

**Business Resources
KSU Libraries Resources
Compiled by Tom Marini**

Business Librarian

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532 2158

203 Hale Library

Business Subject Guide

www.lib.edu/subguides/business/index.html

Important Phone Numbers:

Reception Desk: 532 3014

General Reference Desk: 532 7421

KSU Libraries Website:

www.lib.ksu.edu

This provides links to the library catalog, databases, and library information.

Using Hale Library

- Social Sciences-Humanities/General Reference Collection (a.k.a.SocHum Ref) is located on the 2nd floor. Commercially produced business reference materials such as the business directories, company histories, business rankings, etc., are located here.
- Government Publications (a.k.a. GOVDOCS) is located on the 3rd floor. Here you will find trade & industry statistics (but not forecasts or info on particular companies). The GOVDOCS are filed using the SUDOC System, (Superintendent of Documents) so the call numbers are different from the Library of Congress (LC) or Dewey Classifications. For example if you are looking for info about Agriculture, you would go to the Federal Government Docs Section & look under "A" Agriculture. Each Federal Government Department is denoted by its first letter. D= Defense, E=Energy & so on. You may also go to the following Website for more info: www.access.gpo.gov/su_docs/fdlp/pubs/explain.html. You may also contact the GOVDOCS Department at 532 7449.
- Science Reference Collection is located on the 1st floor.
- If you come across a journal article or book you do not own, you may request a copy through InterLibrary Services (www.lib.ksu.edu/depts/ils/ils.html) The sooner you request an item, the better chance you will have in receiving it in time for your presentations.

How Do I Find Information?

- Company Filings/ Reports
- Company Directories & Associations
- Industry Reports
- News – Including Federal Government & Legal/courts

Company Directories

Company Directories provide varying amounts of information about companies both private and public. Some directories (*Standard & Poor's Register of Corporations, Directors & Executives*) are simply expanded phonebooks with brief lists of CEOs and directors, plus an estimated annual of sales, and number of employees. Other directories can include more comprehensive information, including background information on a company, its subsidiaries, & its competitors.

Print Resources in Hale Library

Business Plans Handbook
HD62.7 .B865 Vols 1-5

CorpTech Directory of Technology Companies
HG4057 .A16 15th Vols 1-4

D&B Million Dollar Directory
HC102 .D8 2006 Vols 1-5

Directory of Corporate Affiliations
HG4057 .A219 Vols 1-6 (2006 Available 10/06)

Directory of Multinationals
HD2755.5 .D57 2001 Vols 1-2

Dun & Bradstreet Industry Handbook
HG4907 .D86 Vols 1-5

Hoover's Handbook of American Business
HG4057 .A2862 Vols 1-2

Hoover's Handbook of Emerging Companies
HG4057 .A28618

Hoover's Handbook of World Business: Profiles of Major Global Enterprises.
HG4009 .H66

International Directory of Company Histories
HD2721 .D36

Standard & Poor's Register of Corporations, Directors, & Executives
HG4057 .A4

Thomas Register
T 12 .T6 2001 V-1-31 (Science Ref)

Ward's Business Directory of US Private & Public Companies
HG4057 .A575

World Market Share Reporter
HF5410 .M35 Vols 1-2

Hale Databases- Access to these fee-based databases is offered through KSU Libraries

Business & Company ASAP: Select Advanced Search from the bar on the left. Scroll to the bottom of the page. Select Company Profiles. click on Company Name from the Index Option. Enter Name.

Business Company Resource Center: This database will provide company histories, industry snapshots, market reaserach, investment reports, business ranking & news articles.

LexisNexis: Select Business, then Company Financial Information. Enter company name. Enter any terms to narrow the search. Select a source. Select or enter a date.

Mergent Online: Enter Company Name or Stock Ticker Symbol. See **Mergent Reference Guide.** This database provides comprehensive financials, up to(15 yrs), stocks prices (30 yrs), and industry reports that are updated 3 times per year.

Mintel: A new online resource that covers consumer and media markets research along with various demographics. Emphasis on the U.S & European markets. Requires your e-mail & a password.

Internet- These Internet sites are free & can be accessed by anyone.

CorporateInformation.com
www.corporateinformation.com

Wall Street Research Net
www.wsrn.com

Hoover's
www.hoovers.com

Yahoo! Finance
www.yahoo.com

Company Filing/Reports

Companies that are publicly traded in the US are required to file a variety of reports with the Securities and Exchange Commission (SEC). These filings are a goldmine of information as companies are required to report their financial condition publicly. This also includes any changes made by a company, mergers, and acquisitions, issues (legal, moral, etc) which could not only affect the company, but impact the company stock/stockholders or creditors. This information may also contain an overview of the company's industry, competitors, & foreword thinking statements as to the future of the company/industry and events/issues that could affect a company. The major source of financial and company information, will be found in the Annual (10-K) Reports, and Proxies (Def 14A) Be aware that there is a lag time between the period covered in the report and when the report is filed. It is normally a year.

Hale Databases

Mergent Online: Select "SEC CIK." Enter name of company, enter 10-k & then search.

LexisNexis: Select Business/SEC Filings & Reports. Search by company name, ticker symbol or an SIC Code. Select the type of file; (i.e. 10-K Reports, 8-K, 20F etc) Descriptions of the various files are provided at the bottom of the page. Select or enter date. click on the Search button.

Internet

Securities and Exchange Commission (SEC)

www.sec.gov (Select Search for Company Filings)

www.sec.gov/info/edgar/forms.htm (Provides descriptions of SEC Forms)

PWC EdgarScan

edgarscan.pwcglobal.com/recruit/edu.html

NOTE: Many companies offer the SEC filings on their own web pages: See Investor Relations.

News

News reports are a good way to begin research or to jump-start a project. There is a wealth of timely information available in journals/trade journals that will provide the researcher info on companies, individuals, players, issues, and government agencies that may also impact company news. This information is available by searching the library catalog to see if KSU subscribes to it.

Hale Databases

ABI/Inform, Business & Company ASAP, LexisNexis, and the National Newspaper Index are the best databases to search for news. Some articles will be full-text, (ABI-Inform) others may just be a citation or abstract. If you find a citation or abstract that looks useful to you, follow these steps:

- Write down all the information: author, title, journal title, journal issue/date and page number.
- Go to the library catalog www.lib.ksu.edu/catalog and do journal titles search. Remember to leave off the initial "a" "an" or "the." If you use these words, you will get an error message.
- If we own the journal, you still need to check if we own the particular issue you are looking for. You must also note the location of the journal/issue to see if it needs to be processed from an area other than Hale library. Many older journals are located at the KSU Annex.
- If we do not own the journal or the issue in question, you can request a copy through Interlibrary Services. <http://www.lib.ksu.edu/illm/>

Industry Reports

Industry Reports analyze how all companies in a particular industry operate. Typically, the reports will provide background information, current status and projections. These reports are available in print and electronic databases, and the sources range from business and the US Government.

Print Resources in Hale

Dun & Bradstreet/Gale Group Industry Handbook
(vols 1: *Chemicals & Pharmaceuticals*, v.2 *Computers & Software/Broadcasting & Telecommunications*, v.3 *Construction & Agriculture*, v.4 *Entertainment & Hospitality* v.5 *Insurance & Medicine & Healthcare* HG4907 .s7667

Information, Finance & Services USA HD9981.4 .I53

Manufacturing USA HD9721 .M364

Mergent Industry Review HG4963 .M68

Standard & Poor's Industry Surveys HG4501 .S7667

U.S. Industry & Trade Outlook
C 61.48: (GOVDOCS)

U.S. Industry Profiles: The Leading 100 HC106.82 .U6

Value Line Investment Survey
HG4501 .V26 Circulation

WEFA Industrial Monitor
HC101 .W44

Wholesale & Retail Trade USA

Internet Resources

International Trade Administration (ITA)
www.trade.gov also: www.export.gov

or <http://www.ita.doc.gov/td/industry/otea/>

KSU Libraries Business Subject Guide: Industries
Shows both Print & Electronic Subject Matter
<http://catnet.ksu.edu/subguides/business/index.html>

Mergent Online
www.mergentonline.com Click on Industry Reports

Mintel
www.mintel.com Log on E-mail/password. Click on International Reports or Mintel Reports USA

U.S. Census Bureau Current Industrial Reports
www.census.gov/ftp/pub/cir/www

U.S. Census Bureau's Annual Survey of Manufacturers
www.census.gov/prod/www/abs/industry.html

U.S. Department of Energy
<http://www.eia.doe.gov/>

Electronic Resources: Plunkett`s Industry Almanacs

- Electronic Books (e-books)
- Use Library Catalog
- Enter the term Plunketts in the search box
- Review the list of available titles & dates. Not all industries are covered
- Once a title is selected, click on title; this will take you to a page describing the book.
- Click on the Remote Access Link; this will take you to the NetLibrary website.
- Use either the table of contents on the left side of the page or the Previous & Next commands at the top of the document to navigate through the book. We also carry print versions of Plunkett`s in Hale Library Gen Ref.

Other Print Resources in Hale

Business Rankings Annual HG4050 .B88

Market Share Reporter HF5410 .M35

Hoover`s Handbook of American Business HG4057 .A2862 2 vols

Hoover`s Handbook of Emerging Companies. HG4057 .A28618

Hoover`s Handbook of Private Companies. HG.4057 .A28616

Hoover`s Handbook of World Business. HG4009 .H66

World Market Share Reporter HD2757.15 .W67