This essay highlights nearly two hundred online resources likely found in a business researcher's arsenal. They have been selected for their overall quality and ability to provide useful information to support successful business research. All of the resources discussed are appropriate for academic libraries with relevant programs of study, and many for public libraries serving entrepreneurs and businesses in their communities. Effort has been made to cover a mix of freely accessible and fee-based subscription resources. However, business typically is an area of research in which the best information can be had only for a price. It should be noted, too, that some research questions will not have easy answers, even with access to every expensive business database available.

Resources are organized alphabetically by title within twenty categories and subcategories. Although many resources mentioned are useful for more than one type of business question, most are highlighted in one section only. The essay starts with multi-content/multi-subject business databases, followed by resources for finding company, industry, or international business information; marketing and consumer information; general business statistics; and resources for researching small businesses and nonprofit organizations. The final section highlights some valuable guides created by business librarians that should not be overlooked.

Resources requiring a subscription are accompanied by a price notice in the Works Cited list, indicated by a ($$) symbol. Due to the relatively high price tags of business databases, it is unlikely that a library would have access to everything listed in this essay, although it is reasonable to assume that most academic business libraries and larger public libraries would subscribe to at least a few of the fee-based products, either licensed directly or through a library consortium. Many online business databases offer separate corporate and academic versions. In most cases, the following product descriptions refer to the academic version; content may vary, depending on the institution's subscription package. Because of the number of resources covered, a full report on the navigation and interface of each is not possible within the scope of this essay, but previous Choice reviews will report such details.

While online business resources are the essay's focus, it is not the intention to downplay the usefulness of print works, especially for historical research. On the contrary, although many standard business resources mentioned in 2007 are moving toward a digital-only future, there are still many useful business reference sources available only in print format, even today.

**Multi-content/Multi-subject Databases**

Some business databases have a little bit of everything in them, from company and industry profiles to financial information, trade and news articles, directory-screening capabilities, allowing one to filter and make side-by-side comparisons on particular...
characteristics of companies or industries. The following subscription-based resources can be good starting points for anyone undertaking business research.

**Business Insights: Global**, formerly **Business and Company Resource Center** (CH, Feb’01, 38-3091), from Gale Cengage Learning provides online, searchable access to a number of traditional print titles such as Business Rankings Annual (CH, Mar’08, 45-3544), Market Share Reporter (CH, Mar’08, 45-3562), International Directory of Company Histories (CH, May’89, 26-4849), or Notable Corporate Chronologies (CH, Jul’95, 32-5997). It is also a good resource for both public and private company information with content from Ward’s Business Directory of U.S. Private and Public Companies (CH, Feb’92, 29-3084) and other sources, including full-text articles from industry and trade journals as well as financial data and company screening tools for country and industry comparison.

Euromonitor: Passport, formerly **Global Market Information Database** (CH, Sep’12, 50-0054) or **GMID** (CH, Aug’04, 41Sup-0400), covers more than two hundred countries and provides historical and forecast market data for consumer products as well as demographic, economic, and marketing statistics for each country. Some subscriptions also include overviews of major world cities. Market share data for numerous products are included, and users can pull quick top-level economic data to compare trends over time and across countries. The real wealth of information comes from its consumer-product data sets, where one can find out how much people spent on pet food or diapers (and which brands) in France, for instance, as compared to the world.

MarketLine Advantage (hereafter, simply MarketLine), from Progressive Digital Media, provides a wide range of company and industry profiles covering many individual countries as well as regional and global reports. Most company profiles include SWOT (Strengths, Weaknesses, Opportunities, Threats) analyses, while many of the industry reports include a Porter’s five forces analysis (buyer and supplier bargaining power, threats of new entrants and substitutes, and degree of industry rivalry); these will be familiar to some as Datamonitor reports (a previous moniker). MarketLine subscriptions may also include several additional databases (Country Statistics, Financial Deals, etc.) and various company and investment-screening tools.

For publicly traded company profiles and financials, **Mergent Online** is an excellent resource. Mergent, originally Moody’s, has been collecting data and rating publicly traded companies since 1900. Mergent Online covers US and international companies and includes country economic reports. Company profiles feature history, historical financials, and management profiles, and come with a number of exportable report-building and screening options. There is an archive of defunct, merged, or bankrupt companies, executive biographies, corporate calendars, and a stand-alone database containing PDF versions of historical Moody’s/Mergent manuals. Some subscriptions also provide access to the Mergent Horizon database covering supply-chain information (owned by FactSet Research Systems), and Mergent BondViewer, which contains current and historical ratings on corporate and municipal bonds. Subscribers can also add private company data through the De’B Private Company Database add-on (a version of the Dun & Bradstreet Million Dollar Database, covered below).

OneSource Global Business Browser is an all-in-one product that works as a public- and private-company directory that also contains analyst reports, market and industry overviews, and more. It recently received a facelift and was known for most of 2015 as Avention before returning to the original OneSource product name in early 2016. OneSource aggregates data from a number of different sources, including reports from the Freedonia Group and Euromonitor as well as MarketLine. OneSource also contains the publication RMA Annual Statement Studies, a useful tool for comparing companies within the same industry. OneSource is especially strong in offering public and private company information, executive profiles, financial data, and industry intelligence, and provides powerful screening capabilities. It is particularly useful when one is trying to determine a company’s ownership structure, such as parent company and subsidiaries and other corporate-family relationships. Subscription packages are offered covering different regions of the world.

For industry profiles and company profiles and market analysis, **NetAdvantage**, from S&P Global Market Intelligence, is hard to beat. Pulled together in one online resource are a number of S&P reference publications, including Stock Reports, Corporation Records, Register of Public Companies, and Register of Private Companies. NetAdvantage is a great source for public company financial and market information, private company directory data, and mutual fund comparisons. Since late 2015, NetAdvantage has been rolling out a new, more powerful interface that allows screening for specified features and comparative charting. The new version includes historical stock-price data on both active and inactive stocks.

Statista covers a wide variety of companies, industries, and consumer demographics, aggregating data from a number of free and fee-based sources into one intuitive interface. Country coverage focuses on Europe and other developed countries, although data related to emerging countries can be found too. Data sources are thoroughly cited, so users can follow up on leads to related results or additional data. Some data on larger companies and defined industries are compiled into a Dossiers section. Some free data are available through Statista, but a subscription is required for full content and downloading capabilities.

**Article Databases**

Journal articles are a familiar source of information to librarians and researchers, but they are often overlooked in the hunt for business information. Articles from news and trade publications provide useful clues and other information about all manner of business research questions about a company, industry, product, or person. While other business databases cover only certain industries or types of companies, databases containing articles allow one to search at a much more granular level and can yield historical information alongside current news.

Anyone seeking scholarly business journals and trade publications will find **ABI/INFORM Complete** an excellent starting point. Produced now by ProQuest, the **ABI/INFORM** product line is made up of several databases, licensed separately: ABI/INFORM Dateline, focused on regional business news sources; ABI/INFORM Global, which includes company and industry information with indexing and full-text access to over three thousand academic business and
professional trade publications; and ABI/INFORM Trade & Industry, covering various newsletters and other industry publications.

Primarily known as a business journal database providing full-text journals in marketing, management, accounting, finance, and economics, EBSCO’s Business Source suite of databases contains much non-journal full-text content, including thousands of MarketLine company and industry profiles, country economic reports, financial data, and more. EBSCO’s Business Source Complete builds on its Premier product, offering additional investment reports, conference proceedings, and expanded historical journal coverage. EBSCO’s exclusive licensing agreement with Harvard Business Publishing allows some subscribers access to the full text of the Harvard Business Review, their e-books, and other content, although strict copyright restrictions apply regardless of subscription level. EBSCO offers other lines of business database products, including Business Abstracts with Full Text (following a 2011 merger with H. W. Wilson).

Besides being a great source for full-text journal articles from trade and industry publications, Factiva produced by Dow Jones provides full-text access to local, national, and international newspapers in twenty-eight languages, including its notable business daily, the Wall Street Journal. Factiva features a company report builder that pulls together news and financial information from a number of content providers. Factiva includes global market indexes, historical stock prices, and country information.

LexisNexis Academic holds a wealth of information on public and private companies through its hundreds of journals and newspaper holdings. Additionally, the Business section of LexisNexis Academic includes the full text of company profiles from Hoover’s (see under company resources, below), as well as US Securities and Exchange Commission (SEC) filings and financial reports. LexisNexis Academic also provides access to state and federal regulations and to other legal content useful for business research. For a supplemental fee, subscribers can add the LexisNexis Company Dossier suite for more functionality and content, including litigation and intellectual property information, and data on corporate structures.

Local newspapers and business publications can also be great sources of information about smaller private companies or regional industries and executives. Two publishers, Crain Communications and American City Business Journals, each produce a number of publications focusing on specific cities. The latter covers more than forty market areas including larger cities (such as Atlanta, Boston, and San Francisco) and smaller cities (Buffalo, Dayton, Santa Barbara, Wichita, etc.). Crain’s publication suite covers fewer areas and focuses on major midwestern cities but also includes Crain’s New York Business. Another source of local business news is EBSCO’s Regional Business News database.

Business E-books

As many libraries’ physical print collections continue to diminish or disappear, a number of database producers are providing online access to books and monographs. Collecting and managing e-books is a topic for another essay, but several products are worth noting for their business titles in digital format.

Gale Virtual Reference Library provides online access to the complete full text of numerous reference works from Gale, Macmillan, and other publishers like New Strategist Press, which issues editions of consumer-focused works such as American Generations: Who They Are and How They Live (CH, Apr’03, 40-4378), The American Marketplace: Demographics and Spending (CH, Feb’10, 47-2937), or Household Spending: Who Pays How Much on What (CH, Aug’13, 50-6531). Other updated titles from Gale include Business Plans Handbook (CH, Jun’95, 32-5742), Encyclopedia of Global Brands (CH, Jan’14, 51-2423), Encyclopedia of Major Marketing Campaigns (CH, Jun’07, 44-5395), and Encyclopedia of Major Marketing Strategies (CH, Dec’13, 51-1839).

Books 24x7 specializes in business, technical, and engineering e-books. Its BusinessPro product covers such topics as business analysis, social media, human resources, and sustainability, with some material available in audio book or video formats. As noted above, some EBSCO Business Source licenses incorporate e-books, and the EBSCO eBooks database offers a Business and Economics category as well. Featured publishers include university presses and large commercial publishing houses (e.g., Routledge and Springer), along with smaller US and international publishers.

ProQuest publishes Safari Books Online Business Library tailored to academic and corporate audiences. ProQuest also produces Ebook Central (formerly ebrary) covering titles on management, finance, business writing, and entrepreneurship. Other vendors’ e-book platforms with business content include Business Expert Press, Springer Book Archives, Wiley Online Library, and Elsevier’s ScienceDirect, to name just a few.

Company Information Resources

Much business research involves looking for company information. A quick search engine query will point users (most of the time) toward a company’s home page and, if a publicly traded company, to its annual report and other financial documents (see more under investment and finance resources, below). Finding information beyond a website for small or privately held or subsidiary companies can be challenging. In addition to the multidisciplinary and article databases already noted, the following resources will help researchers seeking company information.

Company Directories

Whether a company is publicly traded or private, if it is a parent or a subsidiary, or if it is defunct and/or merged are important clues to discover. A directory database can provide the bare-bones insight into a company’s ownership or its competitors and peers, and often is needed if a query requires any kind of search-filter screening (e.g., companies that meet certain criteria such as number of employees, industry, sales, or geography) or export functionality. OneSource Global Business Browser was described earlier but should also be noted here because of its superior screening and exporting capabilities. The Orbis database from Bureau van Dijk is another powerful screening tool for locating financial data, information on executives and shareholders, and subsidiaries for public and private companies all over the world and for larger public companies.
ReferenceUSA from Infogroup provides robust screening and cross-search capabilities (using a number to look up an address or vice versa) for over 44 million public and private US-based businesses. ReferenceUSA also offers U.S. New Businesses, U.S. Consumers/Lifestyles, U.S. Jobs/Internships, a relatively new U.S. Historical Businesses database, and other components. AtoZdatabases from Database USA features content similar to the ReferenceUSA resource (AtoZdatabases was created by Infogroup's founder). It screens across and exports lists of businesses and executives, or new jobs and homeowners, among other content.

Hoover's, now owned by Dun & Bradstreet, covers both public and private companies and is searchable by company name, ticker symbol, executive name, and industry keyword, to name a few points of entry. Over time, the free version of the Hoovers.com site has offered less in terms of in-depth company profiles and competitor information, but it remains a useful tool to get oriented quickly to the important details of a company. Because it includes public and private companies, defunct entities, and family-tree relationships, and because it offers the ability to search across the content in so many ways, Hoover's is an excellent starting point for company research. Libraries subscribing to LexisNexis Academic may already have access to Hoover's content, so check to avoid duplication.

Another standard company-directory resource is the Dun & Bradstreet Million Dollar Database, now known also as Mergent's MDDI. Covering 34 million public and private companies as well as subsidiaries, it can be screened by various combinations of criteria, including geographic location, industry, sales, and number of employees. Separate subscriptions are available for North American and international company coverage.

Mergent Intellect is yet another resource that builds upon the content contained within Hoover's and offers basic directory information on 245 million private companies, with additional screening and exporting capabilities. For private company coverage, users may also try Ward's Business Directory of U.S. Private and Public Companies. This directory is available as a stand-alone database as well as through licenses to Gale Directory Library or the aforementioned Business Insights: Global.

The LexisNexis Corporate Affiliations database (colloquially known as “Who Owns Whom”) provides information on corporate hierarchies and subsidiary relationships, board membership, and executive compensation data. Major public companies and larger private companies are covered; a Historical Search edition supports searching back to the early 1990s.

Often referred to in print form as the “Yellow Books” (and formerly known as The Leadership Library on the Internet), the Leadership Directories cover a number of areas, including government, media, legal, and nonprofit. These online directories include a Companies Premium database, which filters details (like e-mail addresses) on more than 135,000 executives and board members, along with a Nonprofits Premium product. There are also products focusing on the legal, energy, healthcare, and transportation industries.

Many libraries have devoted valuable shelf space over the years to the gigantic green volumes of the Thomas Register of American Manufacturers. Now known as ThomasNet, it is a useful (and freely available) online resource for identifying suppliers and products across multiple categories, including chemicals, services, machinery, and plastics. Searchable by company or brand name, ThomasNet is a unique directory steering users toward companies that manufacture particular products. From wing nuts to squeegees to CAD drawings of the same and then some, ThomasNet is worth a look when trying to track down any kind of industrial product or manufacturer.

Investment & Finance Resources

A company's financial statements and its market performance can reveal whether a company is operating efficiently and provide other helpful information on company executives or business dealings. Often people are looking into a company because they wish to invest in it and want to know how its stock is performing compared to its peers and other index groups. Digging deeper into a company's background often means looking into its finances, although this is a much more difficult prospect when a company is private. The following resources focus on company financial information and such investment-research areas as mutual funds, commodities, and bonds. Note that most resources cover only publicly traded parent companies that are currently active, and these will be of limited use for information on a subsidiary, merged, or now-defunct or private company. Better for more elusive companies are the directories and article databases mentioned earlier, or the research tools described in sections following that treat historical stock prices and private equity, venture capital, and mergers and acquisitions.

For information on company regulation, litigation, or investor protection, one can turn to the US Securities and Exchange Commission's SEC.gov website. Formed after the stock market crash of 1929, the SEC ensures that everyone has reliable information upon which to base investment decisions by requiring publicly traded companies to report basic facts about their business operations. Users visit the SEC site to access the resource known as EDGAR, Electronic Data Gathering, Analysis, and Retrieval, which covers various company filings going back about ten years, including a company's 10K report (the SEC-filing equivalent to an annual report). There is a commercial SEC Live site requiring free registration that offers added functionality to researchers, including the ability to highlight and make notes as well as share and e-mail filings and use other tools. And for a more visual look at "SEC filings for humans," Rank and Filed is particularly useful. Developed by a former SEC analyst frustrated by the lack of functionality and accessibility of filings data, this innovative site allows one to compare companies through graphs, charts, and word-frequency heat maps.

Mergent Online, previously mentioned, is highlighted again because it offers the advantage of exporting quarterly and annual financials in an easy-to-use interface. NetAdvantage, also described earlier, contains stock price and other market information. Global Financial Data's GFDatabase contains historical and current data on bonds, commodities, real estate, interest and exchange rates, stock prices, and other market and economic data. Some coverage in GFDatabase dates back to the thirteenth century, making it an especially useful resource for historical finance and economics researchers.

Thomson Reuters' Eikon (formerly Thomson ONE and Thomson ONE/Thanka) offers a more powerful interface for following publicly traded companies and international market data; users...
will appreciate that its recently rolled-out platform now works with web browsers other than Internet Explorer. *Eikon* contains stock prices, analyst reports, news, earnings estimates, and corporate and municipal bond ratings, while additional licensed content expands coverage to include merger and acquisition data, historical currency data, and much more. *Eikon* is one of the few resources for searching across multiple analysts’ reports over multiple years, available through Thomson Research’s *Investext* product.

*FactSet* is yet another subscriber product that focuses on global markets and public and private company financial data. And the *Bloomberg Professional Service*—known as the *Terminal*—should be mentioned here as well. One could argue that it is technically not an online (i.e., web-based) business resource since access to the full platform normally requires a specialized terminal, but librarians should be aware of this recognized name in the area of investment and finance. *Bloomberg* also hosts a free investment news interface at www.bloomberg.com (CH, Oct’10, 48-0622).

Some business databases contain raw data, and this content can be especially useful (if not critical) for finance and investment research. The *Wharton Research Data Services* (or WRDS, pronounced “words”) interface offers the means to access advanced finance and market-research products such as S&P Global Market Intelligence’s *Compustat Research Insight* database, or the University of Chicago Booth School of Business’s *Center for Research in Security Prices* (CRSP) database, as well as numerous others. WRDS is generally licensed by larger institutions supporting PhD-level business and economics research.

The online version of *Value Line* provides overviews and analysis of company stock performance with considerably better searching and filtering options than its popular classic print version available in many public and academic libraries (though often loathed by library staff for its complicated filing structure). The *Value Line* Ratings and Reports section presents individual reports that give an overview of a stock’s past and potential future performance. Economic and market analyses provided in its Selection and Opinion section highlight particular stocks to pay attention to. The Summary and Index section points to recent *Value Line* coverage and provides lists of companies ranked highly within its proprietary analysis system, which considers such criteria as timeliness and safety.

*Morningstar* (formerly known as *Morningstar Investment Research Center*, and whose print publications are typically available in public libraries) provides research on all kinds of investment offerings but is known particularly for its mutual funds research. Geared primarily toward the personal investor but comprehensive enough for some professional traders, *Morningstar* online offerings include historical stock coverage, mutual fund ratings, and personal finance investing tools and calculators. *Morningstar Document Research* (CH, Oct’13, 51-0637) was a separate product until it ceased publishing in August 2016, replaced by the *Intelligentize* platform.

A straightforward site to turn to for easy-to-manipulate stock information—including historical coverage and the ability to compare across companies and/or indexes—is the longtime standard in financial-market data, *Yahoo! Finance*. Offering free snapshots of companies, it is easiest to approach using the ticker-symbol search. It offers a symbol-lookup feature as well as tutorials on personal finance and the stock market. *Google Finance*, launched in 2006 and making strides against *Yahoo! Finance*, also provides basic stock quote data and corporate news as well as customizable portfolio features tied to a user’s *Google* profile.

*The Motley Fool* focuses on the individual investor, providing information on the basics of investing, getting out of debt, and other consumer finance issues, albeit with a slightly impish tone. Check on stock performance on *The Motley Fool* or use its Discussion Board feature to learn what people are saying about a potential pick. *BigCharts* (a service of MarketWatch, detailed below) is another popular free resource for building interactive comparative charts of stocks and indexes. It also offers company and industry information and historical quotes (for nondefunct companies) and lists of the best- and worst-performing industries based on stock-price percentage changes.

**Financial News Sites**

There are many finance and market news sites, and looking into the various ownership relationships among them provides an interesting glimpse into today’s business-media industry. *CNN Money*, owned by Time Warner, used to host both *Fortune* and *Money* magazines, but in 2014 Time Inc. spun off from Time Warner, and now *Fortune* has its own website at fortune.com, while *Money* is found at time.com/money; ownership information displayed on the footer reveals the interconnections. All of these sites offer timely coverage of finance and market-related topics, including personal finance and real estate. *MSN Money* is another popular finance site that offers streaming stock tickers, personal finance tutorials, business news video feeds from CNBC, and financial news headlines from a wide range of sources. *MarketWatch* from Dow Jones/News Corp provides market news, financial analysis, and interactive tools for the individual investor looking to learn about and keep current with financial markets. *Business Insider* is another popular source for business news. As is the case with many news sites, most of the aforementioned publications employ the use of ads as well as so-called “clickbait” content; librarians should advise users accordingly.

Online versions of traditional print sources of business news abound as well. The *Wall Street Journal* is one of the most recognized (and highest circulated) publications in the world. Known for its business and finance news and generally conservative Op-Ed viewpoints, the *Wall Street Journal* has been owned by News Corp since it took over Dow Jones in late 2007. Its website offers global market news and also covers personal finance and cultural topics. Another big name in investment news is *Barron’s*, a weekly news publication also owned by News Corp. The *Barron’s* website offers daily coverage of the stock market and other investment areas and also covers top investment advisers. A special section of *Barron’s* called Penta is tailored to “families with assets of $5 million or more.”

*The Economist*, published in London by the Economist Group, focuses on world events, business, and finance as well as politics, science, technology, and culture. *The Economist* Debates section is currently being revamped but will likely retain pro-and-con arguments on various topics that attract commentary and can be voted on by readers. The *Financial Times*, with its UK and global finance focus, also covers cultural news, and its website features a section called Lex, a long-standing column focusing on investors, with multiple blogs, photo diaries, and special reports to round out the content.
Historical annual reports can also be difficult
to track down. The ProQuest Historical
Annual Reports database covers Fortune 500
companies, with some reports dating back
to the 1800s, although the coverage is not
comprehensive for all companies. Purdue
University oversees a collaboration among
dozens of academic and special libraries called
Annual Reports at Academic Business Libraries
that merges separate indexes of annual
reports to form a single database of holdings
for approximately thirty-eight thousand
companies. One of the contributors,
Columbia University, has digitized reports
for close to eight hundred companies, most
of which operated in and around New York
back to the mid-1800s through the 1960s,
making them publicly accessible through its
Columbia Historical Corporate Reports site.

Investment
Education Sites

There seems no end to the number of
websites that provide stock price data or
investment tutorials. A patron looking for
personal finance basics can choose among
a number of free online resources (including
those offered by many of the news sites noted
above). The Financial Industry Regulation
Authority serves as a regulatory, enforcement,
and arbitration arm of the SEC, and its
FINRA Investor Education Foundation
website provides “underserved Americans
with the knowledge, skills and tools
necessary for financial success throughout
life.” It offers tutorials and games tailored
to several audiences, survey results of the
National Financial Capability Study (CH,
May’11, 48-5199), programming ideas,
and information about grants. FINRA has
collaborated with the American Library
Association (ALA) to develop a site called
Smart Investing@Your Library.

The Investor’s Clearinghouse offers reports
and other information on consumer finance
issues like compulsive buying, senior
investment fraud, retirement savings, and
home equity. It is produced by the Alliance
for Investor Education, a nonprofit group
comprising finance-related associations
(including FINRA) and advised by the
Federal Trade Commission, the Board of
Governors of the Federal Reserve
System, the US Securities and Exchange
Commission’s Office of Investor Education
and Assistance, and other reputable
investment-related organizations.

Investopedia is a great place to start to
learn the basics of stocks—what they are,
how they are traded—and a grounding in
more complicated aspects of trading and
investing. It offers a dictionary of common
investment terms, articles on everything
from investing basics to retirement to Forex,
the foreign exchange (FX) market, plus
tutorials, investment simulators, professional
certification test prep, and financial
calculators. There are ads, and some
features require free registration. Campbell
R. Harvey’s Hypertextual Finance Glossary
is also an outstanding resource to consult for
mysterious terminology and acronyms.

In-depth tutorials on specific areas of finance
and investment appear on sites focused on
single topics. Investing in Bonds, produced
for the public by the Securities Industry and
Financial Markets Association, is a good
starting point for learning bond basics and
buying and selling. It offers a range of articles
and clear explanations of the various bond
markets, including municipals, corporates,
government bonds, and mortgage- and asset-
backed securities. The Investment Company
Institute offers an informative site with links
to its annual Investment Company Fact Book
to enhance public understanding of policy
issues, particularly those involving legislation
and regulation, the US economy, and
retirement security.

The US Commodity Futures Trading
Commission’s website, particularly the
CFTC Education Center site under its
Consumer Protection section, is an excellent
starting point, offering a handy glossary for
learning about commodities. The CFTC
is to commodities what the SEC is to
stocks—assuring integrity and protecting
investors. One notably comprehensive
guide to commodity and futures resources is
Stock & Commodity Exchanges from Rutgers
University Libraries. It lists exchanges
worldwide, including those dealing in futures,
options, and derivatives, along with sources
for market or stock prices and reports.

Private Equity,
Venture Capital,
Mergers & Acquisitions

Finding information on small start-up
companies can be even more elusive than
for private companies. Databases covering
private equity (PE) and venture capital (VC)
or mergers and acquisitions (M&A) can be useful resources. Essentially, PE and VC both involve investors buying or funding private companies; while PE firms generally focus on more established companies and often buy 100 percent ownership, VC firms look for newer companies with a lot of room for growth and invest a smaller stake. M&A involves companies consolidating and can often involve a mix of public and private companies. Some of the investor education sites noted above explain more about these areas, as does the UK-published third edition (2014) of Private Equity Demystified by John Gilligan and Mike Wright, issued by the Institute of Chartered Accountants in England and Wales and freely accessible online.

The Capital IQ database from S&P Global Market Intelligence is considered a premier database for VC and PE research. Users can screen and chart all types of companies, PE firms, and deals. Capital IQ is used in many professional settings to identify potential acquisitions, investments, buyers, and partners. Other big database names for this kind of research include Thomson’s Eikon (mentioned previously), Prequin, and PitchBook. Eikon offers access to private equity and other investments as well as league tables that rank deals by size and other metrics. Prequin offers various modules including fund manager profiles and performance analysis. PitchBook includes data on thousands of PE and VC deals as well as investors, advisers, and other partners.

The Prieco database focuses on private companies as well as PE-owned and VC-backed companies and public companies involved in PE activity (such as acquiring a private company). Users can look up private companies to see which firms have invested in them, and vice versa. Some company profiles include financial data as well as a list of competitors, a company history, and news related to the company and industry. A Knowledge Bank section provides a useful glossary and introductory guides dealing with valuation, restructuring, and other research areas.

Bureau van Dijk offers a database called Zephyr that functions like their aforementioned Orbis database except that it screens M&A data instead of company directory information. Coverage of international deals goes back to 1997 for European and US companies and about five years for other countries. The German Deal Pipeline covers transactions back to 1989 and also includes news of recent deals. In each of these databases, deals can be screened by type, date, industry, and size as well as geographic region. Finally, CrunchBase is a free resource for finding out who is investing in what, with a focus on VC activity in the technology industry.

Industry Research Resources

Some of the most commonly encountered types of questions by business researchers involve hunting for industry information. Industry research can be particularly confusing and difficult due to the fact that small private companies are often important players and the industries themselves may not be well defined. Keep in mind that searching trade journals and cobbling together information from multiple sources will be required for some of the more obscure or emerging industries. Most packaged, up-to-date industry information is available only through fee-based resources, but an alert searcher can locate freely available information from trade associations and industry publications.

Many of the multidisciplinary databases described above contain industry reports, worth recapping here. Gale Cengage’s Business Insights: Global and Gale Virtual Reference Library offer the newest editions of the Encyclopedia of American Industries (CH, Jul’08, 45-5928), Encyclopedia of Emerging Industries (CH, Feb’08, 45-2966), and Encyclopedia of Global Industries (CH, May’08, 45-4755). MarketLine features global coverage of multiple industries, with many reports featuring the standard analytical frameworks taught in business school curricula. NetAdvantage provides access to its popular Industry Surveys—excellent resources for “getting smart quick” on approximately fifty-five industry segments. Each survey includes sections on trends, key ratios and statistics, and a glossary, as well as a How the Industry Operates section—especially helpful to researchers and students trying to quickly understand an industry. Some subscription levels of ProQuest’s ABI/Inform offer industry reports from key publishers, including Canadean and First Research. EBSCO’s Business Source products also contain industry profiles from MarketLine and Business Monitor Online (described below). Freedonia Focus Reports cover a number of industry segments, including consumer goods, construction, packaging, metals and minerals, and life sciences. US industries can be browsed by category, and some other countries are covered but not in all industry areas. Reports are generally around thirty pages long, highlighting market environments and industry structure.

The IBISWorld database is a standout when it comes to niche industry coverage. Broad North American Industry Classification System (NAICS) code-defined industries are covered in categories such as construction, but most sectors are broken into more targeted components (e.g., flooring installers in the US), while even narrower in focus are over seven hundred reports on everything from cell phone repair, locksmiths, and juice and smoothie bars to psychic services or tattoo artists. Reports present an outlook for the industry and a supply chain overview, including connections to upstream/downstream concerns whose performances may impact (or be impacted by) industry changes. A specialized Industry Risk Ratings Report component as well as enhanced screening and exporting capabilities can be added to a license.

The Plunkett Research Online home page presents a section called Industry Research Centers, with some expected industries (e.g., airlines, hotels and travel, energy and utilities, telecommunications), more specialized ones (alternative and renewable energy, entertainment and media, outsourcing and offshoring, green technology, or sports), and some industries newly added (MOOCs, manufacturing and robotics, etc.). Some centers focus on size or location (e.g., middle market), while one for private companies covers close to two thousand firms headquartered in the United States, Europe, Canada, or the Asia-Pacific region. Each center offers sections on market research and trends, statistics, companies, and executives, as well as industry associations and an industry-specific glossary.

A database that focuses on industry financial analysis is BizMiner. Industry-level benchmarks for many industries are covered, including financial ratios. BizMiner can be used to research the start-up risk of an industry as well as its vitality compared to other industries. Industries can be searched by keyword or SIC or NAICS codes, and users
can generate income and expense ratio sheets as well as other benchmark reports to assist in researching industry profitability and risk.

Covering key library holdings of the Harvard Business School, the Baker Library/Bloomberg Center Research Guides are helpful for identifying specific information resources for a particular industry. Industries covered are diverse and include consulting, hedge funds, entertainment, and pharmaceuticals, along with resources for China and India. Guides highlight industry overviews and point to resources on companies, careers, statistics, and news related to the industry. Users may have access through their own institutions to online resources or books and scholarly or trade journals identified in the guides. Some relevant trade journals publish special reports that are sometimes freely available online.

While not a starting point, the US Census Bureau’s Economic Census (conducted every five years in years ending in two and seven) is a vast source of top-level industry information. Reports released in off years include the Annual Retail Trade Survey and the Annual Survey of Manufacturers. The latter provides sample estimates of statistics for all manufacturing establishments with one or more paid employees. Industries are ordered by NAICS code, and data are broken out for each state and the District of Columbia. The Annual Survey also includes statistics on employment, payroll, value added by manufacture, cost of materials consumed, value of shipments, and inventories by stage of fabrication.

Specialized Industry Resources

Many databases target specific industries such as technology, sports, medical, or automotive. Some products are intended for academic subscribers, but because of their specialized nature they are often cost-prohibitive and not typically licensed by public or smaller academic libraries. Just a few examples of these resources are described here. Automotive News Data Center covers sales, production, pricing, and other data for auto manufacturers in North America, Europe, and China. Ward’s Auto Data Center offers similar content and also covers global plant facilities and engine installations.

The eMarketer database focusing on e-commerce topics and online industries and markets offers a Digital Atlas section that shows total population, names, and percentages of Internet and social-media users, fixed broadband households, and mobile phone users. Also featured are demographic breakouts by age, gender, or race, and reports on digital ad spending, B2B mobile marketing trends, and the Internet of Things (IoT). For technology industry concerns like cloud computing and big data, Forrester and Gartner are big names.

GlobalData Medical (a Global Data resource suite, also referred to as Medical eTrack) and Medtrack (from Informa Business Intelligence) each focus on the healthcare industry, offering data on medical devices, clinical trials and procedures, and patents by country and company. EvaluatePharma is another resource focused on the pharmaceutical industry and covers company deals, sales, and forecasts by drug and disease/condition indicators.

The GlobalData Power suite (also known as Power eTrack) includes coverage of the alternative energy sector as well as power capacity and generation, transmission and distribution, and power plant operation and maintenance costs. All power technologies are covered, including thermal, wind, solar, hydropower, nuclear, and other renewable technologies. News, company profiles and deals, opinions, and research reports are also part of the database offerings.

The Sports Business Research Network from SBRnet is a great resource for data on sports at the professional, college, and high school levels. Data on sports fans and stadium attendance are covered, as is the sporting goods market. SBRnet content now includes brand share-of-market coverage that highlights those consumer product categories involved in sport sponsorship. Some SBRnet subscriptions also include a brand-share index that tracks brand penetration across various sports categories.

Industry Report Vendors & Aggregators

Some sites aggregate reports from a number of different publishers into metasites offering thousands of reports. Patrons doing an open Internet search will often come across these expensive market research reports that seem to have all the information they need and then be disappointed to discover their library does not hold this kind of resource nor can it afford to purchase the resources individually. At first glance, it is often unclear that these sites are not the publishers of the information themselves but, rather, third-party resellers.

Resellers of market research to be aware of are MarketResearch.com, Research and Markets, Global Information, MarketsandMarkets, Transparency Market Research, and ReportLinker. Users can register at some sites to get to free report abstracts and tables of contents, some of which might provide small nuggets of information. Be sure to look closely to see who in fact authored a report, as it is possible that the report is from a vendor whose resources can be accessed via one’s own library (such as Freedonia Group or Euromonitor, mentioned above).

MarketResearch.com and ReportLinker both offer academic licenses that give full access to a selected—usually small—number of report publishers.

International Business Resources

Business research often has some kind of international component to it, whether one is looking for a foreign company, researching globalization, or trying to find international trade data or ascertain global market size. A number of online resources include coverage of international firms and industries as well as in-depth country profiles and international economic indicators.

BMI Research from Business Monitor International covers industry sectors ranging widely from agribusiness, autos, and commercial banking to textiles and clothing, tourism, and water. The publisher also covers political risk, finance, economic indicators, macroeconomic performance, and the business operating environment for a number of countries, for both industrialized and emerging markets. Some subscriptions incorporate raw, exportable data on key products such as mobile operators (cell phone companies and subscriptions worldwide), infrastructure projects (major global transportation and utilities construction projects), and others, for example, related to mines, oil and gas, or health.
The Economist Intelligence Unit (EIU), part of the Economist Group that publishes The Economist magazine, offers a product called Market Explorer that covers business conditions, economic modeling and forecasting, and other investment decisions data for more than two hundred countries. Additionally, some versions provide analysis and background information on a number of global industry sectors. Country ViewsWire, also from EIU, includes coverage of the political and regulatory environment as well as economic and financial indicators for more than two hundred countries, with an emphasis on those countries considered to be emerging markets. ProQuest also offers Economist Intelligence Unit Country Reports Archive, a resource that can be a more affordable alternative for institutions not requiring current coverage.

The Euromonitor: Passport database should be briefly mentioned again because of its extensive global coverage of economic and trade topics. Industry reports from MarketLine, described in previous sections, also have global coverage, with an option to add a Country Statistics component with macro-level socioeconomic and demographic data for over two hundred countries and forty-five political and geographic groupings. Orbis, described above, is fairly comprehensive in its coverage of public and private companies worldwide and thus another good resource to consider for screening companies by country or region.

IHS Connect (formerly IHS Global Insight) contains market and industry analysis for over two hundred countries. Included are country reports, sovereign and country risk ratings, and same-day analysis of the economic, political, legal, tax, operational, and security environments for a variety of industries, as well as analysis of global legislative, regulatory, and policy developments. Regional analyses for the United States broken down to metro and county areas is also included in some subscriptions. IHS produces a number of databases and has been steadily acquiring other data publishers, including Jane’s Information Group, publisher of Jane’s 360 (CH, Aug’14, 51-6503), and R. L. Polk, covering engineering standards and the automotive, aerospace, chemical, and energy industries, among other topics.

EMIS (Emerging Markets Information System), formerly ISI Emerging Markets, delivers news, company, and financial data on emerging markets in Asia, Latin America, central and eastern Europe, the Middle East, and Africa. EMIS also aggregates market reports from numerous vendors, including some Euromonitor, MarketLine, and BMI reports or those from the publisher Technavio, which covers such specialized topics as the tequila market in Europe, the global service-robot and anxiety-disorders markets, or the Asia-Pacific cloud-computing market. The interface can be daunting, but recent improvements have made it somewhat more navigable. A number of non-English-language sources provide content for its news and reports.

The Organization for Economic Cooperation and Development’s OECD iLibrary, formerly SourceOECD (CH, Nov’05, 43-1332), contains reports and statistics on OECD members (generally high-income countries), covering economics, trade, government finance, and health. Some information is available freely online, including the annual OECD Factbook (CH, Oct’05, 43-0688). Similarly, the UN iLibrary provides access to a wealth of digital content published by the United Nations. The International Monetary Fund’s IMF Country Page provides reports on member countries, focusing primarily on economic issues and country risk.

For historical global economic and other data, the World Bank’s World Development Indicators database is a standard. It provides cultural, demographic, economic, market, environmental, and health data for over two hundred countries, with annual data extending back to 1960 or earlier. The World Bank’s additional data sets (Global Financial Development Database, Africa Development Indicators, International Debt Statistics, Knowledge Economy Index, and more) are freely available through its World Bank Open Data site. The World Bank also produces the free Doing Business site, featuring a great interface for looking into countries and their various risk factors pertaining to starting a business, enforcing contracts, and dealing with infrastructure issues.

The BRASS Business Guide: International Business from ALA’s Reference and User Services Association (RUSA), Business Reference and Services Section (BRASS), points to a wealth of resources providing country information, international company and industry information, financial and accounting data, exporting and importing, marketing, and other statistics.

The globalEDGE portal from Michigan State University is an excellent metasite connecting users to all kinds of international business and trade information and economic trends. Export tutorials, emerging market evaluation tools, country comparison tools, online course modules, and industry insights for some twenty sectors including retail, agriculture, health care, and technology are just some of its features.

Despite some ads, NationMaster offers a fine means for making country comparisons across a huge set of categories ranging from statistics on crime, agriculture, and energy, to conflicts, disasters, or transport. Pulling from a vast array of data sources (CIA World Factbook, US Census Bureau, OECD, World Bank, United Nations, etc.), this is an excellent discovery tool when looking for clues as to who tracks the data one needs.

Country Insights is another useful resource that pulls together international and country data from a number of sources. Produced by Canada’s Centre for Intercultural Learning, this government site points to traditional economic data sources but also covers softer issues for each country such as communication styles, displays of emotion, dress, preferred managerial qualities, or conflict in the workplace.

For freely accessible country profiles, the CIA World Factbook is hard to beat. Widely used in both print and online editions, it provides information on geography, communication networks, and transportation in addition to the usual economic and demographic data summaries.

For country profiles and much more, one can turn to the Latin American Network Information Center (LANIC) and link to many regional resources on education, libraries and reference, regional resources, society and culture, and sustainable development. LANIC also sponsors a number of the digital projects linked from this site, such as the Castro Speech Database or the Latin American Government Documents Archive.

Another useful resource for country information is the International Trade Administration (ITA) website. The ITA also produces Export.gov and a number of other sites to help international business researchers and practitioners looking for trade statistics or hoping to take their business global. The Energy Information Administration (EIA), a US Department of Energy division focused
on gathering statistics by country on oil, gas, and other energy issues, produces *Country Analysis Briefs*. For users looking for a searchable directory of international trade resources, the Federation of International Trade Association (FITA) produces *Really Useful Links for International Trade*. Last but not least, the *Fortune Global 500* from *Fortune* magazine—the international equivalent of the famed US company list—offers a quick pointer to top companies located all over the world.

## Marketing & Consumer Information

**Business questions often involve a search for data on consumer behavior and demographics along with marketing and advertising trends.** These queries can snowball quickly, especially if detailed information is sought on specific ages, incomes, geographies, or products. Understanding who buys how much of what (and where or when or why) requires data unlikely to be found readily in free or inexpensive resources, if at all accessible. Below are some resources that will help focus a quest for consumer data and company marketing or advertising practices.

*Euromonitor: Passport* should be noted once again because of its excellent global demographic data on consumers and consumer products. *eMarketer* should also be consulted for its worldwide coverage of consumers’ online habits and specifically for its specialty industry Digital Atlas section described earlier. *Statista*, also highlighted above for its industry data, provides a wealth of consumer information, from social media habits to wine consumption.

The *Mintel* database focuses on consumer-based industries such as food, beverages, apparel, beauty and personal care, retail, or travel, among others. Reports can be searched by sector as well as themes (e.g., *Healthy Lifestyles*, or *Premium and Luxury Goods*), or browsed by demographic focus (mothers, millennials, affluent consumers, teens). Many reports, produced annually and available for individual sale, focus on narrow topics (“Consumer Attitudes towards Debt,” “Snacking Motivations and Attitudes”); each study provides statistics and cites primary and secondary sources. This UK-based resource is strongest on European countries and the United States, and international geographic coverage varies with subscription level.

The *MRI* database from GfK (formerly, GfK Mediamark Research and Intelligence) provides information reported by a sample of US consumers on demographics, lifestyles, product and brand usage, and advertising media preferences. The online version available to libraries is dated (information usually is two or three years old), but it is one of the few relatively affordable products that provides product- and brand-level sales data. Similar in scope and coverage is *Simmons OneView* from Experian, a new online portal providing survey data on demographic, psychographic (i.e., interests, attitudes, and opinions), and media use characteristics of people’s use of products, brands, and services. As with MRI, academic access to the surveys is generally embargoed by at least two years.

*Standard Rate and Data Service’s SRDS Online Databases* (now owned by Kantar Media) provide information and analysis on all kinds of media products, including consumer magazines, business publications, television and radio stations, and newspapers. Market-area maps and advertising rates, circulation data, and profile information on specific audiences are among the suite of subscriber options, and when used creatively, they provide insights into target markets. *SRDS Local Market Audience Analyst* (replacing their print-only *Lifestyle Market Analyst*) cross-tabulates demographic attributes against each group’s likelihood to participate in a variety of activities or lifestyles, such as traveling for business, exercising, hunting, owning a dog, or riding a bike to work. Survey-based data are broken out by geographic area (e.g., what people in Spokane like to do) and by fine-grained demographic attributes (e.g., what women ages 22–35 do compared to men ages 36–45).

Researchers look for consumer and market data for all kinds of reasons, notably to assess business viability, create sales leads, compile marketing mailing lists, analyze population trends, or find potential sponsors and donors. A database with mapping and reporting capabilities can be especially useful. *ReferenceUSA* should be mentioned again in this regard because of two specialty modules: *U.S. Consumers/Lifestyles* with over 200 million consumers, and *U.S. New Movers/ Homeowners*, which identifies three hundred thousand consumers through address-change notifications and utility bills compiled weekly, among other records. Consumers can be screened by age and income or religion, political party, years in home, language spoken, and lifestyle characteristics (e.g., hobbies, charitable donations, bargain seeking, pet ownership). Some levels of data detail consumers’ names and addresses, while those considered sensitive are masked.

*SimplyMap* from Geographic Research is another mapping and reporting site whose report-wizard and data-filtering tools make it easy to create ranked lists of areas, tables comparing locations, and cross-tabulations. Users can search across demographic, business, and marketing data culled from Census Bureau sources or aggregators’ resources such as MRI or *Simmons OneView*, described above. Helpful tutorial videos walk users through the different types of *SimplyMap* reports (and librarian-authored tutorials can be readily found in a Google search, as detailed in the final section of this essay).

Another database for finding people and businesses is *BusinessDecision* (designed for public libraries) or its *BusinessDecision Academic* version. This reporting and mapping database combines extensive consumer-household, market-segmentation, and demographic data with GIS mapping technology. Another comparable one is *Esri Business Analyst* from a major publisher and innovative software designer in the world of geographic information systems (GIS). The resource offers detailed data about consumer spending and demographics along with powerful shopping center and business location analyses; readers may recall the *Sourcebook of County Demographics* (CH, Apr’91, 28-4292) and *Sourcebook of ZIP Code Demographics* (CH, Apr’91, 28-4292a), both longtime print standards acquired by Esri.

Users of the *DemographicsNow: Business & People* database from Gale Cengage Learning can easily search for information about households and obtain a demographic profile for the entire United States or a particular geographic or market area. One can click on a map to create custom geographic reports or use the EZ Report section, which offers options for identifying prospective business sites by industry and geography, comparing multiple markets, or identifying market demand.
Social Explorer, distributed by Oxford University Press, is a subscriber database (with some free content) that provides access to the entire set of US Censuses back to 1790, including a diversity of data ranging from the US Census American Community Survey, religious congregation membership data, and carbon emissions data. While much of this information is available elsewhere freely online, Social Explorer provides a clean, easy-to-navigate interface and additional exporting and formatting tools.

The American Customer Satisfaction Index (ACSI) reflects how satisfied people are with their experiences as consumers with industries and products ranging from apparel, banks, and cigarettes to household appliances or pet food. ACSI measures economic sectors (including energy utilities, transportation, retail, and public administration/government), industries (among them, e-commerce, airlines, hospitals, and breweries), and more than two hundred individual companies and federal or local government agencies, scoring them based on independently developed criteria for measuring customer satisfaction. Newer data sets, for instance, report website satisfaction and preferences for smartphone brands or hotel chains. Historical data are available for many industries, some going back twenty years to the time the index was established by researchers from the University of Michigan, the American Society for Quality, and the CFI Group.

AdAge Datacenter from the publishers of Advertising Age provides all kinds of key advertising and marketing information: lists of leading national and global advertisers, biggest-spending megabrands, and synthesized marketing and advertising data on a number of topics, including total ad spending by the top hundred advertisers, the largest media companies by revenue, and the top agency brands of the year. Advertising Age subscribers must purchase a separate subscription for access to this content.

The REDBOOKS database, long the standard print resource for advertiser and brand information, is now available online to academic subscribers through LexisNexis. Full subscriptions include access to its Advertiser Profile component (covering over fifteen thousand companies that spend over $200,000 annually on advertising, listing accounts, corporate family information, competitors, brands, and industry codes), and the Agency Profile section (with information on more than ten thousand US and international advertising agencies, their market specialization areas, top-level clients, social media, and news).

The Nielsen.com company website offers some free reports and news coverage on consumer behavior, media and entertainment, and other categories. The Top Ten & Trends section lists top books, music, video games, Twitter-rated social media (TV series, specials, sports events), alcohol, health and beauty products, beverages, and snacks. Most data are compiled weekly, and only the current (no archival) lists are available. Licensed access to two separate Nielsen Datasets (Consumer Panel Data and Retail Scanner Data) is available to academic users through a partnership between the University of Chicago and Nielsen.

Finally, MIT Libraries maintains a useful Marketing subject pathfinder highlighting resources on advertising, branding, consumer behavior, demographics, and more. Although access to online resources is authenticated only for MIT users, it still helps others get oriented to what is available in this complex arena of business research.

General Business Statistics

Looking for numerical data and statistics is a common task in business research. But where does one actually begin when statistics on practically anything can be found virtually anywhere? The ubiquitous nature of statistics and the number of possible sources can be misleading and certainly overwhelming. The following online resources serve as good starting points, however, depending on the nature of the statistical question. For subject-specific statistics (e.g., marketing or international), also see other sections of this essay.

While not entirely business focused, the US government collects and publishes a vast amount of statistical information. A number of university libraries have created government document research centers or guides to help users navigate this landscape. The University of Michigan’s Clark Library has a Finding Statistics guide that starts with a Best Bets for Statistics section and includes tabs for US, international, state, and local statistics, plus specific topics and tutorials. A similar resource, Government Information from UCLA’s Anderson School of Management Rosenfield Library, is categorized by type of business need (e.g., economic conditions and indicators, finance, banking, and financial markets, or international country and foreign trade). It also features a Statistics Other than Business section.

People often think that the US Census Bureau tracks only population data, but the Business & Industry guide section of the Census.gov website is a good place to start to look for potential leads on statistical topics in business. The home page provides links to the economic censuses, economic indicators, and other types of business and trade statistics amassed by the federal government; some may find its Index A-Z section a bit easier to navigate than hunting through search results. Another Census Bureau resource is Statistics of U.S. Businesses. This annual series (at this writing, 2013 is the most current year available) provides national and state-level data on numbers of businesses and employees broken out by industry.

American FactFinder is essentially a search interface for pulling data from the US Census Bureau’s vast population, housing, economic, and geographic databases—a key tool for building one’s own maps, tables, and reports. While there is some top-level information to be found on the main site, expect to spend some time practicing to fully exploit the power of this resource. A little tenacity and lots of digging can yield powerful statistical data.

Another great place to start with many statistical questions is the Statistical Abstract of the United States. Sadly, it ceased publication with the 2012 edition, along with the County and City Data Book and the State and Metropolitan Area Data Book published by the now-defunct Statistical Compendia Branch. Luckily for researchers (although the content is no longer free), ProQuest has added the Statistical Abstract to its suite of products that also includes an expanded version, the Statistical Abstracts of the World, and its Statistical Insight Collection. ProQuest’s version of the Statistical Abstract, which goes back only to 2013, uses the same categories as the older editions and is browsable by topic; tables new to each current edition are noted, and
the entire product is keyword searchable. For access to earlier years (1878–2012), the Census Bureau maintains a Statistical Abstracts Series site. When using PDF files that preserve the page images of these older abstracts, note that the index section is the best way to identify desired tables. One must also pay close attention to the original source of the data—a useful clue pointing to additional information.

In addition to publishing the biennial Occupational Outlook Handbook, the U.S. Bureau of Labor Statistics is a useful source of business statistical data. Its Databases, Tables & Calculators by Subject offers everything from the Consumer Price Index (CPI) to unemployment rates to time-use surveys and more.

SAGE Publications launched its new SAGE Business Stats in 2015, offering state, county, ZIP code, and metro-area-level data with useful mapping and report-creation features. Content includes some historical data and covers executive pay, new and closed businesses, patents and trademarks, private investment, and retail sales, among other topics.

Data-Planet Statistical Datasets contains a wide range of variables from government sources and private organizations. Key economic indicators are easy to browse, as are subjects spanning education, food and agriculture, prices and cost of living, and stocks and commodities. One can also browse by source of the data—an especially helpful feature—with some time series going back to the late 1940s. Another resource, the Federal Reserve Economic Data (FRED) site, organized by librarians at the Federal Reserve Bank of St. Louis, points to regional, national, and international data, including current US employment and population statistics.

Finally, Statistic Brain presents diverse trending statistical topics (e.g., stars on landfill, Star Wars total franchise revenues, lottery winners) with images and easy-to-read statistical overviews. The site can also be searched by keyword or browsed by broad categories (business, media, financial, geographic, demographic, technology, etc.). Contents are verified by source and date, and charts have abstracts explaining the information. As it is a free site, users should prepare to work around ads and avoid unwanted content.

Researching Small Businesses & Nonprofits

Small business and entrepreneurship are increasingly popular, vital areas of research in libraries. Similarly, much research is being done on nonprofit, philanthropic, and nongovernmental organizations. In addition to the resources highlighted earlier, the following websites offer assistance targeting the needs of both entrepreneurs and researchers.

Small Businesses

The U.S. Small Business Administration (SBA) website is as an excellent starting point for queries related to this business segment. In addition to business plan templates and information on financing and grants, there are links to individual state sites and other useful sources. The SBA-sponsored SBDCNet site offers small business researchers links to various industry resources as well as overviews of small business topics such as demographic data, consumer expenditures, and more. Another partner of the SBA, an association called SCORE (formerly Service Corps of Retired Executives), has offices located in each state. Now branding itself as “Counselor to America’s Small Business,” the SCORE website can help small business entrepreneurs answer tax questions and help locate funding, and provides links to free templates and forms for loan requests, break-even analyses, or profit-and-loss projections. Success stories are highlighted, and visitors can use the site to connect with personal mentors located in their area.

A common request by patrons is for sample business plans. Many business libraries own printed compilations of templates or individual titles profiling particular kinds of start-ups—everything from diaper delivery to coffee shops to pet sitting. A handy online tool for making the most of the many print sources and hundreds of online sources of business plans is the Carnegie Library of Pittsburgh’s Business Plans and Profiles Index. Business plans for different fields are organized alphabetically by type of business, with clear see also references. Entries link to online resources or simply index the print sources. One such work is Business Plans Handbook (CH, Jun’95, 32-5742), a longtime standard that compiles actual plans for an array of businesses. Gale Cengage Learning’s Small Business Resource Center provides full-text access, and users can search by keyword or browse by business type to find planning documents, along with other handbooks, reports, and magazines.

EBSCO’s Small Business Reference Center or its Entrepreneurial Studies Source, along with ProQuest’s Entrepreneurship Database, all provide comparable indexing and abstracting of publications of interest to the small business audience, including white papers, practical guides, and scholarly journals.

The Global Entrepreneurship Monitor (GEM) is a project from the Global Entrepreneurship Research Association. Funding comes from universities, including the London Business School and Babson College, as well as the International Council for Small Business and Canada’s International Development Research Centre. The project offers an assessment of national and global entrepreneurial activities and attitudes, with key indicators by country and year available as full data sets enabling users to create custom charts, graphs, and maps. Reports are also available on special topics such as women and entrepreneurship.

One of the areas of focus for grant making and operations evident on the Kauffman Foundation website is entrepreneurship; education is the other. Users can find information on start-up communities, entrepreneur demographics, teaching entrepreneurship, or entrepreneurship policy, and the site is also a great source for news. Blogs offer insights into various entrepreneurial developments, and a Multimedia section points to relevant infographics, videos, and photos searchable by keyword.

The Catalog of Federal Domestic Assistance serves as a directory of federal funding resources available to nonprofits and small businesses. One can use the advanced search screen to search across all types of assistance, such as grants, training, and employment. A user guide makes navigating the directory and website less unwieldy. Additional explanation on types of assistance along with a primer on writing grants can be found under the General Info tab.
Nonprofit Organizations

**GuideStar** is a key resource for researching nonprofits. To find nonprofits’ interest areas, one can search by metro area, type of organization, financial ranges, or other attributes, and access revenue and expense data along with annual reports and IRS Form 990 data (including details about top-paid officers and outside consultants as well as board chairs and board members). The database also provides access to articles and press releases related to relevant topics such as board development in the nonprofit sector.

The Foundation Center’s Foundation Directory Online profiles over 140,000 US-based foundations to describe programs, areas of funding, types of support, and recent grants. In addition to researching grant makers, users can search by company name to identify their areas of corporate social responsibility.

The National Center for Charitable Statistics website at the Urban Institute offers the ability to search across nonprofits’ IRS Form 990 filings, and it also publishes a **Nonprofit Almanac** (CH, Nov’08, 46-1271) that compiles data on the philanthropic sector, including wage and employment trends, financial trends, trends in private giving, and public charities. A Quick Facts and Figures section points to top charities by size and state, and a Custom (also Regional) Report Builder feature allows users to screen across various types of reports for all registered nonprofits, public charities, or private foundations. A Charitable Giving by State section has downloadable data on households, derived from deductions listed on federal tax returns.

The website of **BoardSource**, a national organization formerly known as the National Center for Nonprofit Boards, serves as a resource for funders, partners, and nonprofit leaders looking for guidance and ways to improve performance. Much of the information is available to members only, but a Community Resources section offers a free “Board Basics 101” series of publications on topics such as assessing board performance or benefiting from diversity.

Subscribers to *The Chronicle of Philanthropy* have access to additional resources and tools such as a checklist of what to consider before holding a celebrity fund-raising event, and a template for mapping out an organization’s resources, showing how they are used and what impact they have had. Some freely available articles cover corporate support, individual giving, management and leadership, and government regulation.

The **Charity Navigator** is a useful resource for evaluating the reputability of a charity. Specific charities are rated with a star system and upgraded or downgraded, depending on performance. Users can browse lists of four-star charities and see top-ten lists that cover those that are the most followed or celebrity related, the most consistently inefficient fund-raisers, or low-rated charities, among other categories. A Useful Tips for Donors section is available, as is a thorough explanation of the methodology. A similar charity-monitoring resource is the Better Business Bureau’s BBB Wise Giving Alliance. Its Give.org website provides information on charities’ governance, effectiveness, finances, solicitations, and informational materials.

Benefit corporations (B Corps) do not technically fall under the category of nonprofits but are included here as there is considerable overlap. B Corps are in fact for-profit entities that also strive to have a positive impact on society and the environment. **Certified B Corporations** is a useful website that gives an overview of these entities now currently legislated in over half of the US states. It features a worldwide directory that screens across certified companies, and their assessment and certification process produces a “B Impact Report” score for each company in categories such as the environment, workers, customers, community, and governance.

**Not Just for Librarians**

Many of the resources spotlighted in this final section are guide-type pathfinders or member organizations whose specialty is business reference. In the frenzy of a search, it is easy to overlook these rather unassuming treasures. **BUSLIB-L: Business Librarians’ Discussion List** is an e-mail group managed at Northern Arizona University that comprises a hearty band of helpful business reference experts from all arenas, spanning public, academic, and corporate library settings. Stumped by a business question? The BUSLIB-L group has heard it all, and its members are willing to share their knowledge. Subscribe to get into the flow of questions and answers of all kinds, or search the archives to see if a particular query has already been addressed.

As mentioned earlier, ALA’s Business Reference and Services Section (BRASS) is an organization for those engaged in business reference and related activities. In addition to developing and sponsoring conference programs and publishing two online newsletters, **Academic Brass** and **Public Libraries Brieﬁce**, it produces web guides that cover many of the topics and resources addressed in this essay. Under the BRASS Professional Tools section, one can find nearly two dozen guides to the major free and fee-based resources in specialized fields such as banking, hospitality, management, or taxation. BRASS’s **Business Reference Essentials** guide is especially noteworthy. It presents the must-know business research books and periodicals, associations, information literacy resources, business school accreditation resources, subscription databases, and resources for continuing education, serving as an excellent overview for new or seasoned business librarians and all levels of researchers. One can also follow the #bizref hashtag on Twitter to see posts on business topics from BRASS members, or follow the feed on the BRASS home page.

The activities and resources of the Special Libraries Association (SLA) and its **Business & Finance Division** website focus on the corporate-library audience. However, within the SLA there is a College and University Business Libraries Division that members can join to access its e-mail discussion groups. SLA’s Competitive Intelligence Division might also be of interest to business researchers. The SLA website offers career guidance and other resources for business information professionals of all kinds.

**Lippincott Datapoints** is the blog hosted by the University of Pennsylvania’s Wharton School of Business, covering business reference databases and research strategies. A former Lippincott librarian, Terese Mulkenz Terry, maintains her own blog, **BizRefDek**, offering frequent posts and updates on business resources.

**Alacra**, a market-research aggregator and access provider to multiple databases for corporate clients, offers an appealing, color-coded **Periodic Table of Business Research Databases** to help researchers sift through the myriad of choices. Its filter categories (Company Profiles, Credit and Investment Research, Deal Info, Economic Data,
Filings, Market Research, News, Share Ownership) really help users narrow down the options.

Bob Berkman is the coeditor of Information Advisor's Guide to Internet Research. This subscription newsletter is one of many publications from Information Today, a publisher whose website does more than advertise and sell its own books; it also aggregates news, blogs, conferences, and other events and websites relevant to all types of information professionals, including business researchers. Berkman also offers a free monthly Best of the Business Web e-newsletter in which he reviews freely available online business resources, and whose Thinking Out Loud section features his business research insights.

The Business Blog highlights business-related resources and other library news and services from the Ohio University Libraries. Here one finds some valuable guides and tutorial videos tailored to students researching specific industries and companies (e.g., the cruise line industry, or local tourism and hospitality markets); many serve as inspiration to other business librarians hoping to create similar tools for their patrons. A fine example is one titled “Should Target Open a Store in Athens, Ohio?” that walks users through the process of researching store location feasibility, and is easily extrapolated to other locations, collections, and users.

The University of Florida’s Business Information Portal serves not only that institution’s students and faculty but anyone looking for reliable, well-organized guides and tutorials for business research. And librarians at both Michigan State University and the University of North Carolina Greensboro have developed particularly useful guides, Citing Business Databases using APA style, giving plentiful examples of frequently used business resources.

**Conclusion**

The sheer quantity and complexity of online business resources can make the process of business research much more difficult and intimidating, albeit slightly more accessible. This essay has showcased resources that have proven their value to students, faculty, librarians, and all those pursuing business research in academic or public libraries and the corporate world. Parsing business questions into manageable components and defining the main categories involved are crucial steps of the business research process. Approaching each question with creativity and flexibility is key to coming up with reliable, validated answers. The strategies and resources highlighted here will yield valuable research results and—hopefully—successful business outcomes.

**Works Cited**

Key to pricing information: the symbol ($$) indicates a subscription resource; contact publisher for pricing. The symbol (&) indicates some free content, but added features require a subscription or membership. Resources not accompanied by a price symbol are available without charge and likely to include advertising. Resources reviewed by Choice indicate the issue date and review number of the first review or the most recent revisit. Some older reviews may have been reprinted in subsequent August web supplements of Choice. Website URLs were last visited in May 2016.

**Multi-content/Multi-subject Databases**

**Business Insights: Global** (CH, Feb’12, 49-3045)
Gale Cengage Learning
solutions.cengage.com/BusinessSolutions/
Business-Insights-Global/
($$)

**Euromonitor Passport**
Euromonitor International
www.euromonitor.com/passport/
($$)

**MarketLine Advantage** (CH, Oct’12, 50-0645)
Progressive Digital Media
www.marketreline.com/advantage/
($$)

**Mergent Online** (CH, Jan’06, 43-2586)
Mergent
www.mergent.com/solutions/
($$)

**NetAdvantage**
S&P Global
www.netadvantage.standardandpoors.com/
NASApp/NetAdvantage/index.do
($$)

**OneSource Global Business Browser** (CH, Mar’07, 44-3649)
Avention
www.avenion.com/products/onesource-global-
business-browser/
($$)

**Statista** (CH, Aug’12, 49-6646)
www.statista.com/
(&)

**Article Databases**

**AB/INFORM Complete** (CH, Oct’10, 48-0621)
ProQuest
www.proquest.com/products-services/ab_inform_complete.html
($$)

**American City Business Journals**
adbj.com/
(&)

**Business Source Complete** (CH, Feb’07, 44-3035)
EBSCO
www.ebscohost.com/academic/business-source-
complete
($$)

**Crain Communications**
crain.com/
(&)

**Factiva** (CH, Apr’09, 46-4202)
Dow Jones/News Corp
($$)

**LexisNexis Academic** (CH, Jun’08, 45-5305)
LexisNexis Group, a division of Reed Elsevier
www.lexisnexis.com/en-us/products/lexisnexis-
aademic.page
($$)

**Regional Business News**
EBSCO
www.ebscohost.com/academic/regional-business-
news/
($$)

**Business E-books**

**Books 24x7**
Skillsoft
library.books24x7.com/welcome.asp
($$)

**Business Expert Press**
www.businessexpertpress.com/
($$)

**Ebook Central**
ProQuest
www.proquest.com/products-services/ebooks-
main.html
($$)

**EBSCO eBooks**
www.ebscohost.com/ebooks/
($$)

**Gale Virtual Reference Library** (CH, Dec’10, 48-1793)
Gale Cengage Learning
www.cengage.com/search/showresults.
do?N=197+4294904997
($$)

**Safari Books Online Business Library**
ProQuest
www.proquest.com/products-services/safari_-
business_book.html
($$$)
Company Information Resources

AtoZdatabases
Database USA
www.atozdatabases.com/

Corporate Affiliations
LexisNexis Group, a division of Reed Elsevier
www.corporateaffiliations.com/
($$)

Dun & Bradstreet Million Dollar Database (CH, May’06, 43-5027)
Dun & Bradstreet & Mergent
www.mergentmddi.com/
($$)

Gale Directory Library (CH, Jul’08, 45-5894)
Gale Cengage Learning
access.gale.com/mlsgdl/
($$)

Hoover’s (CH, Jul’07, 44-6011)
Dun & Bradstreet
www.hoovers.com/
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Leadership Directories (CH, Sep’08, 46-0051)
www.leadershipdirectories.com/
($$)

Mergent Intellect
www.mergent.com/solutions/research/mergent-intellect
($$)

Orbis
Bureau van Dijk
orbis.bvdinfo.com/version-2016311/home.
serv?product=orbisneo
($$)

ReferenceUSA (CH, Mar’07, 44-3650)
Infogroup
www.referenceusa.com/
($$)

ThomasNet (CH, Oct’11, 49-0622)
Thomas Publishing
www.thomasnet.com/

Ward’s Business Directory of U.S. Private and Public Companies (CH, Feb’92, 29-3084)
Gale Cengage Learning
www.cengage.com/
($$)

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BigCharts (CH, Aug’05, 42Sup-0463)
Dow Jones/News Corp
bigcharts.marketwatch.com/

Bloomberg Professional Service (the Terminal)
Bloomberg Finance
www.bloomberg.com/professional/products-solutions/
($$)

Center for Research in Security Prices (CRSP)
Booth School of Business, Univ. of Chicago
www.crs.p.com/
($$)

Compustat Research Insight
S&P Global
($$)

EDGAR, Electronic Data Gathering, Analysis, and Retrieval (CH, Jul’16, 53-4616)
U.S. Securities and Exchange Commission
www.sec.gov/edgar.shtml

Eikon
Thomson Reuters
financial.thomsonreuters.com/en.html
($$)

FactSet
FactSet Research Systems
www.factset.com/
($$)

GFDatabase
Global Financial Data
www.globalfinancialdata.com/
($$)

Google Finance
www.google.com/finance/

Intelligize
www.intelligize.com/
($$)

Investext (CH, Nov’07, 45-1225)
Thomson Research
research.thomsonreuters.com/
($$)

Morningstar (CH, Apr’11, 48-4248)
www.morningstar.com/
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The Motley Fool
www.fool.com/

Rank and Filed
Maris Jensen
rankandfiled.com/

SEC Live
www.secouch.com/
(&)

SEC.gov
U.S. Securities and Exchange Commission
www.sec.gov/

Financial News Sites

Barron’s
Dow Jones/News Corp
www.barrons.com/
(&)

Business Insider
www.businessinsider.com/
(&)

CNN Money
Time Warner
money.cnn.com/
(&)

The Economist
Economist Group
www.economist.com/
(&)

Financial Times
www.ft.com/home/
(&)

Fortune
Time Inc.
fortune.com/
(&)

MarketWatch
Dow Jones/News Corp
www.marketwatch.com/
(&)

Money
Time Inc.
time.com/money/
(&)

MSN Money
www.msn.com/en-us/money
(&)

New York Times
www.nytimes.com/
(&)

Wall Street Journal
Dow Jones/News Corp
www.wsj.com/
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Historical Stock Prices & Annual Reports

Annual Reports at Academic Business Libraries
Purdue Univ.
apps.lib.purdue.edu/abldars/
Columbia Historical Corporate Reports (CH, Aug’10, 47-6615)
Columbia Univ. Libraries
library.columbia.edu/locations/business/corpreports.html

Finding Historical Stock Prices
New York Public Library
www.nypl.org/blog/2012/04/09/finding-historical-stock-prices

ProQuest Historical Annual Reports (CH, Dec’06, 44-1890)
www.proquest.com/products-services/pq_hist_annual_repts.html ($)

What to Do with an Old Stock Certificate
Enoch Pratt Free Library
www.prattlibrary.org/locations/bst/index.aspx?id=3030

Investment Education Sites
Campbell R. Harvey’s Hypertextual Finance Glossary (CH, Feb’07, 44-3037)
people.duke.edu/~charvey/Classes/wpg/glossary.htm

CFTC Education Center
U.S. Commodity Futures Trading Commission
www.cftc.gov/ConsumerProtection/EducationCenter/index.htm

FINRA Investor Education Foundation
Financial Industry Regulation Authority
www.finrafoundation.org/

Investing in Bonds
Securities Industry and Financial Markets Association (SIFMA)
www.investinginbonds.com/

Investment Company Fact Book
Investment Company Institute
www.ici.org/pubs/fact_books

Investopedia (CH, Jul’01, 38-6292)
www.investopedia.com/

Investor’s Clearinghouse (CH, Nov’06, 44-1636)
Alliance for Investor Education
www.investor.education.org/

Smart Investing@Your Library
American Library Association
smartinvesting.ala.org/

Stock & Commodity Exchanges
Ka-Neng Au, Rutgers University Libraries
libguides.rutgers.edu/stocks

Private Equity, Venture Capital, Mergers & Acquisitions
Capital IQ
S&P Global
www.capitaliq.com/CIQDotNet/Login.aspx ($)

CrunchBase
www.crunchbase.com/

deal Pipeline
The Deal
depipeline.thedeal.com/springlogin.dll ($)

PitchBook
PitchBook Data
pitchbook.com/ ($)

Preqin
www.preqin.com/ ($)

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PrivCo
PrivCo Media
privco.com/

Zephyr
Bureau van Dijk
zephyr.bvinfo.com/version-201645/Home.serv?product=zephyrneo ($)

Industry Research Resources
Annual Retail Trade Survey
U.S. Census Bureau
www.census.gov/econ/overview/ref0200.html

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U.S. Census Bureau
www.census.gov/programs-surveys/asm.html

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www.library.hbs.edu/guides/

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www.bizminer.com/ ($)

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www.doniagroup.com/FocusReports.aspx ($)

IBISWorld
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www.plunketresearchonline.com/ ($)

Specialized Industry Resources
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Crain Communications
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Forrester
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GlobalData
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Medtrack
Pharma Intelligence, from Informa Business Intelligence
www.medtrack.com/ ($)

Sports Business Research Network (CH, Jan’08, 45-2393)
SBRnet
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wardsauto.com/data-center/ ($)

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Global Information
www.giiresearch.com/ (&)

MarketResearch.com (CH, Aug’04, 41Sup-0405)
www.marketresearch.com/ (&)

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bmo.bmiresearch.com/ ($$)

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www.cia.gov/library/publications/the-world-factbook/

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Economist Group
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search.proquest.com/eurjournals/ ($$)

EMIS (Emerging Markets Information System) (CH, Nov’07, 45-1214)
Euromoney Institutional Investor
www.securities.com/emis/ ($$)

Export.gov (CH, Aug’05, 42Sup-0443)
International Trade Administration, U.S.
Department of Commerce
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Broad College of Business, Michigan State Univ.
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www.ihs.com/product-type/connect-platform.html ($$)

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Market Explorer
Economist Group
www.eiu.com/home.aspx ($$)

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www.oecd-ilibrary.org/ (C)

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Federation of International Trade Associations,
GlobalTrade.net
www.fta.org/webindex/index.html

UN iLibrary
United Nations
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World Bank Open Data (CH, Sep’10, 48-0059)
World Bank Group
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AdAge Datacenter
Crain Communications
adage.com/datacenter/ ($$)

American Customer Satisfaction Index (ACSI) (CH, Nov’08, 46-1254)
Ross School of Business, Univ. of Michigan
www.theacsi.org/ (C)

BusinessDecision
CIVIC Technologies
civictechnologies.com/businessdecision/ ($$)

DemographicsNow: Business & People (CH, Sep’12, 50-0038)
Gale Cengage Learning
solutions.cengage.com/BusinessSolutions/DemographicsNow/ ($$)

Esr Business Analyst
www.esri.com/software/businessanalyst/ ($$)

Marketing
MIT Libraries
libguides.mit.edu/marketing

Mintel (CH, Jul’10, 47-6023)
www.mintel.com/ ($$)

MRI
GfK

Nielsen Datasets (Consumer Panel Data, Retail Scanner Data)
Kiles Center for Marketing, Booth School of Business,
Univ. of Chicago
research.chicagobooth.edu/nielsen/ ($$)

Nielsen.com
www.nielsen.com
REDBOOKS
www.redbooks.com ($$)

Simmons OneView
Experian Marketing Services
www.experian.com/consumer-insights/simmons-oneview.html ($$)

SimplyMap (CH, Dec’09, 47-1791)
Geographic Research
geographicresearch.com/simplymap/ ($$)

Social Explorer (CH, Mar’11, 48-3644)
www.socialexplorer.com/ ($$)

SRDS Local Market Audience Analyst
Kantar Media
next.srds.com/media-data/consumer-demographics ($$)

SRDS Online Databases
Kantar Media

U.S. Consumers/Lifestyles, U.S. New Movers/ Homeowners
Infogroup
www.referenceusa.com/Static/Home@consumerDatabases ($$)

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American FactFinder (CH, Dec’05, 43-1925)
U.S. Census Bureau
factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

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www.bls.gov/data/

Data-Planet Statistical Datasets
Data-Planet by Conquest Systems
www.data-planet.com/data-planet-statistical-datasets ($$$)
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Federal Reserve Bank of St. Louis
research.stlouisfed.org/fred2/

Finding Statistics
Univ. of Michigan
guides.lib.umich.edu/govstatistics/

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Anderson School of Management, Rosenfeld Library, UCLA
www.anderson.ucla.edu/rosenfield-library/
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U.S. Bureau of Labor Statistics
www.bls.gov/ooh/

SAGE Business Stats (CH, May’16, 53-3791)
us.sagepub.com/en-us/nam/business-stats
($$)

Statistic Brain
Statistic Brain Research Institute
www.statisticbrain.com/

Statistical Abstracts of the United States (CH, Dec’07, 45-1769)
ProQuest
www.proquest.com/products-services/statabstract.html
($$)

Statistical Abstracts Series
U.S. Census Bureau
www.census.gov/library/publications/time-series/statistical_abstracts.html

Statistical Insight Collection
ProQuest
www.proquest.com/products-services/Statistical-Insight.html

U.S. Census Bureau-Business & Industry (CH, Feb’12, 49-3060)
www.census.gov/econ/

U.S. Census Bureau-Statistics of U.S. Businesses
www.census.gov/econ/susb/

Small Business Resources
Business Plans and Profiles Index (CH, Mar’07, 44-3653)
Carnegie Library of Pittsburgh
www.carnegielib.org/research/business/planindex.html

Catalog of Federal Domestic Assistance
Office of Management and Budget to the General Services Administration
www.cfda.gov/

Entrepreneurial Studies Source (CH, Jun’11, 48-5448)
EBSCO
www.ebscohost.com/academic/entrepreneurial-studies-source
($$)

Entrepreneurship Database
ProQuest
www.proquest.com/products-services/pq_entrep.html
($$)

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Global Entrepreneurship Research Association
www.gemconsortium.org/

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www.kauffman.org/

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www.sbdcdn.org/industry-links/demographics-links
SCORE (CH, Jul’14, 51-6265)
www.score.org/

Small Business Reference Center
EBSCO
($$)

Small Business Resource Center (CH, Jun’08, 45-5358)
Gale Cengage Learning
solutions.cengage.com/BusinessSolutions/Resource-Center
($$)

U.S. Small Business Administration (SBA) (CH, Aug’05, 42Sup-0456)
www.sba.gov/

Nonprofit Organizations
BoardSource
www.boardsource.org/ebweb/
($$)

Certified B Corporations
B Lab
www.bcorporation.net/

Charity Navigator (CH, Feb’08, 45-2927)
www.charitynavigator.org/

The Chronicle of Philanthropy
philanthropy.com/
(&)

Foundation Directory Online
Foundation Center
fcdnline.foundationcenter.org/
($$)

Give.org
BBB Wise Giving Alliance, Better Business Bureau
give.org/

GuideStar (CH, Mar’06, 43-3789)
GuideStar USA
www.guidestar.org/Home.aspx
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National Center for Charitable Statistics (CH, Dec’12, 50-1803)
nccs.urban.org/

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Robert Berkman
www.bestbizweb.com/

Biz Ref Desk
Teres Mulkern Terry
www.bizrefdesk.com/

Business & Finance Division
Special Library Association
bf.sla.org/

The Business Blog
Chad Boeninger, Ohio Univ. Libraries
www.library.ohiou.edu/subjects/businessblog/

Business Reference and Services Section
BRASS, RUSA, ALA
www.ala.org/rusa/sections/brass/

Business Reference Essentials
BRASS, RUSA, ALA
brass.libguides.com/BusinessReference/

BUSLIB-L: Business Librarians’ Discussion List
Northern Arizona Univ.
lists.nau.edu/cgi-bin/wa?A0=BUSLIB-L

Citing Business Databases in APA Format
Walter Clinton Jackson Library, Univ. of North Carolina Greensboro
uncg.libguides.com/apa_bus/

Citing Business Databases in APA Style
Gast Business Library, Michigan State Univ.
libguides.lib.msu.edu/citingbusdatabases/

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Information Today
www.informationadvisor.com/
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Lippincott Datapoints
Lippincott Library, Wharton School, Univ. of Pennsylvania
lippincottlibrary.wordpress.com/

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Alacra
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Peter Z. McKay, Univ. of Florida
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