



Business Sources – Library Resource Guide

This guide primarily consists of business and economic related print and electronic sources available at Carlson Library. A select number of free internet sites are also included. The sources provide basic information on companies, such as directory-type information, as well as more detailed data, such as industry ratios and economic statistics. It is not a comprehensive listing of all business information resources available. If you do not find the information you need in the listed sources, please consult a reference librarian.

In order to have access to the electronic resources mentioned in the guide, you may need to sign in. Please access the databases through the list of Research Databases on the Library's home page <http://www.utoledo.edu/library>, by title in the UTMOST catalog <http://utmost.cl.utoledo.edu/search>, or the OhioLINK list of databases <http://www.ohiolink.edu/resources.cgi>.

MAGAZINE AND JOURNAL ARTICLE DATABASES

[Business Source Complete](#) from Ebsco

Business Source Complete provides full text for more than 3000 journals and magazines in nearly every area of business including management, economics, finance, accounting, international business, and more. In addition, it contains country reports, industry reports, and market research reports.

[Business and Company Resource Center](#) from Gale

Business & Company Resource Center brings together in a single database company profiles, company brand information, industry overviews, rankings, investment reports, chronologies, and periodicals.

[LexisNexis Academic](#)

Full text news, business, legal, medical, and reference information are available from close to 5000 sources. The service covers newspapers, magazines, wire services, federal and state court opinions, federal and state statutes, federal regulations, company profiles, and SEC filings.

[EconLit](#) from Ebsco

EconLit abstracts economics journal literature.

[Factiva.com](#) from Dow Jones

Factiva.com provides access to more than 2,100 newspapers (including the Wall Street Journal, the Financial Times, and Barron's), 3,500 magazines, 500 newswires, 280 media programs, 12,000 websites, and 27,000 company reports. Publications come from 159 countries and in 22 languages.

[Regional Business News](#) from Ebsco

This full text database incorporates state and regional business wires including publications such as Crain's Cleveland, Crain's Detroit, and Crain's Southeast Michigan.

CORPORATE AND INVESTMENT SOURCES

Mergent Online from Mergent (formerly Moody/Mergent Manuals)

Mergent Online provides business information, including financial reports, company news and securities data. It contains company data and annual reports for both US and international public companies. US company data includes SEC filings.

Mergent Horizon from Mergent

Mergent Horizon provides company, industry, and product research and allows tracking of competitors, suppliers, products, and customers.

Mergent BondViewer from Mergent

Bondviewer provides information on corporate and municipal bonds.

Mergent InvestorEdge from Mergent

InvestorEdge contains financial information and corporate documents for over 4,000 US and international companies.

Thomson ONE Banker from Thomson Financial

Thomson One offers access to quotes, earnings estimates, financial fundamentals, market moving news, transaction data, corporate filings, ownership profiles and research from industry-leading sources. Use the "Jump to" button to open Thomson Research.

Morningstar

Basic investment materials including profiles of mutual funds are available for free.

Location: <http://www.morningstar.com/>

Research Insight by Standard & Poor

Research Insight gives quick access to financial data, company reports, performance graphs and documents. Fully customizable and completely accessible through Microsoft Excel, Research Insight allows for sophisticated financial modeling, back testing, multiple regression, industry analysis, stock screening, and stock selection.

Location: Stranahan Hall computer labs only

INTERNATIONAL, NATIONAL, STATE, AND LOCAL DIRECTORIES

[Business and Company Resource Center](#) from Gale

This multi-faceted database can be used as a directory for domestic and international businesses. Using the Advanced Search, select Content Area: Company Profiles/Products to look up companies by parent company, sales, product, city, state, NAICS, and other parameters.

[Mergent Online](#) from Mergent (formerly Moody/Mergent Manuals)

Mergent Online can also be used as a directory for public domestic and international businesses. Under the Advanced Search tab, many categories may be searched to create lists of companies.

[Thomson ONE Banker](#) from Thomson Financial

Thomson One can also be used as a directory for domestic and international businesses by using the Search for Companies button. Companies can be identified by industry, geography, financial criteria, and stock and earnings criteria.

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

This multi-volume set includes more than 112,000 companies listed with standard directory information and information about sales and number of employees when available. Particularly valuable are the financial rankings by SIC and NAICS and rankings by classification for each state.

Location: Carlson Library, Reference Collection, HG4057 .A3 W375x

LexisNexis Corporate Affiliations

This is now the "Who Owns Whom" guide for determining parent corporations, divisions, subsidiaries, and affiliates, and for determining whether a company is public, private, or international. It also includes brand name and geographic indexes.

Location: Carlson Library, Reference Collection, HG4057 .A219

Million Dollar Directory by Dun and Bradstreet

This multi-volume set includes America's largest public and private companies with sales over \$9 million or more than 180 employees. Includes geographic and SIC indexes.

Location: Carlson Library, Reference Collection, HC102 .D8

ThomasNet (formerly Thomas Register of American Manufacturers)

ThomasNet provides a comprehensive "yellow pages" of products and services.

Location: <http://www.thomasregister.com/>

Harris Ohio Industrial Directory

The Harris Ohio Industrial Directory provides company name, personnel, products, sales, and addresses of nearly 20,000 Ohio based manufacturers. Companies may be found by name, geographic location, SIC, or type of product. Industrial and manufacturers directories are also available for other nearby states.

Location: Carlson Library, Reference Collection, HD 9727 .O3 O37

D&B Principal International Businesses

50,000 leading companies in 133 countries are listed. Three sections list companies by country, industry, and alphabetically.

Location: Carlson Library, Reference Collection, HF54 .U5 P74

Directory of Foreign Firms Operating in the United States from Uniworld Business Publications

Foreign firms which own or have substantial investment in US firms are listed. Companies are listed alphabetically and by country of operation.

Location: Carlson Library, Reference Collection, HG4057 .A1 D51

Directory of American Firms Operating in Foreign Countries from Uniworld Business Publications

US firms with overseas operations are listed. Companies are listed alphabetically and by country of operation.

Location: Carlson Library, Reference Collection, HG4538 .A1 D5

INDUSTRY SURVEYS

[IBISWorld](#) from IBISWorld

This database contains information on over 700 U.S. industries and 8,000 US, Canadian, and international companies.

[Business Source Complete](#) from Ebsco

Industry information can be found by conducting a keyword search then clicking on industry profiles.

[Business and Company Resource Center](#) from Gale

B&CRC can be used to find industry reports from Datamonitor, *The Encyclopedia of American Industries*, and other sources.

[Mergent Online](#) from Mergent (formerly Moody/Mergent Manuals)

Mergent includes select industries for the US and international markets.

Manufacturing and Services by the International Trade Administration, US Department of Commerce

The US government gathers information on key industries.

Location: <http://www.ita.doc.gov/mas/>

Annual Survey of Manufactures: Geographic Area Statistics by US Census Bureau

National and state data by NAICS contains estimates of the value of product shipments as well as number of employees and workers and capital expenditures.

Location: <http://www.census.gov/mcd/asmhome.html>

Current Industrial Reports: Manufacturing, Mining, and Construction by US Census Bureau

National production and shipment information are provided for selected products arranged by NAICS subsector.

Location: <http://www.census.gov/cir/www/>

Industrial Production and Capacity Utilization - G.17 by the Federal Reserve

National data by industry is provided on a monthly basis.

Location: <http://www.federalreserve.gov/releases/G17/>

INDUSTRY RATIOS

Almanac of Business and Industrial Financial Ratios by Leo Troy

Ratio analyses of approximately 200 industries are provided by asset size for each included NAICS code.

Location: Carlson Library, Reference Collection, HF5681 .R25 T68

Industry Norms and Key Business Ratios by Dun & Bradstreet

Approximately 800 industry groups are covered, drawn from the financial statements of more than a million companies.

Location: Carlson Library, Reference Collection, HF5681 .R25 D84x

RMA Annual Statement Studies by Risk Management Associates

Financial and operating ratios for more than 700 lines of business are sorted by both asset size and sales.

Location: Carlson Library, Reference Collection, HF5681 .B2 R6x

ECONOMIC STATISTICS

US Census Bureau

US demographic and economic data is brought together here. An index of business and industry related data is provided at <http://www.census.gov/econ/www/index.html>.

Location: <http://www.census.gov/>

Business Statistics of the United States: Patterns of Economic Change by Bernan Press

Sections on national income and product, industrial production and capacity utilization, income distribution and poverty, consumer income and spending, saving and investment, business sales and inventories, government, US foreign trade and finance, prices, employment costs, productivity, profits, employment, hours, earnings, energy, money and financial markets, international comparisons, industry profiles, and historical data are included.

Location: Carlson Library, Reference Collection, HC101 .A131222

ACCRA Cost of Living Index by American Chamber of Commerce Researchers Association

This index provides cost of living differences among major urban areas (including Toledo). Included are a composite index and indexes based on different categories of consumer expenditure (grocery items, housing, utilities, transportation, health care, and miscellaneous).

Location: Carlson Library, Reference Collection, HB235 .U6 A57

TradeStats Express from the International Trade Administration, US Department of Commerce

Use TradeStats Express for National Trade Data and State Export Data by HS, SITC, or NAICS. Tables of imports and exports can be run between the US and other countries or between a US state and other countries.

Location: <http://tse.export.gov/>

International Financial Statistics by International Monetary Fund

Country data includes exchange rates, international liquidity, banking, interest rates, prices, production, international transactions, government finance, and national accounts.

Location: Carlson Library, Ready Reference, HG61 .I57

Statistical Yearbook by United Nations

A world and region summary is followed by tables on population and social statistics, economic activity, and international economic relations for each country.

Location: Carlson Library, Reference Collection, HA12.5 U63

ViewsWire from the Economist Intelligence Unit (EIU)

ViewsWire provides analysis articles on the key economic, political and business developments of over 200 countries.

Location: <http://www.utoledo.edu/library> under Research Databases

ADVERTISING AND MARKETING SOURCES

American Factfinder by US Census Bureau

US demographic data may be obtained by zip code, city, county, or state.

Location: http://factfinder.census.gov/home/saff/main.html?_lang=en

Demographics USA: County Edition by Market Statistics

Population demographics, Effective Buying Income (EBI), retail sales, and other consumer expenditures are provided for every US county.

Location: Carlson Library, Reference Collection, HF5415.1 .D46

Lifestyle Market Analyst by Standard Rate & Data Service

Major US Metropolitan areas are examined not only by demographic/household statistics, but also by lifestyles, activities, and consumer patterns. The 71 lifestyle activities are arranged in 7 categories (home life, good life, investing, outdoors, sports, hobbies, and high tech).

Location: Carlson Library, Reference Collection, HF5415.33 .U6 L54

Consumer Expenditure Survey by US Department of Labor

Buying habits of Americans including data on their expenditures, income, and consumer unit (families and single consumers) characteristics are shown.

Location: <http://www.bls.gov/cex/home.htm>

Broadcasting & Cable Yearbook by R.R. Bowker

This source primarily functions as a directory of broadcast television, cable, and radio stations. Information on the industry, programming, technology, professional services, associations, and government are also included.

Location: Carlson Library, Reference Collection, HE 8689 .B77

Editor & Publisher Market Guide

Marketing and business descriptions of US cities and communities supporting daily newspapers are collected. Retail sales rankings are included for cities, counties, and MSAs.

Location: Carlson Library, Reference Collection, HF5905 .E38

European Marketing Data and Statistics by Euromonitor

This work contains a wealth of information on market trends and consumer spending in Western and Eastern Europe.

Location: Carlson Library, Reference Collection, HA1107 .E87

Rand McNally Commercial Atlas and Marketing Guide

First published in 1876, this massive reference work includes maps and marketing data on more than 128,000 US locations.

Location: Carlson Library, Reference Collection, G1019 .R22

The Advertising Red Books by LexisNexis

Volume 1: Advertisers Business Classifications is arranged by broad product type. Each classification contains advertisers with directory information, sales, advertising expenditures, media used, key personnel, and advertising agency used when available. Volume 2: Advertisers Indexes contains product categories by state, a brand name index, SIC indexes, and a personnel index.

Location: Carlson Library, Reference Collection, HF5805 .S7 2004