to these websites as an outside visitor.

## **Selected Print Resources**

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

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

REF HC106.6 .S74

The print version of the Industry Surveys is available electronically through Standard & Poor's NetAdvantage, which also includes Standard and Poor's Stock Reports.

[The Value Line Investment Survey](#) online version.

[The Value Line Investment Survey](#)

REF Desk HG4501 .V26

The print version of Value Line Investment Survey. The electronic version contains PDF file format of survey issues.

[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.

[Encyclopedia of American Industries](#) online through Gale Virtual Reference Library

[Encyclopedia of American Industries](#) 2 vols.

REF. DESK HC102 .E53 2008

Organized by SIC code, this two volume set provides essays on nearly 30 major categories of industries.

[U.S. Industry & Market Outlook](#)

REF. DESK HC101 .U56 2008

Organized by NAICS code, this volume provides a two page statistical overview of "over 100 major U.S. industries and 500+ minor industries."

[Encyclopedia of Global Industries](#) online through Gale Virtual Reference Library.

[Encyclopedia of Global Industries](#)

REF. DESK HD2324 .E53 2007

"Chronicles the history, development and current status of the world's most lucrative and high profile industries. Each entry covers size and economic/social impact of the industry; its organization and structure; its history and development; major countries and companies involved (including rankings); size and nature of the work force; and research."

[Encyclopedia of Emerging Industries](#) online through Gale Virtual Reference Library.

[Encyclopedia of Emerging Industries](#)

REF. DESK HD2324 .E528 2007

"Provides information about the inception, emergence and current status of new and established industries and business segments that are pioneering new technologies, introducing breakthrough marketing strategies or implementing innovative means of serving new markets." Examples of newer industries include biometrics, risk management services, satellites, and specialty tourism.

Plunkett's Industry Almanacs:

The Plunkett's volumes typically provide an overview of the industry, trends and statistics, rankings within the industry (by sales and profits), and individual profiles of companies.

[Plunkett's Advertising and Branding Industry Almanac](#)

REF HF5804 .P596 2004

[Plunkett's Apparel and Textiles Industry Almanac](#)

REF HD9940.U3 P596 2004

[Plunkett's E-commerce & Internet Business Almanac](#)

REF HF5548.325.U6 P58 2003-04

Electronic resource: Netlibrary.

[Plunkett's Energy Industry Almanac](#) 2004

Electronic resource: Netlibrary.

[Plunkett's Financial Services Industry Almanac](#)

REF HG65 .P58 2004

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Case studies from several industries, including the beer, airline, motion picture, and nursing homes industries.

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