

This guide will help you locate information on business and business-related topics. It is selective, including only major titles in the field. For additional resources check the Library Catalog (infoLink or Encore) under the appropriate subject headings, or ask for assistance from a reference librarian.

I. JOURNAL AND NEWSPAPER ARTICLES

Many times the only sources for information on specific companies, products, marketing strategies, etc., are articles in business journals. To locate these articles you must use an article database, such as one of those listed below. To get to these databases, go to the Libraries' homepage at <http://library.lib.binghamton.edu>, click on **metaLINK** and then **Management and Business**.

Business and Company Resource Center database
 Contains full-text articles and has both company and industry information. Includes company histories, products, occasional market share data, etc.

Business Source Premier database
 This database covers major business and trade journals as well as company and industry profiles, country reports, and market research reports. First place to go for business articles.

Emerald Library database
 Full-text coverage of a number of management and social science topics.

Factiva database
 Covers hundreds of newspapers, including the *Wall Street Journal*, but also has company, market, and stock information. An important resource.

LEXIS-NEXIS Academic Universe database
 Contains full-text articles from newspapers, trade journals, and accounting journals. Also has company news releases, wire stories, financial information, tax law, and much more.

ScienceDirect (Elsevier) database
 Despite the title, this database has good coverage of management articles in scholarly journals.

II. COMPANY INFORMATION

Company information is available in a wide variety of places. A few major sources are listed below. Be aware, that some of the article databases, such as *Business Source Premier*, *Lexis Nexis*, and *Factiva* also have company information sections.

Compact Disclosure (1988-2006) CD ROM Tables
 These are CD-ROMs containing information from SEC filings (e.g. annual reports, 10K, 10Q) from more than 6,000 companies. Irregularly updated through 2006.

Hoover's Handbook of American Business Ref HG 4057 .A242
 The Hoover's series of books provides brief, 2 page descriptions of companies.

Hoover's Handbook of Emerging Companies Ref HG 4057 .A28618

Hoover's Handbook of Private Companies Ref HG 4057 .A28616

Hoover's Handbook of World Business Ref HG 4057 .A244

Thomson Research

database

This is a full-text financial database, covering 10K, 20F, quarterly, and annual information on U. S. and international companies.

Mergent (formerly Moody's) Manuals:

Bank and Finance Manual (1954+)	Ref HG 4961 .M65
Company Archives Manual (2001+)	Ref HG 4028 .M4 M43
Industrial Manual (1954+)	Ref HG 4961 .M67
International Manual (1981+)	Ref HG 4751 .M66
Municipal & Gov't Manual (1955+)	Ref HG 4931 .M58
OTC Manual (1970+)	Ref HG 4961 .M7237
OTC Unlisted Manual (1986+)	Ref HG 4907 .M68
Public Utility Manual (1954+)	Ref HG 4961 .M7245
Transportation Manual (1954+)	Ref HG 4971 .M74

An index to all of the Moody's Manuals, the **Moody's Complete Corporate Index**, is shelved at Ref HG4961 .M66. The latest year of these manuals is kept in Reference, with previous editions in the regular stacks in the oversize section (2nd floor).

Thomson Research

database

This is a full-text financial database, covering 10K, 20F, quarterly, and annual information on U. S. and international companies.

III. INDUSTRY CODES

Many business guides and directories arrange information by industry classification codes. The two most common codes are SIC and NAICs. The NAICs codes will eventually replace the SIC codes. Additional codes are listed in the library guide **Industry Information Resources**.

Standard Industrial Classification Manual

Ref HF 1042 .A55

A guide to Standard Industrial Classification (SIC) codes, which are codes assigned to products and services by the U. S. government. The codes are used in numerous publications.

North American Industry Classification System

Ref HF 1042 .N66 1997

The NAICS codes were devised by the Department of Commerce, to replace the older Standard Industrial Classification (SIC) codes. The codes are now beginning to be used in government and commercial publications.

IV. INFORMATION ABOUT INDUSTRIES

Business & Company Resource Center, above, also has information on industries. For additional reference titles on industries, see the library guide **Industry Information Resources**.

Standard and Poor's Industry Surveys (1973+)

Ref HC 102 .S8

This quarterly survey provides analysis U.S. industries. Each section has several statistical tables, and information about individual companies within specific industries.

Mergent's Industry Review

Ref HG 4961 .M68

Has comparative financial statistics on individual public companies arranged by industry.

V. BUSINESS RATIOS

These sources provide the operating and financial ratios of many industries, arranged by SIC code. The *Thomson Research* database and the company section of the *Factiva* database have company ratios.

Almanac of Business and Industrial Financial Ratios Ref HF 5681 .R25 T68
Industry Norms and Key Business Ratios Ref HF 5681 .R25 I54
Robert Morris Ass'n. RMA Annual Statement Studies Ref HF 5681 .B2 R6

VI. STOCKS, BONDS, & MUTUAL FUNDS

Many of the services give statistics and analysis of stock, bond or mutual fund performance. The latest edition of these services is kept in reference, with previous editions shelved in the regular stacks under the same call number. For additional resources, see the guide entitled ***Finance and Investment***.

Compustat available via WRDS
Statistical information on thousands of stocks, as well as the U.S. stock market as a whole.

CRSP available via WRDS
Stock price information, including historical coverage on U.S. stocks.

Datastream workstation in the Gov't Docs Area
A statistical database that contains extensive stock, bond, and market information.

Mergent Bond Record (formerly, *Moody's*) (1973+) Ref HG 4905 .M78
Covers municipals, governmentals, corporates, and convertibles.

Morningstar Mutual Funds Ref Desk HG 4530 .M8
Analyzes and reports on over 1000 mutual funds, arranged by fund type.

Standard & Poor's Stock Reports Ref HG 4905 .S44
Provides two-page analyses on companies. Covers New York, American, NASDAQ, and regional exchanges.

Value Line Investment Survey Ref Desk HG 4501 .V26
Analyzes and reports on about 1,700 companies, grouped by industry.

WRDS (Wharton Research Data Services)
WRDS is the interface used to access the *Compustat*, *CRSP*, *Global Insight*, and other large financial and economic data files. Use of these files requires registration and is strictly restricted to Binghamton University faculty and students. It is geared towards graduate and faculty use. Contact the Business Librarian, Colleen Hailey, for more information.

VII. MARKETING SOURCES

A few of the major marketing sources are listed below. For a more detailed listing of resources, use the ***Marketing Resources*** guide. Be aware that the Federal Government publishes a wide range of statistics useful to businesses. For more information on these use the guide on ***Economic Data***.

CPA Community Profile Analysis--Binghamton NY SMSA (1979/80+) Ref HC 108 .B5 M3
Gives detailed demographic and business activity statistics for the Binghamton area. Also available for Tioga County.

Demographics USA County Edition (latest year only) Ref HF 5415.1 D6
This publication provides demographic and buying power information for U. S. by county. Includes maps.

MRI Plus

This database provides information on demographics, lifestyles, product and brand usage, and advertising media preferences. Requires (free) registration.

VIII. OTHER SOURCES

Business Statistics of the United States

Ref Desk HC 101 .A13122

Older editions Gov Docs C 59.11/3

Contains statistics on CPI (cost of living), employment, industry, and similar information of interest to business students.

IX. INTERNET RESOURCES

There is a vast amount of business information on the Internet. The Library has a homepage that will lead you to subject specific resources. To access it, go to the library's homepage at <http://library.lib.binghamton.edu>. Click on **Subject Resources**, then **Management & Business**.