

Selected Business Information Resources at CUL

Two websites of interest:

There is now a site for the **Business Information Group (BIG)**. There are plans to include materials from the various “Resource Demonstrations” on this site (handouts, webpages, if any, etc).

<http://www.library.cornell.edu/staffweb/IRPC/BIG/index.html>

Frequently Asked Questions: Management Library website:

<http://www.library.cornell.edu/johnson/library/faq/>

Company and Industry Resources

MarketInsight

- company and industry research
 - includes *some* private companies*
 - American, Canadian, UK and *some* European
 - Very up-to-date
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- ✓ Search by ticker symbol – use the lookup feature
 - ✓ Financial Highlights -- the usual information. Note: The hyperlinked texts are links to definitions.
 - ✓ Peer Group--How the company fares in relation to it's peers in the industry. Notice the sort fields.
 - ✓ Corporate Actions -- For example, bankruptcy filings.
 - ✓ Industry Outlook -- Going beyond the specific company to the industry as a whole.
 - ✓ Wall Street Consensus -- Analysts Reports (this is where you should go for investment advice!)
 - ✓ Archive -- back issues of Industry Outlook, News Headlines, Stock Reports.
 - ✓ **Charting** -- comparisons, also includes many spreadsheets that can be exported.
 - ✓ Fun link: Executive Compensation, including historical info (several years)

*It may not be possible to find any information on smaller companies or non-public companies. Strategy: Find a similar company or industry and make comparisons. Try Hoovers to browse companies geographically.

Hoover's

- Useful for private companies that are considering becoming public (IPO Companies)
- Won't include all private companies.

Tip: Finding financial information on small, private companies may not be possible. One strategy is to search for a similar company and make some inferences, or broaden the search to an industry search. Choose **Browse by Companies, by Geography** for the best comparison.

Mergent Online

- Company and Industry information, again, perhaps sliced and diced more finely.
- "Edgar" is the database of the Securities & Exchange Commission (SEC).
- Industry Reports/ Oil and Gas: North America/ [Current Environment: United States](#)
- Ability to create company-to-company comparisons (although, sometimes, it seems the data for the comparison is not available.)

SOCRATES [Available in ILR and JGSM]
produced by KLD Research & Analytics, Inc.

KLD monitors the **social records** of corporations in the entire global investable universe. KLD's research is presented in the form of:

- In-depth Company Profiles
- Comprehensive Industry Involvement Reports
- Detailed Social Ratings

KLD's online research database contains social records on more than 3,000 US and international companies.

Company Profile coverage includes the areas of environment, employee relations, diversity, community, product quality, and non-US operations. Company Profiles also report any involvement in alcohol, adult entertainment, gambling, tobacco, military contracting, and nuclear power.

KLD SOCRATES also generates complete Industry Involvement Reports of domestic and international companies engaged in the businesses of alcohol, tobacco, nuclear power, firearms, adult entertainment, gambling, contraceptive products and abortion, and military contracting.

More information is available at <http://www.kld.com> .

Economic Research Institute's (ERI) Full Analyst's Series [Available in ILR only]

From the company: "ERI Economic Research Institute is a research outsource for wage and salary information including salary survey data, executive compensation, cost of living, prevailing wage, and employee benefit data and job employment data dealing with employee income and compensation and benefits training. Join our subscribers who use ERI salary research data to set individual pay levels, establish wage structures, set branch office salary structures, determine relocation allowances, and train job analysts in salary administration".

More information and selected free data is available from <http://www.erieri.com/> .

Market Research

[Mintel](#)

- Marketing reports
- Information on market "segments" -- consumer markets research
- Scroll down to click the I agree button.
- Scroll down to see a list of reports that Cornell has access to.
- "Market segmentation" – who's buying what. Choose the databases tab/US useful lists/[\(item\)](#)/markeshare

Choices 3 (Only available at the Management Library)

Brand-level market research data. [Choices 3](#) is an electronic version of **Simmons Survey of Media and Markets**. Choices 3 can be used to find the buyers and users of products at the brand level. This resource can provide access to complex data sets and generate crosstabulation reports, which can then be manipulated to aid interpretation of the results. Choices 3 is available on public computers 1-3 in the Management Library. Handouts are available, however,

See Management Library FAQs for more information on strategies and resources available for market research, including resources for international markets.

Books available in Olin Reference:

Best Customers: Demographics of Consumer Demand.

Ref HC 79.C6 R87x 1990

Household Spending: Who spends how much on what.

Ref HC 110.C6 O34+

Based on unpublished data collected by the Bureau of Labor Statistics Consumer Expenditure Survey, Household Spending examines how much American households spend on hundreds of products and services by age, income, household type, region of residence, race and Hispanic origin. Educational

Attainment is also included beginning with the 9th edition (2004). CUL has each edition since the 2nd, in 1993.

Editor & Publisher Market Guide.

Ref HF 5905.e22++

Sales & Marketing Management: 2004 Survey of Buying Power and Media Markets

Ref HC 106.3 S162+ 2004

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