

# GUIDE TO BUSINESS RESEARCH



## Electronic Resources

The sources listed below have been compiled for students as a starting point for conducting research through subscription databases and on the World Wide Web. Students are encouraged to continue their research using the print resources beginning on page five and others that can be located via our online catalog (WebCat.)

### **EBSCOhost Databases:**

#### **Academic Search Premier**

This multi-disciplinary database (covering many subjects) offers abstracts and full-text articles from thousands of magazines as well as scholarly publications; many are peer-reviewed. Major topics included are business (communication, cycles, education, enterprises, ethics, and planning.)

#### **Business Source Premier**

This business database provides the full text for more than 2,300 journals, including full text for more than 1,100 peer-reviewed business publications, including full text (PDF) for more than 350 of the top scholarly journals dating as far back as 1922. Additional full text, non-journal content includes market research reports, industry reports, country reports, company profiles and SWOT analyses.

#### **D&B Key Business Ratios**

Provides 14 key business ratios for industries in areas of solvency, efficiency and profitability. It is searchable by industry name and SIC code with reports that can be printed in spreadsheet format.

#### **Hoover's Online**

Hoover's covers more than 12 million public and private companies from all industries, government entities, universities, consortia, not-for-profits, and professional sports teams from around the world, as well as companies that have gone out of business. This database can be used to find up to ten years of financial information, current company reports and company histories. All company reports, company financials and news content is updated daily.

#### **LexisNexis Academic Universe**

While this service is very well known for its legal and news information, their business section includes industry news, company financial reports, company profiles, and a searchable SEC Filings & Reports. If you are researching a company or industry, their guided news service allows very specific searching.

#### **Mergent Online**

Mergent Online is a source for finding fifteen years' worth of company financial information, personnel information, assets, SEC filings, and histories for more than 10,000 publicly owned companies from around the world.

## *Using the Internet for Research*

**Note: When conducting research on the Internet, it will be helpful to consider a few points.**

- The Internet is full of information that is not scholarly, updated, and/or unbiased.
- Consider using domain searching (.edu, .gov, .org.) to improve the quality of your searches. You can limit your searches by using the advanced features of search engines such as Google.
- Determine who wrote, gathered, or sponsored the page or information.
- You should be somewhat skeptical of sites that contain a lot of advertising for products or services.
- Try to determine if the information is current by looking for a date listed when the site was created or last updated.

### *Business Library Online:*

#### **Boston Public Library - Business Branch**

<http://www.bpl.org/research/kbb/kbbhome.htm>

This site has some excellent links that can be found through their “Business Bookmarks” (rates, census, indexes, and historical stock quotes) and “Selected Business Websites by Subject.” Their links include national and international directories, trade and export data, news, investment resources (stocks, bonds, IPO’s), economic, industry, rates, indexes, statistics, demographics, and links to other business libraries among many others.

### *Academic and Research Web Sites:*

#### **Librarians Index to the Internet**

<http://www.lii.org/pub/topic/busfinjobs>

Reliable business websites chosen by librarians.

#### **Internet Public Library**

<http://www.ipl.org/div/subject/browse/bus00.00.00/>

University of Michigan sponsored site with a variety of business websites.

#### **Social Science Information Gateway**

<http://www.sosig.ac.uk/business/>

UK based site sponsored by universities with “high quality...social science, business, and law” resources.

#### **University of South Carolina Libraries**

<http://www.sc.edu/library/pubserv/selsites.html>

<http://www.sc.edu/library/pubserv/reference.html>

Categorized list of sites including reference materials online and special “business search” sites.

#### **American Library Association, Best of the Best Business Websites**

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

The ALA compiles lists of online sources approved by librarians. The subject index offers broad categories for you to browse.

### *U.S. Government Web Sites:*

The United States federal government gathers tremendous amounts of information and statistics on a wide array of subjects. The Websites below are excellent places to start searching for business, economic, financial, and industry information on the World Wide Web.

#### **Business.gov**

[http://www.business.gov/topics/research\\_resources/](http://www.business.gov/topics/research_resources/)

Government links for business including country and trade data, business and employment data, and free government publications.

#### **FedStats**

<http://www.fedstats.gov/>

This webpage is called the “gateway to statistics” for over 100 U.S. Federal Agencies. You can quickly search for data by topic or agency.

#### **FirstGov**

<http://firstgov.gov>

This site is sponsored by the General Services Administration and claims to be “the gateway to all United States government information.” In addition to a browsable directory of government information, it includes a search engine that aims to index all Federal (and state) government Web sites.

#### **Google US Government Search**

<http://www.google.com/ig/usgov>

Google has created a special portal that searches exclusively for government information on the web. Local, state, and federal government sources are all included and the front page includes recent news headlines.

#### **U.S. Department of Labor, Bureau of Labor Statistics**

<http://www.bls.gov/>

Economic, consumer, wage, employment, industry, demographic, spending, occupational, safety and health data are all available from this excellent and well organized site.

#### **US Securities and Exchange Commission**

<http://www.sec.gov/edgar.shtml>

This website offers free financial data including quarterly and annual reports on most U.S. public companies such as 10K and 10Q filings. In addition to corporate filings, news, laws and regulations, a quick EDGAR tutorial is offered on this site.

### *Free Commercial Websites:*

#### **Big Charts**

<http://bigcharts.marketwatch.com/>

This website offers a variety of options to create stock charts and graphs. The historical stock information is particularly useful (see historical quotes.)

#### **CEO Express**

<http://www.ceoexpress.com/default.asp>

A site with an extensive list of business, news, government, reference, law, and technology links.

#### **CNN Money**

<http://money.cnn.com/>

This site has concise information on US and global markets as well as stock market data.

**Fuld & Company**

<http://www.fuld.com/Tindex/I3.html>

An established competitive intelligence firm (business and industry research.) Their website offers links to numerous and useful free online resources.

**Google Business Directory**

<http://directory.google.com/Top/Business/>

Thousands of business links and resources online.

**Yahoo Finance**

<http://finance.yahoo.com/>

A substantial amount of free information and data including news, financials, stock research including current and historical data, and currency data. Yahoo has created an “Education Center” with some interesting glossaries and tutorials.

## **Print Resources**

### ***DICTIONARIES***

AYER GLOSSARY OF ADVERTISING AND RELATED TERMS.	REF HF5803 .A84 1972
DICTIONARY FOR ACCOUNTANTS.	REF HF5621 .K6 1975
DICTIONARY OF BANKING TERMS.	REF HG151 F57 1990
DICTIONARY OF BUSINESS & MANAGEMENT.	REF1001R79 1993
DICTIONARY OF FINANCE.	REF HG151 .A86 1987
DICTIONARY OF MARKETING.	REF HF5415 .O76 1988
ECONOMICS DICTIONARY.	REF HB61 .M54 1976
HUMAN RESOURCES GLOSSARY.	REF HF5549 .A23 T73 1991
LABOR, EMPLOYMENT, AND THE LAW: A DICTIONARY.	REF KF3317 .A54 1997
MCGRAW HILL DICTIONARY OF MODERN ECONOMICS. 3 <sup>rd</sup> ed.	REF HB61 .M3 1983
NEW PALGRAVE: A DICTIONARY OF ECONOMICS.	REF HB61 .N49 1987
NEW PALGRAVE: A DICTIONARY OF MONEY AND FINANCE.	REF HG151 .N48 1992
PRENTICE-HALL DICTIONARY OF BUSINESS, FINANCE, AND LAW.	REF KF887 .R53 1983

### ***DIRECTORIES***

D & B MILLION DOLLAR DIRECTORY. ANNUAL.	REF TABLE HG4057 .A2
D & B PRINCIPAL INTERNATIONAL BUSINESSES. ANNUAL.	REF TABLE HF54 .U5 P74
DALTON'S PHILADELPHIA METROPOLITAN DIRECTORY.	REF HC108 .P5 D36x 1990
DELAWARE BUSINESS DIRECTORY.	REF HF5065 .D3 D45 1994
EVERYBODY'S BUSINESS: A FIELD GUIDE TO THE 400 LEADING COMPANIES IN AMERICA.	REF HD2741 .M65 1990
INTERNATIONAL DIRECTORY OF COMPANY HISTORIES.	REF HD2721 .I63 1988-92

NEW JERSEY DIRECTORY OF MANUFACTURERS. REF HD9727 .N5 N38 1996-97

PENNSYLVANIA DIRECTORY OF MANUFACTURERS. REF HD9727 .P4 P426 1997-98

WORLD BUSINESS AND ECONOMIC REVIEW. 3<sup>rd</sup> ed. REF HF5001 .W67 1994

### ***ENCYCLOPEDIAS AND ALMANACS***

A FINANCIAL HISTORY OF THE UNITED STATES. REF HG181 .M297 2002

ENCYCLOPEDIA OF AMERICAN BUSINESS. REF HF 1001 .E463 2004

DESK BOOK ENCYCLOPEDIA OF EMPLOYMENT LAW. REF KF3314 .D47 1998

ENCYCLOPEDIA OF AMERICAN ECONOMIC HISTORY. REF HC103 .E52 1980

ENCYCLOPEDIA OF AMERICAN INDUSTRIES. REF HC102 .E53 1994

ENCYCLOPEDIA OF ASSOCIATIONS. REF HS17 .G323 1996

ENCYCLOPEDIA OF BANKING AND FINANCE. 8<sup>th</sup> ed. REF HG151 .M8 1983

ENCYCLOPEDIA OF BUSINESS. REF HF1001 .E466 1995

ENCYCLOPEDIA OF ECONOMICS. REF HB61 .E55 1982

ENCYCLOPEDIA OF OCCUPATIONAL HEALTH AND SAFETY. 4<sup>th</sup> ed. REF RC963.3 .E53 1998

ENCYCLOPEDIA OF SMALL BUSINESS. REF HD62.7 .H553 1998

HISTORY OF ACCOUNTING: AN INTERNATIONAL ENCYCLOPEDIA. REF HF5605 .H573 1996

INTERNATIONAL ENCYCLOPEDIA OF PUBLIC POLICY AND ADMINISTRATION. REF H97 .I574 1998

### ***GUIDES***

BASIC BUSINESS LIBRARY: CORE RESOURCES. 3<sup>rd</sup> ed. REF Z675 .B8 B37 1994

BLR's QUICK GUIDE TO EMPLOYMENT LAW. REF KF 3320 .B58 2000

BUSINESS INFORMATION SOURCES. REF Z7164 .C81 D16 1985

THE ECONOMIST GUIDE TO ECONOMIC INDICATORS. REF HA29 .E28 1997

HANDBOOK OF BUSINESS INFORMATION: A GUIDE FOR LIBRARIANS, STUDENTS, AND RESEARCHERS. REF Z7164 .C81 S7796 1988

1997 HARVARD BUSINESS SCHOOL CORE COLLECTION.	REF HF5030 .A12 H3 1997
INTERNATIONAL BUSINESS INFORMATION.	REF HF54.5 .P33 1998
LEGAL GUIDE TO HUMAN RESOURCES. SERIAL.	REF KF3319 .P472
LETITIA BALDRIGE'S NEW COMPLETE GUIDE TO EXECUTIVE MANNERS.	REF HF5389 .B34 1993

***HANDBOOKS***

AMERICAN WORKING WOMEN: A STATISTICAL HANDBOOK.	REF HD6094 .A55 1992
BROADCASTING AND CABLE YEARBOOK.	REF HE8689 .B77 1996
HANDBOOK OF INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY. 2 <sup>nd</sup> ed.	REF HF5548.8 .H265 1990
HANDBOOK OF U.S. LABOR STATISTICS.	REF HD8064 .H38 1998
HANDBOOK OF UNITED STATES ECONOMIC AND FINANCIAL INDICATORS.	REF HC106.8 .O47 2000
HOOVER'S HANDBOOK OF AMERICAN BUSINESS.	REF HF3010 .H66 2003
HOOVER'S HANDBOOK OF EMERGING COMPANIES.	REF HF3010 .H66 2003
HOOVER'S HANDBOOK OF PRIVATE COMPANIES.	REF HF3010 .H66 2003
HOOVER'S HANDBOOK OF WORLD BUSINESS.	REF HF3010 .H66 2003
HOOVER'S HANDBOOK OF AMERICAN BUSINESS: PROFILES OF OVER 750 MAJOR CORPORATIONS.	REF HD2709 .H66 1993
HUMAN RESOURCES EXECUTIVE'S SURVIVAL GUIDE TO THE AMERICANS WITH DISABILITIES ACT.	REF KF480 .M67 1992
HUMAN RESOURCES YEARBOOK, 1997-1998.	REF HF5549.2 .U5 H85 1997-98
MARKETING SCALES HANDBOOK, VOL. II.	REF HF5415.3 .785 1996
MRI BANKERS' GUIDE TO FOREIGN CURRENCY.	REF HG353 .M75 1992
NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM.	REF TABLE HF1042 .N67 1997
ORGANIZATION CHARTS: STRUCTURES OF 200 BUSINESS AND NON-PROFIT ORGANIZATIONS.	REF HD38 .O738 1996
VEST-POCKET MBA.	REF HF5635 .S55295 1997
THE PORTABLE MBA DESK REFERENCE.	REF HF5356 P67 1994

### ***INDUSTRY INFORMATION***

ALMANAC OF BUSINESS AND INDUSTRIAL FINANCIAL RATIOS.	REF HF5681 .R25 T68 1999
INDUSTRY NORMS AND KEY BUSINESS RATIOS.	REF HF5681 .R25 .I525 2003
MERGENT BOND RECORD. MONTHLY.	REF TABLE HG4905 .M78
MERGENT DIVIDEND RECORD. TWICE-WEEKLY.	REF TABLE HG4537 .M66
MERGENT HANBOOK OF COMMON STOCKS. QUARTERLY.	REF TABLE HG4905 .M815
MERGENT'S INDUSTRY REVIEW. BIWEEKLY.	REF TABLE HG4961 .M68
PUBLIC UTILITY MANUAL AND NEWS REPORTS. WEEKLY.	REF HG4961 .M7245
RMA ANNUAL STATEMENT STUDIES. ANNUAL.	REF HC14 .R63
STANDARD AND POOR'S INDUSTRY SURVEYS. QUARTERLY.	REF TABLE HC106.4 .S74
TRANSPORTATION MANUAL AND NEWS REPORTS. WEEKLY.	REF HG4971 .M74
VALUE LINE INVESTMENT SURVEY. WEEKLY.	REF TABLE HG4501 .V26

### ***SOURCES OF STATISTICS***

BUSINESS STATISTICS OF THE UNITED STATES.	REF HC101 .A131222 1995
ECONOMIC INDICATORS HANDBOOK.	REF HC103 .E26 1992
HANDBOOK OF UNITED STATES ECONOMIC AND FINANCIAL INDICATORS.	REF HC106.8 .O47 2000
INTERNATIONAL TRADE STATISTICS YEARBOOK. ANNUAL.	REF HF91 .U473
STATISTICAL ABSTRACT OF THE UNITED STATES. ANNUAL. (CURRENT ISSUE – RESERVE DESK)	REF HA202 .S7

## **Business Periodicals at Wilmington College**

- ABA Banking Journal
- Academy of Management Review
- American Economic Review
- American Journal of Economics and Sociology
- Banking Strategies
- Barron's National Business
- Business 2.0 (formerly eCompany Now)
- Business Economics
- Business Ethics
- Business Horizons
- Business Periodicals Index
- Business Week
- Chicago Economic Perspectives
- Economic Indicator
- Economist
- Information Management Journal
- Information Resource Management Journal
- Journal of Accountancy
- Journal of Business
- Journal of Business Ethics
- Journal of Economic Education
- Journal of International Business Studies
- Journal of Marketing
- Journal of Marketing Education
- Journal of Small Businesses
- Journal of System Management
- Journal of World Businesses
- Kiplinger's Personal Finance Magazine
- Logistics Management and Distribution Report
- Management Accounting
- Management International Review
- Management Review
- Management Science
- Marketing Health Services
- MIR: Management International Review
- MIT Sloan Management Review
- Money
- Nation's Business
- New Castle Business Ledger
- New England Economic Review
- Sales and Marketing Management
- Supervisory Management
- University Business

### ***Human Resources***

- HR Focus (formerly Personnel)
- HR Magazine
- Human Resource Development
- Human Resource Management
- Journal of Human Resources
- Workforce (formerly Personnel Journal)

### ***Sports***

- Athletic Business
- Athletics Administration
- NCAA News
- Sport Marketing Quarterly
- Sports Illustrated
- Street and Smith's Sports Business Journal

### ***Local and National News***

- Delaware State News
- New Castle Weekly
- New York Times
- Newsweek
- US News and World Report
- Wall Street Journal
- Wilmington News Journal