

BUS 429

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Library Web page: <http://lib.newpaltz.edu>

Finding Company & Industry Information

- **Standard & Poor's Industry Surveys (*in library*)**
available in print in library: REF HC106.6 .S74
The best source of detailed industry descriptions **for the United States**, including the current environment, industry profile & trends, how the industry operates, key industry ratios and statistics, and other data. Industry reports are updated twice annually. Each quarterly issue contains 3 volumes. Use the company index at the beginning of each volume to find the appropriate industry.
- **Hoover's Online (*online database*)**
Excellent source of extensive company information, including overview, history, financials, and competitors. Search by ticker symbol when possible. Use "Competitive Landscape" to compare firm with top 2 industry performers and with industry as a whole.
- **Business & Company Resource Center (*online database*)**
Use Company or Industry search options to find a wide variety of information. Tabs across the top provide access to company histories, financials, investment reports, rankings, industry overviews, and more.

Finding Information about Foreign Countries and International Industries

- **CountryWatch (*online database*):** Provides extensive factual reports and analysis for 192 countries of the world. Information is compiled from numerous sources, including U.S. government agencies, the United Nations, the BBC, leading reference books, news wire services, and Country Watch's in-house analysts. The six major sections of Country Watch are listed below:

Country Review: lengthy reports providing political, economic, social, environmental, and investment information for each country, plus links to authoritative, free external resources

Maps: political, physical, and thematic maps

Data Retrieval: current and historical statistics for 250 data series, from 1993 to present

Country Wire: current and retrospective news stories selected from several dozen worldwide wire services (2003 to present)

Global News Briefing: a weekly summary of major world news stories

Political Intelligence Briefing: a weekly audio broadcast summarizing major political developments around the world

- **Business Source Premier (*online database*)**: Includes country reports from the Economist Intelligence Unit (EIU), and other sources.
- [GLOBUS & National Trade Databank](http://www.stat-usa.gov/tradtest.nsf) (<http://www.stat-usa.gov/tradtest.nsf>) : One-stop site for information and trade leads from the U.S. National Trade Data Bank (NTDB). Sections include trade news, current exchange rates, market and country research, international trade statistics, and current press releases. Of particular note are International Marketing Insight (IMI) Reports, Country Commercial Guides, and Country Background Notes. **In-library use only. Ask Reference Librarian for password.**
- [globalEDGE](http://globaledge.msu.edu/resourceDesk/) (<http://globaledge.msu.edu/resourceDesk/>) (**Free web site**): Home of Michigan State University's Center for International Business Education and Research (CIBER). Comprehensive starting point for global research. A meta-site with access to international business and trade information, economic trends and an index to information resources. Brief annotations are included for entries and site links.
- [International Business & Technology: World Level](http://www.brint.com/international.htm) (<http://www.brint.com/international.htm>) (**Free web site**): A meta-site from @brint.com that provides access to global business, communication, import-export, linguistic, legal, marketing, media, monetary, public affairs, research, technology, trade, and travel information resources. Sites are concentrated in trade, technology, maps, and international phone and business directories, but this page also provides links to commonly-sought information about countries such as national flags, weather, and news feeds.

Finding Articles via Online Research Databases

- **ABI/Inform (*online database*)**
The premiere research database in the field of business. Particularly useful for theoretical topics and management issues. Indexes 1000+ international business publications. About half are full-text. Directory information for about 60,000 companies.
- **Business Source Premier (*online database*)**
Covers every area of business, including management, marketing, economics, finance, accounting, international business, and more. Includes SWOT analyses. **Contains some international industry profiles!**