Finding information on particular companies or industries depends on factors such as if they are public or private, and if they are regional, national, or international in size and scope. Hopefully the print and online resources listed below will be helpful, but you may also want to access additional resources at your local public library or nearby university libraries.

**Library Books**


**Keywords**

Depending on the information that you need, some of these keywords may help with your search: SWOT (strengths, weaknesses, opportunities, threats), Corporate climate, Market share, Business plan, Forecast, Outlook, Annual sales, Annual report, Acquisition, Expansion, Prospectus

**Virtual Library Databases**

Click on ‘Research Databases’ on the Virtual Library webpage (on the gray bar at the top). They have full-text articles from magazines, journals, newspapers, and other sources. Useful databases include:

- Mergent Online
- Reference USA

**EBSCOhost databases, including:**

- Academic Search Premier
- Business Searching Interface
- Business Source Complete
- GreenFILE
- MasterFILE Premier
- Newspaper Source
- Regional Business News
- Vocational and Career Collection
Websites

*(don’t forget to see what information is on the company’s own website!)*

**Guides for Researching Companies & Industries**


Company Research Guide (Rutgers University)  [http://libguides.rutgers.edu/content.php?pid=136604&sid=1170121](http://libguides.rutgers.edu/content.php?pid=136604&sid=1170121)


**Government Websites**


FedStats (wide range of statistics from many government agencies)  [www.fedstats.gov](http://www.fedstats.gov)

NAICS (North American Industry Classification System) Codes  [www.census.gov/eos/www/naics](http://www.census.gov/eos/www/naics)


SIC (Standard Industrial Classification) Codes  [www.osha.gov/pls/imis/sicsearch.html](http://www.osha.gov/pls/imis/sicsearch.html)

Small Business Development Center  [www.sbdcnet.org](http://www.sbdcnet.org)

Statistical Abstract  [www.census.gov/compendia/statab](http://www.census.gov/compendia/statab)


**Other Websites**

Annual Reports.com  [www.annualreports.com](http://www.annualreports.com)

Morningstar  [www.morningstar.com](http://www.morningstar.com)


Hoover’s Profiles  [www.answers.com/library/Hoover’s%20Profiles](http://www.answers.com/library/Hoover’s%20Profiles)

S&P Dow Jones Indices  [www.djindexes.com](http://www.djindexes.com)

Bloomberg  [www.bloomberg.com](http://www.bloomberg.com)

This pathfinder will get you started, but doesn’t list all the resources in our library or online. It is also posted on the Hampton Virtual Library webpage at  [http://vl.bryantstratton.edu](http://vl.bryantstratton.edu)

Questions? Ask a Hampton Campus Librarian!