

GUIDE FOR READERS

Company and Industry Information: Basic Sources

This guide provides information about company and industry-related print and electronic resources available in the KU Libraries, including the Regents Center Library at the KU Edwards campus in Overland Park, Kansas.

The databases and Web sites suggested for usage in this guide are available on networked library workstations and to authorized remote users via the KU Libraries Web site: <http://www.lib.ku.edu>. Some restrictions on remote access may apply. Assistance and suggestions for additional specialized resources is available from John Stratton, Subject Liaison to the KU School of Business (contact information may be found at the end of this document). Users may also post questions via the Ask a Librarian reference email service available via the libraries main Web page.

Basic Sources for Company and Industry Information

KU-licensed databases:

To use these resources, go to the KU Libraries Web site noted above and click on the link entitled "Information Gateway." From there, find the "By title A-Z link" and select the letter corresponding to the first letter of the title of the database.

Business and Company Resource Center

This database provides business and industry content in the following areas: periodical articles, news articles, and press releases; detailed information for domestic and international companies and associations, including information on corporate hierarchical structures; investment reports; corporate chronologies and company histories; brands and product information; industry and company rankings; financial overviews; industry overviews; HR Law Case Digests.

Business Source Premier

This database provides full text from more than 7,400 scholarly business journals (over 1,100 are peer-reviewed) and periodicals covering management economics, finance, accounting, international business and more. Business Source Premier contains full text from the world's top business journals and is particularly strong in both management and marketing, including Harvard Business Review and California Management Review. The database also holds country economic reports from the EIU, DRI-WEFA, ICON Group and CountryWatch. Business Source Premier contains expanded indexing and abstract back files for 300 top scholarly business journals dating back to 1965, or the first issue published (whichever is more recent). Additional full text, non-journal content includes market research reports, industry reports from Datamonitor, country reports, company profiles and SWOT analyses

Corporate Affiliations

This database allows the user to research corporate hierarchies ("who owns whom") to the seventh level of reporting relationships, starting with as little information as a brand name. The Directory of Corporate Affiliations(tm) database covers more than 200,000 of the most prominent U.S. and international public and private businesses and includes information about parent companies, affiliates, subsidiaries, and divisions worldwide to help you research corporate ownership.

Factiva

This database provides worldwide full text coverage of local and regional newspapers, trade publications, business newswires, press release wires, media transcripts, news photos, business-rich Web sites, investment analyst reports, market research reports, country and regional profiles, company profiles, historical market data. It includes current full text access to Wall Street Journal and may other important daily newspapers from around the globe.

ISI Emerging Markets

This database includes full-text primary news sources, financial data, statistics, and legal information. This source also includes a multilingual collection of news and information sources about the emerging markets of selected countries in Latin America, Europe, Asia, the Middle East, and North Africa.

Lexis Nexis Academic

This database provides access to: full-text of current news and up to the last 20 years; full-text company news & financial information; full-text federal, state & international legal materials; full-text and abstracted medical & health information; general reference sources.

Plunkett Research Online

Plunkett Research Online provides industry analysis, company profiles and market research information for over 30 industries. Also provided are links for job seekers. Access to older editions of Plunkett reference titles is provided under the **Archives** link.

Research Insight on the Web

Research Insight contains financial, statistical, and market data for U.S. and Canadian corporations, banks, savings and loans, ADR's/ADS's, business segments, geographic areas, industry composites and indexes. It includes coverage of annual and quarterly income statements, balance sheets, cash flow and supplemental data on publicly held companies. Research Insight on the Web is updated on a daily basis and requires a special plug-in to run through Excel.

Value Line Research Center

The Value Line Research Center includes on-line access to Value Line's leading publications covering stocks, mutual funds, options and convertible securities as well as special situation stocks. This service includes full subscriptions to: The Value Line Investment Survey; The Value Line Investment Survey - Small and Mid-Cap Edition; The Value Line Mutual Fund Survey; The Value Line Daily Options Survey; The Value Line Special Situations Service; The Value Line Convertibles Survey; and Exchange Traded Funds (ETFs).

Worldscope

This database comprises financial information on the world's largest companies. Coverage includes industrials, utilities, transportation, banks, insurance, and others. It is produced by Thomson Financial.

Suggested Web resources:

Annual Report Gallery

<http://www.reportgallery.com/>

AnnualReports.com (a division of IR Solutions) is an up-to-date listing of Annual Reports online. The directory is a free Internet service that will enable potential investors to review a company's annual report in an easy convenient manner

Best of the Best business web sites

<http://www.ala.org/ala/rusa/rusaourassoc/rusasections/brass/brassprotools/bestofthebestbus/bestbestbusiness.htm>

The BRASS Best of the Best Business Web Sites page serves as a subject guide to the 'Best of the Best' business Web sites in a number of broad business categories.

Current Industrial Reports

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

Since 1904, the Current Industrial Report (CIR) program has been providing monthly, quarterly, and annual measures of industrial activity. The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products.

US Census Bureau

www.census.gov

See Business links to the US Economic Censuses, NAICS codes, Survey of Business Owners, and much more.

US Securities and Exchange Commission

www.sec.gov

The primary mission of the U.S. Securities and Exchange Commission (SEC) is to protect investors and maintain the integrity of the securities markets. The SEC requires public companies to disclose meaningful financial and other information to the public, which provides a common pool of knowledge for all investors to use to judge for themselves if a company's securities are a good investment

PLEASE NOTE: Users are also encouraged to view individual company Web pages to learn more about specific companies in which they are interested. Users should look for links that read "About Us" or "Investor Relations" for more detailed company-related information.

Print resources:

Standard & Poor's Industry Surveys

HC 106.6 .S74

Anschutz Reference collection and Regents Center Reference collection

This source provides a comprehensive overview and analysis of industries with comparisons of leading firms and industry averages.

Market Share Reporter

HF 5410 .M35

Anschutz Reference collection and Regents Center Reference collection

These volumes provide snapshots from the trade press providing market position for companies and industries

Historical Background of Companies and Corporations

KU-licensed databases:

Business and Company Resource Center

This database includes the text of the *International Directory of Company Histories*. Covered Business and Company Resource Center are the largest public and private firms. See description above for additional information.

Company and Industry literature

KU-licensed databases:

These licensed KU databases provide access to business literature about a number of topics, including companies and industries. Many articles are presented in full-text.

ABI Inform

Provides abstracts of articles on business and management from U.S. and international professional publications, academic journals, and trade magazines; some full-text.

Business and Company Resource Center

Described above

Business Source Premier

Described above

EconLit

This database presents a comprehensive, indexed bibliography with selected abstracts of the world's economic literature, produced by the American Economic Association. It includes coverage of the major journals as well as articles in collective volumes of essays and proceedings, books, book reviews, dissertations, and working papers licensed from the Cambridge University Press Abstracts of Working Papers in Economics.

Emerald Full text

This database offers full content access to most journals published by Emerald. Subjects covered include management, HRM, and marketing, among others.

Expanded Academic ASAP

This database provides a combination of indexing, abstracts, images, and full text for scholarly and general interest journals embracing all academic disciplines, including business.

Factiva

Described above

Lexis Nexis Academic

Described above

Proquest Research Library

Research Library, formerly known as Periodical Abstracts, is a comprehensive database available through the ProQuest online system. It indexes and abstracts general interest magazines and scholarly journals, trade publications, magazines and newspapers in the social sciences, humanities and sciences. The database includes more than 3820 titles -- over 2550 in full text -- from 1971 forward. Topics covered include arts, business, education, general interest, sciences, and social sciences.

Sage Journals Online

This database provides access to SAGE publications in business, humanities, social sciences, and science, technology and medicine.

Wall Street Journal

The financial newspaper of record offering in-depth coverage of national and international finance as well as first rate coverage of hard news. Coverage extends from 1984 to 24 hours ago. The Wall Street Journal may also be found in ABI Inform and Factiva.

Financial ratios for industry groups

Print resources:

Almanac of Business and Industrial Financial Ration

HF 5881 .R25 T68

Anschutz Reference collection and Regents Center Reference collection

Industry Norms and Key Business Ratios

HF 5681 .R25 I52

Anschutz Reference collection and Regents Center Reference collection

RMA Annual Statement Studies

HF 5681 .B2 R6

Anschutz Reference collection and Regents Center Reference collection

Standard & Poor's Industry Surveys

HC 106.6 .S74

Anschutz Reference collection and Regents Center Reference collection

Library Subject Specialists

The KU Libraries have subject specialists in many areas that may be of interest to those seeking business information, particularly international business information. A list of subject specialists may be found on the Libraries' Web site at: <http://www.lib.ku.edu/staffphonenumberlist/subjectspecialists.cfm>

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