



## Company & Industry Research

Below are listed just a few sources for researching your target industry and companies. This is just the tip of the iceberg.

### Company Research Sources

1. The Big Boys: (all are paid services)
  - **Hoover's Online:** <http://www.hoovers.com/> - once self-proclaimed as "the ultimate source for company information," this Web site offers a lot of information.
  - **Dun & Bradstreet:** <http://www.dnb.com/us/> - the leading provider of global business information, tools, and insight.
  - **Lexis-Nexis:** <http://www.lexisnexis.com> - provides authoritative legal, news, public records and business information.
2. General: (most our free)
  - **Reference USA:** <http://www.uhls.org/uhrs/Databases/intpages/Refusa.htm> - detailed listing of 10.5 million businesses with the ability to search by company name, type of business, geography, business size and more. Available free at your local library or minimal fee for online.
  - **Business.com:** <http://www.business.com/> - great business search engine and its free.
  - **Corporate Information:** <http://www.corporateinformation.com/> - a great resource for researching companies and industries in the United States and around the world. Search for company and industry information -- or search by U.S. state or by country to find companies that operate within a specific geographic region. More than 350,000 company profiles. Free to job-seekers.
  - **Business Week Online:** <http://bwnt.businessweek.com/company/search.asp> - get information on more than 4,000 companies, including a corporate snapshot, related articles from the magazine, and company information from the Vault.com and WetFeet.com -- all in one easy location.
  - **The Investor Relations Information Network:** <http://www.irin.com/cgi-bin/main.cgi> - a clearinghouse of annual reports, fact books, and press releases.
  - **Web100 - Big Business on the Web:** <http://metamoney.com/w100/> - tracks the largest American and international companies on the Web (ranked by revenue), listing these corporations along with their Fortune500 and Global500 rankings. Can search for companies or scroll through rankings. Links under each company to sites that have more information about the companies.
  - **Canadian Business Resource:** <http://www.cbr.ca/> - offers in-depth information and profiles as well as links to more than 2,600 of Canada's top performing businesses -- some for free and some for a fee.
  - **Vault:** <http://www.vault.com/> - well-known for its insider reports on thousands of companies.
  - **The Stock Market Yellow Pages:** <http://www.stockmarketyellowpages.com/> - allows you to search for public companies based upon their descriptions, where you can then follow links to other sources (including Zack's, Hoovers, BigCharts, and more) of key information about the company.
  - **The Public Register's Annual Report Service:** <http://www.prars.com/> - includes the ability to order printed versions of annual reports (for free) and a service titled "Corporate Window," which provides various corporate and financial information for a select group of companies.
  - **The Forbes 500:** <http://www.forbes.com/500s/> - a comprehensive database of the 500 largest American public corporations as measured by sales, profits, assets, and market value.
  - **Forbes Largest Private Companies:** <http://www.forbes.com/private500/> - an annual ranking of the top private companies in the U.S., including number of employees, sales ranking, and a brief company description.

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- **Fortune Magazine Lists:** <http://www.fortune.com/> - a variety of lists of the "best" and largest public companies, as well as links to industry information, and other lists.
  - **The Inc. 500:** <http://www.inc.com/inc500/> - a listing and short description of the 500 fastest growing privately-held companies in the U.S.
  - **Better Business Bureau:** <http://www.bbb.org/> - includes links to companies that are members of the organization.
  - **Small Business Administration Online Library:** offers a great collection of information about business trends and small businesses.
3. Web-based Company Research Links:
- **Allstocks - World's Largest Investors Links:** <http://www.allstocks.com/links/> - where you can find links to all kinds of information about companies and industry analyses.
  - **Yahoo! Business and Economy:** [http://www.yahoo.com/Business\\_and\\_Economy/Companies/](http://www.yahoo.com/Business_and_Economy/Companies/) - provides links to company Web sites.
  - **The New York Public Library:** <http://www.nypl.org/research/sibl/company/c2index.htm> - this site is a guide to conducting basic research on U.S. and global companies.
  - **Thomas J. Long Business & Economics Library:** <http://library.berkeley.edu/BUSI/> - research assistance into researching companies and industries from the Walter A. Haas School of Business, University of California, Berkeley.

## Industry Research Sources

1. Web-based Industry Research Links:
- **Competia Express:** <http://www.competia.com/express/> - a great tool for job-seeker research, where you'll find research links (to associations, company information, online publications, and more) for more than 40 different industries.
  - **Fuld & Company:** <http://www.fuld.com/Tindex/I3.html> - an excellent source of information on a wide range of industries.
  - **Industry Link:** <http://www.industrylink.com/> - where you can find a vast collection of resources on 25 different industries.
  - **Industry Portals:** <http://www.virtualpet.com/industry/mfg/mfg.htm> - a nice collection of industry portals for many different industries.
2. Print Resources:
- **U.S. Industry & Trade Outlook:** DRI/McGraw-Hill, Standard & Poor's, U.S. Department of Commerce/International Trade Administration. DRI/McGraw-Hill.
  - **U.S. Industrial Outlook:** United States. Bureau of Industrial Economics.
  - **Standard & Poor's Industry Surveys:** Standard and Poor's Corporation.
  - **Annual Survey of Manufacturers:** Statistics for industry groups and industries (including capital expenditures, inventories and supplemental labor, fuel, and electric energy costs). United States. Bureau of the Census.
  - **Industry Norms and Key Business Ratios:** Dun & Bradstreet Credit Services.
  - **Almanac of Business and Industrial Financial Ratios:** by Troy Leo. Prentice-Hall.
  - **Annual Statement Studies:** Robert Morris Associates

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**Sales Leads & Research**

- **Sales Genie:** <http://www.salesgenie.com/> - including hard-to-find small, privately held businesses. Get in-depth profiles, company news and more. Free 2 week trial.
- **Idexec:** <http://www.idexec.com/index.asp> - an online global database of executives at the world's most important public, private, non-profit, and government organizations. idEXEC tracks 2 million executive decision-makers at 900,000 organizations in 172 countries – so you can find the right decision maker fast. Free trial.
- **Prospect Weekly:** <http://www.prospectswweekly.com/> - it is limited –but it is free and what you do get tend to be good.

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