

BUSINESS

The purpose of this Study Guide is to help you locate information on business through the use of carefully selected reference sources available in the D. Leonard Corgan Library. If you have any questions, do not hesitate to ask a Reference Librarian for help.

BUSINESS INDEXES AND ABSTRACTS

ELECTRONIC DATABASES

Academic Search Premier

Full text coverage for more than 4,600 scholarly publications from virtually every academic discipline. Citations and indexing for items dating back to 1975.

Business Source Premier

Provides full text articles for over 8,500 scholarly business journals and other sources. Full text provided for top business publications dating back to 1922.

Lexis-Nexis Academic

Covers many national and international newspapers and journals. Indexing goes back more than twenty years for some titles. Provides much information in the areas of business and finance. Most articles are available in full text.

Mergent Online

Provides current, authoritative information on all major foreign and domestic companies which trade stock on the major U.S. Exchanges. Entries include a description and history of each company, a list of subsidiaries, detailed financial information, and facts and figures about the companies' executives.

Value Line Online

Provides comprehensive information about stocks, the stock market, industries and the economy.

PRINT INDEXES

Business Periodicals Index (1958 to 1996)

An index to periodicals in the fields of accounting, advertising, banking and finance, insurance, marketing and purchasing, taxation, etc.

Wall Street Journal Index (1958 to date)

News about companies, products, and industries.

BACKGROUND INFORMATION

R
650
En19E

Encyclopedia of Business

Explains business concepts, issues, and terms, and covers current and historical areas of interest. Includes "see also" references, "further reading" sections, and charts, graphs, and tables. Provides both a General Index and a Discipline Index, which offers subject access and is organized by 31 disciplines.

R
650.03
H584F

Field Guide to Business Terms

Harvard guide to business terms and concepts for managers. Contains essays and definitions on various topics in business.

COMPANY AND INDUSTRY INFORMATION

R
658.4
K122B

Business Plans Handbook

Contains actual business plans.

Ready
Reference

R
658.8
D396D

Demographics USA: County Edition

Contains maps and demographic, economic and commercial/industrial estimates. It also provides race/ethnicity, age/sex groups and household related data, Effective Buying Income, retail sales, consumer expenditure data, establishment, employment, occupation and population data and projections.

R
332.63
D628D

Directory of American Firms Operating in Foreign Countries

Lists U.S. corporations having subsidiaries or affiliates in foreign countries. Only commercial firms having a substantial, direct capital investment are included. There is dual access either alphabetically by company name or by foreign country in which the firm operates.

R
658.8705
D628D2

Directory of Discount and General Merchandise Stores

Contains information on companies, including indexes of leading companies, as well as lists of the top 50 discount department stores, general merchandise companies and specialty retailers.

R
338.7402
D628D

Directory of Foreign Firms Operating in the United States

Lists and includes descriptive information on more than 1600 foreign firms and the businesses which they own in the U.S., including only the American Headquarters or one major location of each subsidiary or affiliate. Foreign firms are arranged both by country and alphabetically, and an alphabetical listing of all American affiliates is provided.

R
338.0973
En19E

Encyclopedia of American Industries

Comprehensive coverage of a wide range of industries in America including both manufacturing industries and non-manufacturing industries. Provides historical information, current trends and statistics, organization of the industry, industry leaders, work force information, technological advances, graphs, and suggested reading. Includes both a general and industry index.

R
332.63
En19E

Encyclopedia of Consumer Brands

Emphasizes prominent America brands that have been popular since the 1950's.

Ready
Reference
R
338.058
H244H

Harris Pennsylvania Industrial Directory

Published annually in cooperation with the Pennsylvania Department of Commerce, this directory lists manufacturers and distributors in the state. It also provides descriptive and statistical data. Arrangement is by county and city with alphabetical company name index, classification by product, and a SIC code index.

R
332.63
In811

International Directory of Company Histories

A multi-volume set that traces the historical development of over 2,500 of the world's most important companies. The companies, leaders in their industries or geographical locations, may be public, private, or non-profit. The set includes cumulative indexes for companies and industries, as well as bibliographies.

Ready
Reference
R
332.312
M341M

Market Share Reporter: An Annual Compilation of Reported Market Share Data on Companies, Products, and Services

Compiles market share information from periodical literature for North America with entries falling into the following categories: corporate market shares, institutional shares, brand market shares, and product, commodity, service, and facility shares. Includes comprehensive indexes for products, companies, brands, places, sources, and SIC codes.

R
338.058
M245M1

New Jersey Manufacturers Directory

Information on firms and executives, alphabetically by firm name and geographically by county and city.

R
338.058
M245M2

New York Manufacturers Directory

Information on firms and executives within the state

Ready
Reference
R
332.63
St24S3

Standard & Poor's Industry Surveys Quarterly

An entrée into the analysis of major domestic industries plus an examination of the industry's prospects, problems and trends. Also provides comparisons of the industry's leading companies' sales and earnings. A good starting point for industry information. Back volumes are retained in the regular reference stacks.

R
332.63
St24S3

Standard & Poor's Stock Reports

This service includes a set of volumes for each of the three major U.S. stock exchanges: NYSE, AMEX, and OTC. The arrangement is alphabetical by company name. This source is intended for investors, but can be useful for any researcher.

INDUSTRIAL AND FINANCIAL RATIOS

Ready
Reference
R
338.5
T759A1

Almanac of Business and Industrial Financial Ratios

Figures on corporate performance compared to an industry as a whole and to corporations of similar size based on IRS data. Presents industry performance figures and ratios for ten years.

BUSINESS RANKINGS

Ready
Reference
R
016.3387
B964B

Business Rankings Annual

Compiled by librarians from current periodical sources and intended to provide quick answers to the questions most often asked regarding business rankings. Provides top ten lists, which are organized by subjects and arranged alphabetically. Includes a comprehensive index.

STATISTICS AND MARKETING DATA

The sources in this section present information useful in market and financial analysis. They provide detailed demographic figures on the nation, states, counties, and cities, as well as up-to-date estimates on income groups, age groups, advertising, sales, personnel, etc.

Atlas Stand

Rand McNally Commercial Atlas & Marketing Guide

Reference
Department

Includes U.S. and Canadian regional and metropolitan area maps as well as data on U.S. transportation and communications, economy (including business, manufactures, and retail sales), and population. Provides state maps with an index of places and statistics.

Periodicals
(Court Level)

Survey of Current Business (1921 - 2004)

Descriptive and statistical material on basic income and trade developments in the U.S. Prices, foreign trade, commodities, industries, as well as economic accounts of the U.S. Published by the U.S. Department of Commerce.

R
317.3
Un3C

County and City Data Book

Latest available census figures for each county and for the larger cities in the U.S., as well as summary figures for states, geographical regions, metropolitan areas, etc.

Ready
Reference
R
317.3
Un3S

Statistical Abstract of the United States U.S. Bureau of the Census

Summarizes statistics on all aspects of American life for the United States and includes some international statistics.

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