Hints from your librarian

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The sources in this course guide are helpful print and online business resources. They include books at the Dickinson State University Library, electronic resources to which the DSU Library subscribes, and other Web sources which at this time are free. Call numbers are listed under the titles of print sources available at the library.

If accessing DSU Library electronic resources from an off-campus location, you may be asked to authenticate using your campus credentials.

For some industries or companies, the DSU Library may own an entire book about the company, a CEO or the industry. To search the library catalog, go to the Library Home page and type your keywords into the Primo Search Box. Click on the Stoxen Library Catalog tab or refine your search to Resource Type (books).

How to find information about industries or companies:

For investigating industries, you will need either a NAICS code (North American Industry Classification System) and/or a SIC code (Standard Industrial Classification). To identify the code for a particular industry, the following print reference book found at the DSU Library:

North American Industry Classification System
Ref. HF1042.N67

This information can also be found online at:

NAICS: https://www.census.gov/eos/www/naics/
NAICS Association: http://www.naics.com/search/
SIC: https://www.osha.gov/pls/imis/sicsearch.html

Once you have determined the SIC code you can access industry statistics in the following books:

Industry Norms and Key Business Ratios-Dun and Bradstreet (uses SIC codes)
Ref. HF5781.R25153 (print version)
The financial information base for this resource includes over one million U.S. companies. The principal lines of business include: agriculture, forestry & fishing; mining; construction; manufacturing; transportation, communications & public utilities; wholesale trade; retail trade; finance & real estate; & services. The Library has a separate volume for each fiscal year from 1982 to the present. Fiscal year 2008 to the present are on Reserve status and must be checked out for in library use at the front desk.

**RMA Annual Statement Studies: Financial Ratio Benchmarks-Risk Management Association (uses NAICS codes)**
Ref. HF5681.B2R58

Industries included in this resource include: agriculture, forestry, fishing & hunting; mining; utilities; construction (general industries format); manufacturing; wholesale trade; retail trade; transportation & warehousing; information; finance & insurance; real estate & rental & leasing; professional, scientific & technical services; management of companies & enterprises; administrative & support & waste management & remediation; educational services; health care & social assistance; arts, entertainment & recreation; accommodation & food services; other services (except public administration); public administration; construction (percentage of completion basis of accounting). The Library has a separate volume for each fiscal year from 1989 to the present.

**Almanac of Business and Industrial Financial Ratios—(uses NAICS codes)**
Ref. HF5681.R25T68

This resource analyzes 192 industries with 50 financial performance items and provides 13 benchmarks for each. The principle business activities included are: agriculture, forestry, fishing & hunting; mining; utilities; construction; manufacturing; wholesale trade; retail trade; transportation & warehousing; information; finance & insurance; real estate & rental leasing; professional, scientific & technical services; management of companies (holding companies); administrative & support & waste management & remediation services; health care & social assistance; arts, entertainment & recreation; accommodation & food services; other services. The Library has a separate volume for each fiscal year from 1984-1997 and 2004, 2007, 2009, 2011, 2013.

**Business Rankings Annual**
Ref. HG4050.B88

This source is helpful when looking for listings of top/largest/best of companies or brands. For instance, if you were looking for lists of the “best full-service brokers,” “top companies by ten-year dividend growth,”
or “largest fast-casual chains” (to name a few), this source would provide that information.

*Encyclopedia of American Industries*
Ref. HC102.E53 2005

This is a two volume set with volume one covering manufacturing industries and volume two covering service and non-manufacturing industries. Each essay on an industry may include: an industry snapshot, organization and structure, background and development, current conditions, industry leaders, workforce, America and the World, research and technology and further readings. Each volume has an identical table of contents and index for both volumes and conversion charts for NAICS to SIC codes and vice versa.

*Hoover’s Handbook of American Business (2016):*
Ref. HG4057.A28616

This source provides a profile for each of the 750 U.S. companies listed in the resource. Introductory comments about the company are followed by a history, executives of the company, locations, competitors, products/operations, historical financials, stock history and finally fiscal year end financials.

*Electronic Databases available through Stoxen Library:*

The following electronic resources are available on the Business and Management Resources Guide or by going to the Library Homepage and clicking on *Databases A-Z* under *Resources* in the light blue box.

**Business Source Premier** is an excellent place for you to start your research on a company or industry. Your search results may include academic articles, trade publications, magazine articles, chapters from books, SWOT analyses, country reports, industry profiles, market research reports and product reviews. A video tutorial on *How to Find a MarketLine Report* is available on the Business and Management Resources Guide under Business Tutorials.

**IBISWorld** provides thoroughly researched, accurate, and current business information for over 700 American industries which can be searched using NAICS or keywords.

**ProQuest Newsstand** may be useful when looking for information about either an individual company or industry, this index includes current issues of the *Wall Street Journal* as well as other U.S. and international newspapers. This newspaper has full-text coverage of the *Wall Street Journal* back to 1984.
**Value Line** publishes investment research on publically traded stocks. A video tutorial is available on the Business and Management Resources Guide under Business Tutorials.

**Wall Street Journal Historical** provides full-text coverage of the *Wall Street Journal* from 1889-1999. This tool may provide you with information about the history of a company or industry.

**Internet Searches:**

Search the internet for your company. Some companies place detailed information on their websites including their mission, history, investor information and annual reports.

**FedStats**

Fedstats allows access to the full range of official statistical information available to the public from the Federal Government. This site includes economic and population trends, education, health care costs, aviation safety, foreign trade, energy use, farm production, and more published by more than 100 Federal agencies. [https://fedstats.sites.usa.gov/](https://fedstats.sites.usa.gov/)

**U.S. Securities and Exchange Commission (SEC)**

In order to protect investors, the SEC requires public companies to disclose financial and other information to the public. This information provides investors with the tools to evaluate whether to buy, sell, or hold a particular security. [http://www.sec.gov/](http://www.sec.gov/)