This guide is not intended to be an exhaustive list of resources available in Randall Library or online. The resources listed here provide a wide variety of sources and many good places to start your research.

To access many of the resources on this list you will have to go through the database list on the library home page or come into the library for a password. Those limitations are noted as necessary. For the resources that require a library PIN, you can create one by going to the library home page and clicking on the My Library Account link to the left of the picture.

If you need further assistance, please do not hesitate to contact me or the Reference Desk. Here is the contact information:

<table>
<thead>
<tr>
<th>Beth Kaylor</th>
<th>Randall Library Reference Desk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Librarian</td>
<td>Phone: 910-962-3760</td>
</tr>
<tr>
<td>Phone: 910-962-4232</td>
<td>Email: <a href="mailto:libref@uncw.edu">libref@uncw.edu</a></td>
</tr>
<tr>
<td>Email: <a href="mailto:kaylorj@uncw.edu">kaylorj@uncw.edu</a></td>
<td>Chat: Randall Desk</td>
</tr>
<tr>
<td>AOL IM: BethK379</td>
<td>AOL, Yahoo or MSN</td>
</tr>
</tbody>
</table>

**Library home page:** [http://library.uncw.edu](http://library.uncw.edu)

**Industry Classifications:**

- **Standard Industrial Classification Manual (SIC)**
  - Reference HF 1042 .A55 (Print)
  - Online from the US Department of Labor

- **North American Industry Classification System (NAICS)**
  - Reference HF 1042 .A55 N67 2002 (Print)
  - Online from the US Census Bureau

- **SIC/NAICS Search and Cross Reference Table**
  [http://www.naics.com/search.htm](http://www.naics.com/search.htm)

- **Global Industry Classification Standard**
  - Standard & Poor's and Morgan Stanley Capital International (MSCI), two leading providers of global indices, jointly launched the Global Industry Classification Standard in 1999. The GICS was developed in response to the global financial community's need for one complete, consistent set of global sector and industry definitions that reflects today's economy and is flexible enough to change as the investment world changes.

There is a link to the CICS on the left under Indices.
Industry Overviews:

Standard & Poor's Industry Surveys
Reference Collection HC106.6 .S74 or online through Standard & Poor's NetAdvantage

Business and Industry from Census Bureau Economic Programs

Economic Census
http://www.census.gov/econ/census02/

Annual Surveys of Manufactures
http://www.census.gov/mcd/asmhome.html

County Business Patterns
http://www.census.gov/epcd/cbp/view/cbpview.html

Current Industrial Reports
http://www.census.gov/cir/www/

News and Article Databases:

You will need to have established a library PIN number to access the databases. See the top of this document for more information. To access any of the databases go to the library home page (http://library.uncw.edu) and click on the Databases & Articles link to the left of the picture.

Business Source Premiere
This database provides citations, summaries, and full text of articles from academic journals, magazines, and trade publications. It also includes current company, industry and region reports.

This database includes a large collection of industry profiles.
Enhanced Searching Interface
From this link you will see a link to Industry Profiles. You can browse the list or search by keyword.

LexisNexis Academic Universe
Provides access articles from a wide variety of news, magazine and journal sources both US and international. The Industry and Market component provides information on a collection of industries. More information can be found by doing a general search.

Mergent Online (this database can be very slow)
This is a database of company information. You can create lists of companies within and industry and create custom comparisons. The database can be searched by NAICS or SIC and information can be downloaded into Excel spreadsheets.

Reference USA
This database Includes information about 13 million US public and private companies and government offices in the US. One can create a custom search by company size, number of employees, industry or geographical area. Use the yellow page function to narrow down to the industry you want.
General Sources:

Current Industrial Reports from the Bureau of the Census
http://www.census.gov/cir/www/
Provides detailed statistics on many products and materials in the manufacturing, mining, and construction industries. The reports are available as HTML, PDF, and worksheet files.

Overview of Economic Statistical Programs
http://www.census.gov/econ/overview/index.html

ValueLine Investment Survey
An introduction page describing the industry precedes individual company data sheets
Reference Desk HG4501 .V26
Also available online. One user at a time in the library. Ask at Reference Desk for log in.

Encyclopedia of Emerging Industries
Reference HD2324 .E538

Handbook of North American Industries
Reference HF1746 .H37 1998

U.S. Industry and Trade Outlook
Reference HC 101 .U54

Statistics and Financial Ratios

Statistical Abstract of the United States
Reference Desk 317.3 U58S
http://www.census.gov/compendia/statab/
Online source for statistics on industry (particularly trade and employment figures). Use the keyword index. The source for each table is listed (ex. "Census of Manufacturing"). You can use Google or the Library Catalog to locate many of the original documents.

FedStats
http://www.fedstats.gov
This is an easy to use source for US government statistics. You can locate statistics from over 100 agencies without having to know which agency produced the information. You can do a general search or use the A-Z topics list.

LexisNexis Academic Universe – Statistical
Will have to have Library PIN for access
A general index to statistics. It includes statistics published by the U.S. government (American Statistics Index), international intergovernmental organizations (Index to International Statistics), and private organizations and state government agencies (Statistical Reference Index). Select "Abstracts" to begin a search. To access the database go to the libraries databases list and choose LexisNexis Academic Universe and choose the Statistical link on the left side of the page.
Stat-USA
http://www.stat-usa.gov/
You can access this from the library. You will need to ask at the Reference Desk to be logged in. This is no longer a free service. STAT-USA/Internet is the trusted source for economic statistics, international market research, and trade leads from across the Federal government.

Global Business Opportunities (GLOBUS) & the National Trade Data Bank (NTDB) provides access to over 200,000 current and historical documents on export opportunities by industry, country, and product and political and socio-economic conditions in many countries and more.
State of the Nation provides information about the economy of the US.

Business Statistics of the United States
Reference HC101 .A13122

Almanac of Business and Financial Ratios
Provides financial ratios for companies in various asset ranges by SIC code. Data reported are based on aggregate numbers from IRS records.
Reference HF5681.R25 T68

RMA Annual Statement Studies
Robert Morris Associates
Contains composite financial data on manufacturing, wholesaling, retailing, service, and contracting lines of business.
Reference HF5681.B2 R6

Industry Norms and Key Business Ratios
Dun & Bradstreet Credit Services
Reference HF5681.R25 I53

Market Share and Company Rankings

Market Share Reporter
Reference HF5410 .M35

World Market Share Reporter
Reference HD2757.15 .W67 1996

Trade Associations:

Encyclopedia of Associations
Reference Desk HS17 .G334

Encyclopedia of Associations International Organizations
Reference Desk HS17 .G335

Business Associations by Industry (Google)
http://directory.google.com/Top/Business/Associations/By_Industry/
Other Useful Websites

Current Industry Reports
http://www.census.gov/cir/www/index.html
Provides data relating to production, etc. of manufacturing industries

Hoovers Online
http://www.hoovers.com
For sites about the industry, look for "Companies & Industries" then "Industry Links". The "Industry Masterlist" lists major companies in each industry.

Industry Link
http://www.industrylink.com
Emphasizes manufacturing industries

Industry Portals
http://www.virtualpet.com/industry/mfg/mfg.htm

Industry Specific Directories
http://www.nypl.org/research/sibl/trade/index.cfm

Price's List of Lists
http://www.specialissues.com/lol/
This website includes lists of rankings, market share, company names, etc.

Valuation Resources – Industry Information Resources
Industry Information Resources provides links to industry resources and data for over 350 industries. Individual pages for each industry list resources and data available from trade associations, publications, and research firms which address subjects such as industry overview, issues, trends, and outlook, financial ratios and benchmarking, compensation and salary surveys, and business valuation resources.

The Alacra Wiki
http://www.alacrawiki.com/
The Alacra Wiki is a guide to business information companies, publishers and databases. Anyone can contribute, but you must create an account in order to do so.

Industry Spotlights
or you can enter Industry Spotlights in the search box from the above link.

Please let me know if there are broken links – kaylorj@uncw.edu
Updated 06/19/07 - bk