START your research by checking this Research Guide from the library:

http://libguides.gatech.edu/company

Use the tabs from the Research Guide to link to these exclusive sources (the Library subscribes). We’ve hand-picked the key resources on the Guides.

Why you need info. on a company:

Company website only reveals what the company wants the general public to know

Use what you find out to:
- ask useful, probing and intelligent questions
- differentiate yourself from others interviewing
- evaluate the company’s work environment, future, etc.

Consider starting your research by reading an overview of the industry in which your target company operates:

- **Standard & Poor’s Industry Surveys** *(new database; previously in library only)*
  - It’s the premier source for in-depth information & analysis for 60 major industries.
- **Business & Company Resource Center** *(library subscription database)*
  - Several pages of background/overview for most industries
- **Business Source Complete** *(library subscription database)*
  - Detailed reports (15-40 pages) for major industries (from Datamonitor)
- **Value Line** *(library subscription database)*
  - 1-page general overview of 98 industries

PUBLIC or PRIVATE?

If your target company is “public”, it issues stock, and has to report detailed financial information to the U.S. government (the SEC) – a **10-K** report. It also sends an **Annual Report** to its shareholders.

Note: the Annual Report is a marketing tool by the company – it won’t report negative info., and financial problems may be hard to identify (remember Enron?)

If your target company is “private”, financial information is not official; estimates may (or may not) be done by reporters, analysts, or consultants.

COMPANY PROFILES

Available for large corporations, each profile includes:
- Overview (from 1 to 30 pages)
- Key financials
- Key competitors
- Key officers/executives
- Key products/services
Key library subscription databases for company profiles:

- **Hoover’s Company Profiles** -- several pages per company
- **Standard & Poor’s NetAdvantage** – several-page overview + financials
- **Mergent Online** -- 1-page overview of 1500 companies; select “Reports” tab, then FactSheets. Also includes a business summary and key executive bios
- **Value Line** -- 1-page overview of 1700 companies
- **Morningstar Investment Research Center** – several pages per company
- **LexisNexis Academic** – within “Company Dossier” – “Snapshot” – several pages per company; includes recent corporate news and executive changes.
- **Business Source Complete** -- select “Company Profiles” from right frame (in-depth, sometimes 30 pages)
- **Business & Company Resource Center** - several-page “SWOT” analysis (strengths, weaknesses, opportunities, threats)
- **Vault Insider Guides** (access from Career Services website) – inside scoop

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**NEWS ABOUT YOUR COMPANY**

Library subscription databases for *newspaper* articles: (all include the local newspaper, the *Atlanta Journal-Constitution* – the “AJC”)

- LexisNexis Academic
- Factiva
- ProQuest Newspapers

Useful for late-breaking news or major announcements
Consider also searching the newspaper(s) of the city in which the headquarters or major division is located.

Key library subscription databases for “trade” *periodical* articles:

- **ABI/Inform Complete**
- **Business & Company Resource Center** (concepts listed below easy to search)
- **Business Source Complete**
- **Business Abstracts with Full Text** (use for large corporations and industries)

Word combinations to search (recommend using Advanced Search):

company name - AND – (select one or two similar concepts from this list)

<table>
<thead>
<tr>
<th>Management</th>
<th>Trend(s)</th>
<th>Acquisitions</th>
<th>Advertising</th>
<th>Strategy</th>
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<td>Planning</td>
<td>Growth</td>
<td>Merger(s)</td>
<td>Marketing</td>
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<td>Forecast</td>
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<td>Products</td>
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<td>Services</td>
<td>Technology</td>
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<td>the specific product name (i.e., Coke)</td>
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<td>Technology</td>
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</tbody>
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**DEVELOPING LISTS of POTENTIAL TARGET COMPANIES**

- **Reference USA** – more than 14 million U.S. companies
  - New Businesses - new add-on module purchased by the library
- **D&B Million Dollar Database** - more than 200,000 U.S. companies
  - also includes bios of key executives/officers

With these databases, can **limit** by city/area, # of employees, industry codes (SIC or NAICS), etc. - get a customized list.
BUSINESS RANKINGS ("top" lists)

For the largest U.S. public corporations:
- "Fortune 500" - issued annually by Fortune

For the largest U.S. private companies:
- "Largest Private Companies" – issued annually by Forbes

For large U.S. corporations (including private) in many industries and in all states:
- Ward’s Business Directory (Reference HG4057.A46x)
  o Volumes 5-8 rank by industry codes and geography

For Atlanta-area companies:
- Atlanta Business Chronicle – annual “Book of Lists” (at Library Service Desk)

For the largest international corporations:
- "Global 500" – issued annually by Fortune magazine
- "Global 2,000 Leading Companies" – annual list by Forbes magazine

For fastest-growing companies:
- "100 Fastest-Growing Companies" – Fortune
- "25 Fastest-Growing Tech Companies" - Forbes

For "best" companies:
- "100 Best Companies to Work for" – Fortune
  o It also links to the 25 with more than 700 job openings
- "World’s Most Admired Companies"

Also see the tab “Business Rankings” on the online Company Information Research Guide
Detailed financial information (all are library subscription databases):
- **Mergent Online** – financial statements as reported to the federal SEC
- **Morningstar Investment Research Center** – in-depth investment analysis as well
- **Value Line** - 1-page format of key financial data; includes forecasts

Annual Reports:
- **EDGAR** (online system of the Securities & Exchange Commission (SEC))
  - [http://www.sec.gov/edgar/searchedgar/webusers.htm](http://www.sec.gov/edgar/searchedgar/webusers.htm)
- **Mergent Online** (within company record, select “EDGAR” tab)
  - Note: searches EDGAR; retrieves the most recent filings for your company

In-house investment reports
- **Morningstar Investment Research Center** (see the right frame: bulls say; bears say)
- **Value Line Investment Survey** (brief recommendations; library has long historical run in microform)

The Georgia Tech library is an official federal patent & trademark depository library. Librarians are available on a walk-in basis as well as for appointments for specialized research needs. The USPTO search site for patents is: [http://patft.uspto.gov/](http://patft.uspto.gov/). This is the official source for U.S. patents. Please also see the library’s online Detailed Research Guide for Patents & Trademarks, at: [http://libguides.gatech.edu/patents](http://libguides.gatech.edu/patents) or the General guide at: [http://libguides.gatech.edu/patent_guide](http://libguides.gatech.edu/patent_guide)

*Selected* patent & trademark activity, at both the U.S. and international levels, is available within the **LexisNexis Academic** database (select the “Business” tab, and then enter a company name). From within a company’s “Snapshot”, select “Intellectual Property Information” from the left frame.

Compiled by Patricia Kenly, Business Reference Librarian, Sept. 2011; updated March 2012
http://libguides.gatech.edu/company

Company Information

Research Guide for Company Information resources

Last update: Sep 7th, 2011  URL: http://libguides.gatech.edu/company

Introduction

Select the tabs for resources specific to companies.

Job seekers? Check out the Company Information handout, presented at the campus Career Focus. This handout for 2011 will be uploaded by Sept. 14th.

"Databases" are for journal/periodical articles, newspapers, and data. Click on the “i” icon for more information.

A company profile can be an excellent starting point in your research.