



# RESEARCH GUIDE

## Industry Analysis

✦ For access to the Web-based guide *Resources in Business* connect to:  
<http://www.lib.uconn.edu/online/research/bysubject/busimain.htm>

✦ For access to UConn Libraries Online Reference Books (eBooks) in *Business* connect to:  
<http://www.lib.uconn.edu/online/research/refbooks.html>

### Overview

#### *Business & Company Resource Center*

<http://www.lib.uconn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Business & Company Resource Center

This resource offers a variety of company, industry and product information. It has excellent industry coverage. This includes industry snapshots; organization and structure; rankings; background and development; current conditions; leaders; and international coverage.

#### *Industry Research Desk*

<http://www.virtualpet.com/industry/rdindex2.htm>

Provides information on ways to research an industry and links to industry information.

#### *Investext Plus*

<http://www.lib.uconn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Investext Plus

*Investext Plus* provides full text access to the top brokerage firm, investment bank, and trade association reports complete with charts, statistics, photographs and graphics on companies, industries and global markets.

#### *Standard & Poor's NetAdvantage* 1996+

<http://www.lib.uconn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Standard & Poor's NetAdvantage

**Backfile:** *Standard & Poor's Industry Surveys*, Babbidge Library, Level 2S / HC 106.6 S74 1975-2001

Includes current prospects, trends, statistics, and historical data on 50 major U.S. industries.

#### *Value Line Investment Survey: Ratings and Reports* weekly

<http://www.lib.uconn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Value Line Investment Survey

**Backfile:** Babbidge Library, Level 3/ Microform Research Collection, Microfiche 1980+

Offers full page individual stock reports (company's past performance, current status, outlook) and industry reviews.

### Codes

*International Standard Industrial Classification of All Economic Activities* [Statistical Papers. Series M. No. 4 Rev. 3]

**Ref. HF 1041 I58 1990**

<http://unstats.un.org/unsd/cr/registry/regcst.asp?Cl=17&Lg=1>

Provides the classification of industries with descriptions of each industry covered.

This system is used in the:

*International Trade Statistics Yearbook* **Ref. HF 91 U437**,

*Commodity Trade Statistics* **UN-ST/STAT/Ser.D/** and <http://unstats.un.org/unsd/comtrade/> [as Comtrade guest]

*Monthly Bulletin of Statistics* **Ref. HC 57 U66**

*World Trade Annual* and its supplements [not owned by UConn Libraries and not available online]

*North American Industry Classification System (NAICS)* 1997

Ref. HF 1041.5 N67 1997

<http://www.census.gov/epcd/www/naics.html>

Provides the new 6 digit industry codes and matches these with the older 4 digit Standard Industrial Codes (SIC). These codes standardize industrial statistics between Mexico, Canada and the United States.

*Standard Industrial Classification (SIC) Manual* 1987

Ref. HF 1042 A55 1987

This source explains all the four digit industry codes. The appropriate industry code is then used to find industry information in library indexes.

## Rankings

*Business Rankings Annual*

Ref. HG 4050 B88

This work provides top ten rankings for industries and products. The entries are one to two years old. Consult a current issue of a periodical reference to bring the information up to date. The volume is arranged by industry and has an industry/company index.

*D&B Million Dollar Database*

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → D&B Million Dollar Database

Provides information on over 1,000,000 public and private US businesses with \$1 million + sales and rankings by geography, industrial code, sales, number of employees, and zip code.

*Market Share Reporter*

Ref. HF5410 M35

Arranged by two digit SIC codes, this work provides market share data from periodical literature for top companies and other business subjects by industry. Covers domestic and international markets.

Backfile: Babbidge Library / Level 2N Oversize / HF 5410 M35

## Ratios

*D&B Key Business Ratios*

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → D&B Key Business Ratios

Provides financial statements for U.S. Corporations, partnerships, proprietorships, as well as financial and operating ratios by SIC classification.

## Statistics

*Global Market Information Database (GMID)* (formerly *World Marketing Data & Statistics*)

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Global Market Information Database (GMID)

Contains statistics on these industries as well as others: advertising; agricultural resources; automobiles and transport; banking and finance; energy resources and output; health; IT and telecommunications; literacy and education; and travel and tourism.

Print: *European Marketing Data and Statistics* / Ref. HA 1107 E87 2004 • Backfile: Babbidge Level 2S / HA 1107 E87  
*International Marketing Data and Statistics* / Ref. HA 42 I 56 2004 • Backfile: Babbidge, Level 2S / HA 42 I56

*Information Finance & Services USA* irregular

Ref. HD 9999 I493 U625 1<sup>st</sup> 2001

Analyzes federal and state data on NAICS code categories. With the NAICS arrangement, it covers establishments, payroll, employment, inputs and outputs, occupations and leading companies, and ratios.

*Investext Plus*

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Investext Plus

Investext Plus provides full text access to the top brokerage firm, investment bank, and trade association reports complete with charts, statistics, photographs and graphics on companies, industries and global markets.

*LexisNexis Statistical*

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → LexisNexis Statistical

Keyword access to statistics from government, state and private sector, and international non-governmental and governmental organizations.

### ***Manufacturing Distribution U.S.A.***

**Ref. HD 9721 M3495**

Covers over 400 industries listing statistics, ratios, leading companies, product share and industry data by state.

### ***Service Industries USA*** irregular

**Ref. HD 9981.3 S47** 1992, 1996

Covers 150 service industries and analyzes federal and state statistics. Arranged in SIC code order providing statistics on ratios, indices of change, leading companies, occupations, state and regional concentrations.

### ***Statistical Abstract of the United States*** annual

**Ref. Desk / Ref. HA 202 S72**

**Online:** <http://www.census.gov/compendia/statab/>

**Backfile:** Babbidge Library Federal Documents Collection / Level B, at C3.134.9

Statistics are presented by industry for the U.S. as a whole.

### ***STAT-USA/Internet, GLOBUS & NTDB***

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → STAT-USA

Provides reports on industries in the US and worldwide.

## **Articles**

### ***ABI/INFORM Global*** 1971+

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → ABI/INFORM Global

Select  ABI/INFORM Global / ABI/INFORM Dateline / ABI/INFORM Trade & Industry

Includes references, abstracts, and full text from business and economic journals. Has a management focus and indexes articles from professional, academic, practitioner and regional journals. Coverage is international. Searchable by keyword, company name, author, subject, industry codes and other fields.

### ***Academic OneFile*** (formerly *InfoTrac OneFile*) 1980+

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Academic OneFile

Provides online access to indexing, abstracts and full text, for 6000+ general interest newspapers, magazines and journals in the humanities, social sciences, science and technology, and the current six months of the *New York Times*. Full text is included for many of the journals.

### ***Academic Search Premier***

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Academic Search

#### **Premier**

This scholarly multi-disciplinary database contains full text for nearly 4,700 publications, including 3,600 that are peer-reviewed. Covers academic journals, magazines and newspapers.

### ***Factiva***

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → Factiva

This global news and business information service incorporates the content sets of *Dow Jones Interactive* and *Reuters Business Briefing*. The database combines the content of magazines, journals, newswires, newspapers and reports for searching in a variety of international industries within specific countries.

### ***LexisNexis Business***

<http://www.lib.conn.edu> (UConn Libraries homepage) → All Databases → By Database Name → LexisNexis Business

Enables broad access to international and national newspapers; national magazines; journals; surveys; legal cases; and U.S. and international company information.

## **Associations**

### ***Encyclopedia of Associations***

**Ref. Desk / Ref. AS 22E5**

Covers national non-profit American associations. Provides basic directory information as well as purpose and publications of associations.

**Note:** It is often difficult to find information on a very small industry. Try telephoning the trade association affiliated with a particular industry or access the trade association's Web site.