Note: Links to the resources below are found at the above web site.

Step 1: Identify a Company

- ReferenceUSA
  This database has over 12 million U.S. businesses, so whatever business you have chosen (public or private), there should be a record for it here. Use this resource to also identify potential competitors; customers (if businesses), assist in addressing feasibility questions such as opening a branch, relocating, or even helpful in career research (identify potential employers).

- Also see annual lists of top U.S. public and private companies from business journals such as Business Week and Forbes. See handy links on the EH-300 library web page.

Step 2: Find More Background Information

Links to the following resources are found on the class webpage. Address is listed at the top of this page.

- Datamonitor Company Reports
  If your company is public (traded on a stock exchange), then find your Datamonitor Company Report for it. It is a detailed PDF report that provides the company’s history, major players, competitors, a SWOT analysis, and more. Thoroughly researched.

- Hoovers’ Company Database
  Covers private and public companies as well as ReferenceUSA, but not as many companies.

- Vault Career Library
  Vault provides the "inside scoop" on what it's like to work for the profiled companies. This is a unique resource that has information not available elsewhere. (Note: Access to full content requires a subscription.).

- ABI-Inform Periodical Database
  ABI is the premier business periodical database. Use it to find magazine and newspaper articles about your company, especially if it is public. Large private companies will be mentioned as well. ABI Inform can help you create a snapshot of how your company is perceived in the market now, and give you the latest news about it. Access to Hoover’s is also from here.

- Net Library E-Book Collection
  NetLibrary is a database of over 50,000 books in electronic format, many published in last 10 years or so. Use it to find career information, or if your company is a large public corporation, there may even be a book on it.

- Gale Virtual Reference Library
  A great collection of business encyclopedias and guidebooks.
Step 3: Get Industry/Career Information
If you have chosen a private company, you can use ReferenceUSA to identify the lines of business that the company is involved in, and use that to identify industry reports that will affect that business. This is the same for public companies. This is also where you should review career info, since you need to know the pulse of the industry to decide if you want to enter into it.

- **Datamonitor Industry Reports**
  As with their company reports, the Datamonitor Industry reports are neatly packaged PDF files that cover market trends, segmentations and major competitor analyses for major industries.

- **Occupational Outlook Handbook**
  From the Bureau of Labor, great for researching potential careers

- **Wetfeet.com**
  Allows users to conduct in-depth research on companies, careers and industries while also receiving expert career advice. Some content is password protected, but some guides are available in NetLibrary. Visit this link on campus to see them: [http://tinyurl.com/ywjtr4](http://tinyurl.com/ywjtr4)
  (Note: Access to some content on the wetfeet.com site requires a subscription.)

Step 4: Gather Financial Information (Public Companies)
If you need financial information on you company, such as assets and liabilities, try the resources below.

- **Mergent Online**
  Mergent is a great resource for historical financial information on your company.

- **Standard & Poors NetAdvantage**
  Great resource for info on broad industries, and company info from a stock/investment viewpoint

- **ValueLine**
  ValueLine provides up to date financial analysis and stock performance.

Links to Resources:
Class Library Website:
[http://libguides.uah.edu/eh300](http://libguides.uah.edu/eh300)

List of All Company Databases
[http://libsys.uah.edu/library/databasematrix.htm](http://libsys.uah.edu/library/databasematrix.htm)

Email David:
[http://lib.uah.edu/business/buslib.php](http://lib.uah.edu/business/buslib.php) or email: david.moore@uah.edu

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