


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 Reference Databases under the Find Books and More heading


Find Books and More

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- Finally, select the Business subject and a list of databases will display.

By Subject

- [General](#)
 - [Business](#)
 - [Dental Medicine](#)
 - [Education](#)
 - [Engineering](#)
 - [Fine Arts](#)
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All databases are accessible off campus, **except** Sorkins. You must access the databases through Lovejoy Library's database portal. See URL above.

COMPANIES:

For company information, a good place to start is [Hoover's Company Records](#). If you know the ticker symbol for a publicly held firm, start your search using that field; otherwise use the company's name, and pick the "Company/Org" field. Sometimes, name variants for a company can throw off the search so try different variations. For example, use "General Motors," not "GM," etc. Hoover's provides some nice, compact overview information. You will see its stock market ticker symbol, which will indicate public ownership. Sometimes, market share information will be provided, but always a list of competitors, product lines, key personnel, and basic financials.

Next, go into Standard & Poor's [NetAdvantage](#) database, and there you can search by company on the opening page. 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 55 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 on our website is [Mergent Online](#), which will provide information on almost all publicly held, i.e., traded, firms, including many international enterprises. One feature of *Mergent* is some company history, including acquisitions, mergers, etc. Detailed financial reporting information is a key feature.

Datamonitor Reports is an additional source, available as a link in EBSCOhost's [Business Source Elite](#) database [see below] under "Company Profiles." 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, and locations and subsidiaries.

A newer database which will be helpful for companies and industries more in the consumer markets and industries is Euromonitor's [Passport Reference and Markets](#). This database will very often provide market share information for consumer-related sectors, e.g., soft drinks, household care, etc.

A more detailed company history could be obtained by consulting [International Directory of Company Histories](#). If you prefer to use this source in print, we also have it in the Library Reference Collection at (Ref. HD 2721.I63 1988- , vols. 1-82). Go to the last volume and use the company index. Go to the bold-letter entry in the latest volume listed and you'll get a nice succinct corporate history.

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](#) or [Business Source Elite](#). Search by the company name or stock ticker symbol, using the appropriate field. [LexisNexis – Company Dossier](#) 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, *Hoover's* will sometimes provide market share in its profile of a company. The *Datamonitor Reports* are another option, and the *Standard & Poor's Industry Surveys* are a third. For the latter, 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 *Hoover's*, *S&P's Industry Surveys*, or such like, 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.

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 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)
- *Industry Norms and Key Business Ratios* (Ref. HF5681.R25 I525)
- *Almanac of Business and Industrial Financial Ratios* (Ref. HF 5681.R25 T68)

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 HF1042 .N671 2002) ,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 55 industry segment breakdown won't work for all industries, as mentioned, but is about the best place to begin.

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](#), 5th ed. When searching this online edition, choose the feature, “search for words in entire document. The older, 4th edition of this work is available in the Library's Reference Collection at: Ref. 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 and also look for corporate/industry histories and studies for a longer-view type of research. Beyond Lovejoy Library's immediate holdings, you can also search statewide in the online catalog for materials held around Illinois, in larger collections than ours. For details on searching the Library's catalog, see the “How do I ...” pointers at http://www.siue.edu/lovejoylibrary/services/instruction/how_do_i_main.shtml

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](#).