



## Library & Information Center

**START your research by checking the library's research guide for:  
COMPANY INFORMATION – available at:**

[http://www.library.gatech.edu/research\\_help/subject/index.php?/company\\_info](http://www.library.gatech.edu/research_help/subject/index.php?/company_info)

### 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 (Reference HC106.6.S74)
  - It's the premier source for in-depth information & analysis for 60 major industries.
- **Business & Company Resource Center** (library web database)
  - Several pages of background/overview for most industries
- **Business Source Complete** (library web database)
  - Detailed reports for major industries (from Datamonitor)

### 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 sources (all are library databases unless otherwise noted):

- **Hoover's Company Capsules & Profiles** -- several pages per company

- **Mergent Online** – select “TearSheets” tab -- 1 page overview of 1000 companies
- Value Line Investment Survey -- 1 page overview of 1700 companies  
Available within the library – Reference HG4501.V26
- **Business Source Complete** -- select “Company Profiles” from right frame  
(in-depth, sometimes 30 pages)

**NEWS ABOUT YOUR COMPANY**

Library databases for newspaper articles:

- **LexisNexis Academic**
- **Factiva**

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.

Library databases for periodical articles:

- **ABI/Inform Complete**
- **Business & Company Resource Center**
- **Business Source Complete**

Word combinations to search:

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

Management Planning	Trend(s) Growth Forecast	Acquisitions Merger(s)	Advertising Marketing Market share	Strategy Strategic
Products the specific product name (i.e., Coke)			Services	Technology Technological

**DEVELOPING LISTS of POTENTIAL TARGET COMPANIES**

Library databases :

- **D&B Million Dollar Database** - more than 200,000 U.S. companies
  - also includes bios of key executives/officers
- **Reference USA** – more than 12 million U.S. companies

With these sources, can **limit** by city/area, # of employees, or industry codes (SIC or NAICS), etc. to get a customized list.

**RANKED LISTS**

For the largest international corporations:

- “Global 500” – issued annually by Fortune magazine
  - <http://money.cnn.com/magazines/fortune/>

- “World’s 2,000 Largest Public Companies” – annual list by Forbes magazine
  - <http://www.forbes.com> (select “Lists” , then “all lists”)

For the largest U.S. public corporations:

- “Fortune 500” - issued annually by Fortune
  - <http://money.cnn.com/magazines/fortune/>

For the largest U.S. private companies:

- “Largest Private Companies” – issued annually by Forbes
  - <http://www.forbes.com> (select “Lists”)

For large U.S. corporations (including private) in many industries and in all states:

- Ward’s Business Directory ( Reference HG4057.A46x)
  - Volumes 5-8 rank by industry codes and geography

For Atlanta-area companies:

- Atlanta Business Chronicle – annual “Book of Lists” (at Information Services Desk)

For fast-growing companies:

- “100 Fast-Growing Companies” – Fortune
  - <http://money.cnn.com/magazines/fortune/>
- “Fastest-Growing Techs” - Forbes
  - <http://www.forbes.com> (select “Lists”, then “all lists”)

For “best” companies :

- “100 Best Companies to Work for” – Fortune
  - <http://money.cnn.com/magazines/fortune/>

<b>ANNUAL REPORTS or DETAILED FINANCIAL INFORMATION</b>
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Detailed financial information :

- **Mergent Online** (library web database)
- **Morningstar.com** (library web database)

Annual Reports:

- **EDGAR (SEC)**
  - <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