COMPANY & INDUSTRY SEARCH FAQ

How to Search Company & Industries:

- First, browse to the Lovejoy Library web site at http://www.siue.edu/lovejoylibrary
- Second, select “Journals, Magazines, and More” under the Find heading

Find
Books, Media, and More
Journals, Magazines, and More
Special Collections and More

- When this screen opens, select “eResources and Databases by Subject.” Select the Business subject and then a list of Business databases will display.

Databases by Subject

By Subject

- General
- Business
- Dental Medicine
- Education
- Engineering
- Fine Arts & Communications

- Government
- Humanities
- Nursing
- Pharmacy
- Sciences
- Social Sciences

COMPANIES:
For company information, a good place to start is Mergent Intellect, which provides the well-known “Hoover’s/Dun & Bradstreet” company profiles, with their compact corporate overviews, histories, products & operations, competitors, basic financials, public versus private ownership, and corporate hierarchy. Sometimes, market share information will be provided, or alternatively, a broad-based ranking description. In searching, name variants for a company can sometimes throw off the search so try different variations. For example, use “General Motors,” not “GM,” etc. For corporations with many name variations, like “Toyota,” try using the advanced search feature and then limiting by publicly-held status, or by location. Foreign, publicly-held corporations will not contain financials within Mergent Intellect. Instead use Mergent Online.

Mergent Online is a very good option if it is known that the company is publicly held. Detailed financials (with up to 15 years of history) will be provided, along with an outline
history, key officers, subsidiaries, institutional investors, competitors, and revenues by principal business segments and geographical regions.

Next, go into Standard & Poor’s NetAdvantage database, and there you can search by company on the opening page; if you know the ticker symbol for a publicly held firm, you can start your search with that field. Once you get the beginning profile, you can link to a lot of other related information by clicking on the links in the left toolbar area, e.g., stock reports, competitors, industry information. One can concentrate on financials or the broader industry by choosing the appropriate links. The link for “Industry Surveys” will take you into the relevant Standard & Poor’s Industry Surveys segment for your company’s industry. S&P covers some 56 industry segments but not all. For example, there is no specific “survey” done on the HVAC industry, just "Household Durables," which includes things like furniture and regular appliances.

A third company source in our electronic resources is Company Dossier, a sub file of LexisNexis Academic. Three years of downloadable financials will be provided for all publicly-held firms, with various sources of this data, including Worldscope, Morningstar, D&B, etc. Some unique features include Vickers Securities-supplied top institutional stock ownership data, Zacks Investment Reports, Brand ownership information, and detailed LexisNexis “Corporate Affiliations” information on corporate hierarchy.

MarketLine Reports is an additional source, available as a link in EBSCOhost’s Business Source Elite database under the “Company Profiles” tab. Each report includes a company overview, key facts, business description, history, key employees, major products and services and analysis thereof, usually a SWOT analysis, top competitors, company view, locations and subsidiaries.

An excellent free source for financials on publicly traded companies is the U.S. Securities & Exchange Commission (SEC) EDGAR database. Corporate annual reports in their raw 10K format can be retrieved for over 10 years and searched topically.

A more detailed company history could be obtained by consulting International Directory of Company Histories. This ongoing, major reference work on corporate history is published by St. James Press and its e-Book version is accessible in the Gale Virtual Reference Library in the above hot link. The most effective way to find the latest, full-length article on a firm is to open up the latest volume in our holdings—just click and then scroll to the “Cumulative Index to Companies” by letter range. Find the desired firm and note which is the later piece, e.g., “57 318–23 (upd.),” meaning volume 57, pp. 318-23 for an updated article.

Next, you can go into our online book catalog and also look for corporate/industry histories and studies for a longer-view type of research. See link for “Our Library Catalog” on library’s homepage.

Finally, a great deal of CURRENT company information can be obtained by searching the Business Periodical Literature through one of our periodical index databases. Try ABI/INFORM Complete or Business Source Elite. Search by the company name or stock ticker symbol, using the appropriate field. LexisNexis also contains a great deal of industry and corporate news.
Market Share:
For a particular company’s market share and/or ranking in its industry, there are a number of options. As noted above, Mergent Intellect [Hoover’s/D&B] will sometimes provide market share in its profile of a company. The Standard & Poor’s Industry Surveys in S&P’s NetAdvantage are a second option, IBISWorld is very good and detailed for U.S. markets, and Euromonitor’s Research Monitor provide additional data for the consumer industries it covers. For NetAdvantage, one has to study the report detail, but usually the “Industry Profile” section will contain the relevant data if available. Quite often, rankings by sales are more commonly provided than a strict percentage market share. Or there might be a ranking on some other basis, like tonnage output in the steel industry. You also may be dealing with a firm that is highly diversified in its lines of business or products, in which case you’ll have to look at rankings or market share for particular business segments. Some industries themselves, like apparel retailers or restaurants, are extremely segmented, and this fact often makes the “market share” question much more elusive, or expensive! A pretty good rule of thumb is that if one does not find the figure pretty quickly in such places as Mergent Intellect, S&P’s Industry Surveys, IBISWorld, or Research Monitor, it may be tough to get this figure short of your personally buying very expensive market research reports, which are obviously not going to be an option in the educational setting. These research reports can run into the thousands of dollars.

However, a print library reference source published annually is sometimes helpful. It is called Market Share Reporter. The Library’s latest edition is kept behind the Library Information Desk; the call number is: Ref. HF 5410.M35. This work is organized by the old industry SIC system, but there are topical indexes. For the most part, the data in this source is derived from industry trade periodicals and will lag for a year or two. And that provides another avenue for research. Search one of the above-mentioned periodical databases with a search on the relevant industry name, e.g., “pharmaceutical industry,” AND “market share.” Alternatively, search on the industry name AND “(ranking OR rankings).”

Benchmarking & Ratio Sources:
Industry-wide ratios are provided in such benchmark publications as (all located in the Library Reference Collection for latest edition):

- **RMA Annual Statement Studies** (Ref. HF 5681.B2 R6—latest ed., older eds. in Book Collection)
- **Key Business Ratios (KBR)**—Dun & Bradstreet competitive benchmarking data, providing 14 key business ratios for public and private companies in 800 lines of business. This is the online equivalent of the old Industry Norms and Key Business Ratios (HF5681.R25 I52 [Latest in Reference; older in Book Colln.]
- **Almanac of Business and Industrial Financial Ratios** (Ref. HF 5681.R25 T68—latest ed.)

These sources are pretty much organized by the standard industry classification systems, the NAICS (North American Industry Classification, the newer system—online courtesy of the U.S. Census Bureau at http://www.census.gov/epcd/www/naics.html, or in the
Library at (Ref. HF1042 .N671 2012), or the older schema, the SIC (Standard Industrial Classification—see HF 1042.A55 1987).

**INDUSTRY ANALYSIS:**
Start with the industry overview studies in *Standard & Poor's Industry Surveys*, available online via the Library's subscription to S&P's *NetAdvantage* service [see above]. Their 56 industry segment breakdown won't work for all industries, as mentioned, but is about the best place to begin. S&P also currently provides some broad-based sector analysis of European and Asian industry markets under its “Global Industry Surveys” tab in *NetAdvantage*.

Two other databases which will be helpful analyzing industries include Euromonitor’s *Research Monitor* and IBISWorld reports. The former database will very often provide market share information for consumer-related sectors, e.g., soft drinks, household care, etc., while the latter system provides quite analysis of granular U.S. industry segments.

A good place to go to for a narrower industry like the HVAC (Heating, Ventilation, & Air Conditioning) industry is a source entitled *Encyclopedia of American Industries, 6th ed.* (HC102 .E53 2011a). When using this online edition, choose the feature, “in all volumes in this edition” for searching industry words or terms. The Library also holds an electronic version of the 2008, 5th ed. The older, 4th edition of this work is available in the Library’s Book Collection at: HC 102.E53 2005, vols. 1-2. If you go in to the indexes, you'll see various entries for heating and ventilation manufacturers and service providers. Everything is organized by Standard Industrial Code (SIC), so you probably will need to look at a couple of different entries.

One can also go into the Library’s Online Catalog, U-Find and look for corporate/industry histories and studies for a longer-view type of research. Beyond Lovejoy Library's immediate holdings, you can also search in the statewide online catalog, I-Share for materials held around Illinois, in larger collections than ours.

Finally, as with specific companies, most current information on industries, including trends and conditions, has to be gleaned from the trade periodical literature, using such databases as ABI/INFORM, Business Source Elite, or LexisNexis.