



U.S. Company & Industry Information: A Guide to Resources

This is a list of selected information resources that will guide you in locating and using U.S. company and industry information. It is not intended to be a comprehensive list. If you have questions, please consult with a reference librarian.

Is your company public or private?

When first starting research on a company, it is important to determine if your company is public or private. This will significantly affect the amount and type of information you can expect to find. If a company is publicly traded, it is required to disclose information to the Security and Exchange Commission (SEC) and its shareholders. If a company is privately held, it is not required to publish any information.

Directories

Directory of Corporate Affiliations

Reference HG 4057.A217

A guide to the corporate links of major public and private U.S. and international corporations and their divisions, subsidiaries, and affiliates. This is a good source of information for understanding corporate structure.

Harris Pennsylvania Industrial Directory

Reference HC 107.P4 A28

Provides directory information by company and geographical location within the state of Pennsylvania.

Standard Directory of Advertisers

Reference HF 5805 .S617

Provides basic facts plus information on a company's advertising policies and expenditures.

Thomas Register of American Manufacturers

Reference T12 .T6

Locate under "Find Articles" by clicking "Looking for a particular database."

A comprehensive directory of American manufacturers. Search by manufacturer's name or specific product. Directory also contains a list of trade names. Provides address, branch offices, and asset classification of each.

Ward's Business Directory of U.S. Private and Public Companies

Reference HG 4057.A575

A directory to both public and private U.S. companies. It is arranged alphabetically and geographically. Companies are also ranked by sales with industry categories. It is an excellent resource for sales data on private companies and information on small and mid-sized companies.

Business Information Electronic Databases

***Locate under "Find Articles" by clicking "Looking for a particular database."**

The business subscription databases available through the University Library System will each provide a wide range of company and industry information. Use the databases listed below to find company profiles, history, news, financials, annual reports, industry reports, SEC filings and more.

Academic (Lexis-Nexis) *

Choose <Business> from the Academic Search Forms menu. Then choose from the menu which includes business, industry and market news, accounting literature, company information, and business directories.

Business and Company Resource Center *

Provides business and industry content in the following areas: investment reports, corporate chronologies and company histories, brands and product information, industry and company rankings, financial overviews, industry overviews, and HR Law Case Digests.

Business Source Premier *

This database is a collection of popular business magazines, scholarly journals, and trade publications covering such topics as accounting, banking, finance, international business, management, marketing, real estate, regional studies, sales, trade and technology.

Mergent Online *

Search by company name or ticker symbol. Provides extensive information on more than 23,000 public companies including company profiles, history, financials, news, annual reports, and more.

Thomson Research (formerly Global Access) *

Choose <Company Brief> and search by company name or ticker symbol. Provides access to entire Investext collection of brokerage analyst research reports and MarkIntel database of industry-specific market intelligence. SEC filings are full-text searchable. Database also offers I/B/E/S global analyst earnings forecasts, historical estimates, and recommendations on more than 20,000 companies.

Company Profiles

Hoover's Handbooks

Reference [call number varies]

Searchable Online through *Academic (Lexis-Nexis)*

Hoover's publishes a series of handbooks that provide profiles on private, public, and international companies. Information presented in these handbooks includes histories, executives, chief competitors and some financial data.

Hoover's Online

<http://www.hoovers.com>

Provides capsules on more than 13,500 of the largest public and private companies. The capsules, which consist of basic company and financial information and selected Web links, are the core component of the free portion of Hoover's Company Information.

Financial Information

***Locate under "find Article" by clicking "Looking for a particular database."**

Business and Company Resource Center *

See description under "Business Information Electronic Databases"

EDGAR Database

<http://www.sec.gov/edgar.shtml>

Search the U.S. Securities and Exchange Commission's database of company filings. Searchable by company name, ticker symbol, or SIC code.

Mergent Online *

See description under "Business Information Electronic Databases"

Value Line Investment Survey

Reference HG 4501.V26

An independent investment service which provides information on approximately 3500 stocks and 90 industries. Information provided includes forecasts, historical financial data, and evaluative commentary on developments for each company and industry.

Yahoo! Finance

<http://finance.yahoo.com/>

This website provides company and industry ratios. Search by company name or ticker symbol.

Tips to finding financial information on private companies:

- Try using the company's annual report. Some private companies will post their annual report on their web site as a public relations tool. There are, however, no regulations or guidelines for such reports. The amount of financial information will be minimal if it exists at all. Also, one must be careful in trusting the information that is presented.
- Some reference sources which include a few financial details on some private companies are:
 - *Directory of Corporate Affiliations*, vol. IV, U.S. Private Companies
 - *Hoover's Guide to Private Companies*
 - *Ward's Private Company Profiles*
- Search for articles about the company using an electronic database. Someone may have written about the company and included some financial details. Also, you can develop some impressions about a company's financial condition by reading about their activities.

Market Share and Trends

Locate under "Find Article" by clicking "Looking for a particular database."

***The American Marketplace* ***

Searchable Online through *Academic (Lexis-Nexis)*

A reference that provides marketing analysis based upon government statistics.

***Global Market Information Database (GMID)* ***

Do a keyword search for your company name and choose <Company Factfiles> from the results list. Use the <Browse Reports> tab to find Industry Reports, Consumer Lifestyles, Major Market Profiles, and Global Market Reports. Ask a librarian about a user's guide to GMID.

***Market Insight* (Standard & Poor's) ***

Current and some prior editions of Standard & Poor's Stock Reports and Industry Surveys. Provides current and historical merger and acquisitions coverage, overviews of a country's economic outlook and policies, and details on the subsidiaries, debt issues, stock officers of many U.S. public companies. The Standard and Poor's Industry Surveys provide in-depth look at industry trends, key ratios, statistics, and more.

Market Share Reporter

Reference HF 5410.M35

Compiles market share information on an annual bases from various sources, including newsletters, trade journals, newspapers and periodicals.

U.S. Market Trends and Forecasts

Reference HF 5415.1.U7

Use graphic representations to provide overviews and projections for almost 400 U.S. industries. Contents of the graphs include market forecasts, market shares, distribution, and market value.

Industry Classification

North American Industry Classification System: United States 2002

Reference HF1042.N6 2002a

Available Online: <http://www.census.gov/epcd/www/naics.html>

The North American Industry Classification System (NAICS) has replaced the U.S. Standard Industrial Classification (SIC) system. Use the NAICS manual in print or online to find the NAICS Code for an industry or to convert from one to the other classification system.

Standard Industrial Classification Manual

Reference HF1042.S73 1987

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

Search the 1987 version of the SIC manual in print or online to find the appropriate SIC Code for a specific industry.

Industry Information

Encyclopedia of American Industries

Reference HC102.E53 2001

Searchable Online through *Business and Company Resource Center*

Comprised of individual essays for each industry which may include industry snapshot, organization and structure, background and development, current conditions, industry leaders, work force information, global marketplace, research and technology, and suggestions for further reading.

Industry Resources Reports

<http://www.valuationresources.com>

Resources available from trade associations, industry publications, and research firms, which address industry overviews, issues and trends, industry outlook, industry forecast, financial benchmarking, compensation surveys, and valuation resources.

Manufacturing and Distribution USA

Reference HD9721 .M3495

Mergent's Industry Review

Reference HG 4961.M68

Provides statistical information on more than 6,000 companies within 137 industries. Arrangement is by industry to allow comparison of companies to each other and against the industry average within an industry group. Companies are ranked within each industry, using eight performance measures.

Plunkett's E-commerce & Internet Business Almanac

Reference HF 5548.32.P566

Plunkett's Engineering and Research Industry Almanac

Reference TA 160.4.P595

Plunkett's Retail Industry Almanac

Reference HF 5429.3.P57

RMA Annual Statement Studies

Reference HF5681.B2 R58
(Ask at Reserves Desk)

Primary source for finding ratios and financial statements for an industry. Also provides a good definition of ratios section at the beginning of each issue.

Service Industries USA

Reference HD 9981.1 .S47

Note: For more industry or company information, try searching in any of the electronic databases previously mentioned in this library guide.

Statistical Sources

***Locate under "Find Articles" by clicking on "Looking for a particular database."**

Business Statistics of the United States

Available Online through *PittCat*

Contains about 2,000 economic and business time series, predominantly from federal government sources. Annual data included for 1968 through 1996 and monthly data for 1993 through 1996.

Statistical Abstract of the United States

Available Online through *PittCat*

Probably the single most important source for U.S. statistics. Hundreds of tables are included, many related to business issues. It also acts as an index since source notes can lead you to more extensive and/or detailed data sources.

Academic (Lexis-Nexis)- Statistical Lexis Nexis *

Statistical (Lexis-Nexis) provides online access to three important statistical indexes: the American Statistics Index (ASI), Statistical Reference Index (SRI), and the Index to International Statistics (IIS).

STAT-USA *

This database is a service of the U.S. Department of Commerce and is the site for the U.S. business, economic and trade community. Provides access to current and historical economic and financial releases and economic data for the United States. It is also useful for current and historical trade-related releases, international market research, trade opportunities, country analysis, and the trade library.

Understanding Business Information

Dictionary of Business

Reference [HF1001 .C62 2001](#)

Encyclopedia of Business Information Sources

Reference HF5353.E9 2004

Handbook of International Financial Terms

Reference HG3881.M578 1996

Guides to Business Research

Core Business Web: A Guide to Key Information Resources

Reference HD30.37.C67 2003

Doing Business Research at the University of Pittsburgh

<http://www.library.pitt.edu/guides/business/>

A web guide for University of Pittsburgh students conducting company and industry research using print, electronic, and online resources.

Strauss's Handbook of Business Information

Reference [Z7164.C81 S7796 2004](#)