

Databases: The Web-based databases listed in this guide are available from the [Research Databases](#) list at the [Jackson Library](#) site.

Reference Collection: Many of the sources listed are located in the Reference Collection on the main floor of the Jackson Library. Specific industry information is arranged under Alphabetical Subject Section in Reference. General industry overview sources are located on Table B under Industry Data.

Web Sites: See the Jackson Library home page for links to selected [Business Web Sites](#).

INDUSTRY OVERVIEWS

S&P NetAdvantage – Includes industry surveys. Print edition of Standard & Poor's Industry Surveys also available (Reference: Table B: Industry Data)

OneSource US Business Browser - The best source for a quick overview of industry research. Pulls together size of the industry, major players in the field, market share, industry norms, industry trends, research reports, analysts' reports, articles search, and related Web sites. [[Personal Account \(GSB Community\)](#)][[Guest Access](#)]

IBISWorld - Industry market research reports, business environment, and China industry reports.

ORBIS - Includes Datamonitor industry reports. Click on the "**Datamonitor**" tab.

First Research - Industry overview, recent developments, challenges, opportunities, call prep questions, etc.

Business Insights - Offers timely market research reports with global coverage in finance, energy, healthcare, consumer goods, e-commerce and technology sectors.

Encyclopedia of American Industry (Reference: Table B: Industry Data) - Another general source that presents industry profiles, including market size, structure, recent developments and trends. Arrangement is by SIC code.

Encyclopedia of Emerging Industries (Reference: Table B: Industry Data) – Details the inception, emergence, and current status of 88 newly flourishing businesses and industry segments including extreme sports, genetic engineering, molecular design, smart cards, and web developers.

Business Rankings Annual (Reference: Table B: Industry Data) - Ranked lists of companies or other entities, together with the top 10 entries from each list. Entries cover domestic, international, and foreign rankings.

Market Share Reporter and World Market Share

Reporter (Reference: Table B: Industry Data) - These present market share data selected from newspapers, trade publications, and business magazines. Arranged by SIC code, with indexes by companies, products, and brands.

U.S. Industry & Market Outlook and World Industry & Market Outlook

(Reference: Table B: Industry Data) – Analysis and statistical data for 350+ manufacturing and service industries. Includes sketch of projected industry developments.

INDUSTRY STATISTICS

Current Industrial Reports - Provide monthly, quarterly, and annual measures of industrial activity.

LexisNexis Statistical – U.S. and state governments' statistical information.

Statistical Abstract of the United States - The authoritative and comprehensive summary of statistics on the social, political, and economic organization of the United States.

TableBase - Provides access to tabular information on companies, products, industries, countries, and markets.

Manufacturing USA , Wholesale and Retail Trade USA, and more ... (Reference: Table B: Industry Data) - Arranged by SIC code, these sources present industry-wide statistics including number of establishments, employment and production figures, indices of change, and selected ratios. Also listed: industry data by state and major companies in each industry.

PERFORMANCE OF TOP COMPANIES BY INDUSTRY

Value Line Investment Survey (Reserve) – Industry overview pages provide industry-wide ratios by general category, with comparative data for major competitors in the field. **Electronic version of the Small and mid-cap edition** is available at the Information Desk.

S&P Analysts' Handbook (Reference: Table B: Industry Data) – All data presented are in terms of per share amount, adjusted to stock price index level. Depending on the industry, some have cumulative data over 30 years.

INDUSTRY NORMS

Industry Norms and Key Business Ratios (Reference: Financial Ratios) - Industry-wide financial ratios and data for over 800 industries, organized by SIC code.

Almanac of Business and Industrial Financial Ratios (Reference: Financial Ratios) – Features IRS data on 4.6 million U.S. corporations; provides 50 performance indicators; and highlights a decade of operating results for 179 industries.

RMA Annual Statement Studies (Reference: Financial Ratios) – Balance sheet and income statement items of a specific industry are shown in common size with each item a percentage of total assets, liabilities, and sales (or revenues) respectively.

INDUSTRY ANALYSES

Thomson Investext - Analyst reports from investment banks and consulting firms. Go to "Company Analysis > Research" area.

Forrester Research - Publications analyze a broad range of technology areas such as new media, computing, software, networking, telecommunications and the Internet. **For current Stanford community.**

eMarketer - Latest research, statistics and trend data on e-business and online marketing. The Core Reports use information compiled from major research companies, associations and government agencies, and the eStat Database includes charts, articles featuring statistics, surveys and forecasts on topics ranging from Advertising to Wi-Fi.

Faulkner's Advisory for Information Technology Studies - Reports monitoring events and trends that shape and redefine the IT and communications industries.

Frost & Sullivan: Healthcare - Reports on the global healthcare market. **For current Stanford community,** excluding the Office of Technology Licensing.

Mintel - Market research reports mainly for the US and European marketplace. **For current Stanford community.**

ARTICLES

ABI/INFORM Global - Full text business/management articles.

Business Source Complete - Full-text business journals, including *Harvard Business Review*.

Factiva - Provides comprehensive coverage for full-text newspapers, magazines, and newswire articles.

LexisNexis Academic - Full-text collection of business, company, and market news.

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