

# Beyond Google: Companies, Industries and Research using the Library

November 2011

Access the Business Subject Guide at the library homepage: [library.queensu.ca](http://library.queensu.ca) or by clicking **Library** under **Queen's Resources** in the Commerce Portal.

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**Research by Subject**  
Specialized and recommended research tools.

Formats	Aboriginal Studies	Industrial Relations
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Engineering & Science	Canadian Studies	Latin American Studies
Health Sciences	Communications and Mass Media	Middle East and Islamic Studies
Education	Cultural Studies	Multidisciplinary
Law	Economics	Political Studies
Other	Environmental Studies	Psychology
All Subjects A-Z	Gender Studies	Public Administration
	Geography	Religious Studies
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	History	Urban and Regional Planning

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**Library News**

- [OUL Licensing Database](#) (posted on 2011-10-27)
- [Queen's Library gets an A](#) (posted on 2011-10-25)
- [Thomson ONE Research](#) (posted on 2011-10-12)

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**Stay Current:** Key information appears every day in the business press. Reading a daily business publication will make you familiar with the vocabulary of business and keep you up to date on what's happening. These titles are available at the Library both electronically and in print.

***The Globe and Mail: Report on Business***

***Financial Post in the National Post***

***The Wall Street Journal***

And see the **Newspapers** guide <http://library.queensu.ca/research/guide/news-resources>

## Research a Company

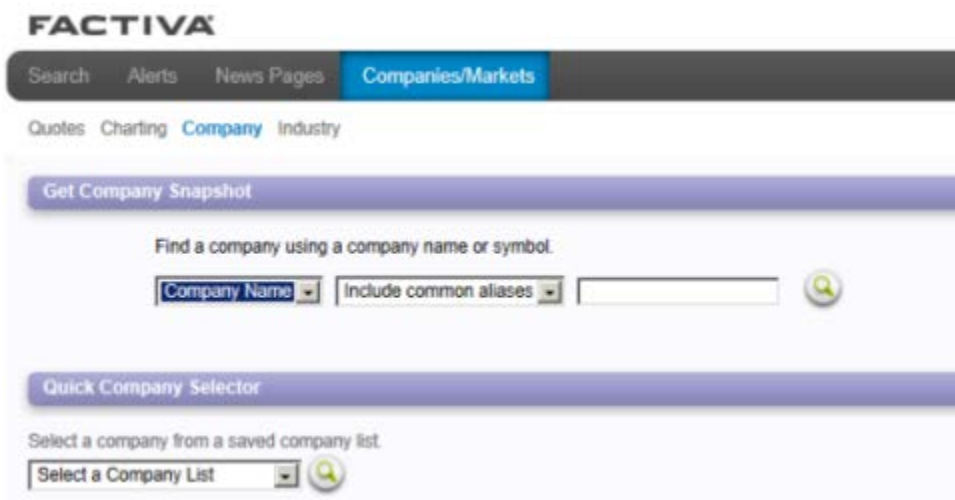
**Company website:** Shows how the company chooses to present itself – new products, marketing to certain segments, highlighting its environmental record, etc.

If the company is public, find key financial reports like the annual report or 10k under headings such as “Investor Relations” or “Our Company”.

## Key Company Databases

**Factiva:** Located under the “Companies” link of the Business Subject Guide.

In Factiva, select **Companies/Markets** tab, then **Company**. Search by company name for a report which includes the company's business description, top executives, financial snapshots, key ratios, peer/competitor group, and more. Print or email customized pdf reports.



The screenshot shows the Factiva website interface. At the top, the Factiva logo is displayed. Below it, there is a navigation bar with tabs for Search, Alerts, News Pages, and Companies/Markets. Under the Companies/Markets tab, there are sub-tabs for Quotes, Charting, Company, and Industry. The main content area features a section titled "Get Company Snapshot" with the instruction "Find a company using a company name or symbol." Below this, there is a search box with a dropdown menu for "Company Name", a checkbox for "Include common aliases", and a search button. Below the search box, there is a section titled "Quick Company Selector" with the instruction "Select a company from a saved company list." and a dropdown menu for "Select a Company List" with a search button.

**ABI/Inform:** Located under the “Articles” link of the Business Subject Guide.

ABI/Inform is a comprehensive database covering business, management, finance, industry and trade. It also has fulltext of *The Wall Street Journal*. Search by company name using the **Company/Org** option in the dropdown menu next to the search box to retrieve articles about a company from trade magazines and journals.



# ABI/INFORM Global

Basic Search | Advanced | Data & Reports | Publications | Browse | About

## Advanced Search

Look Up Citation | Command Line | Find Similar

Thesaurus | Field codes | Tips

TransCanada in Company/org — ORG Look up Companies/organizations

AND ( OR ) in All fields + text

AND ( OR ) in All fields + text

**Canadian Newsstand:** Located under the “News” link in Business Subject Guide.

Canadian Newsstand features full-text articles from the national and leading regional daily newspapers across the country. It’s especially useful for researching Canadian companies. Often news about a company comes from news sources located near that company’s headquarters. For example, West Jet, headquartered in Calgary, is well covered by the *Calgary Herald*.

**D&B Million Dollar Database:** A good source for finding information on a private company. Because private companies do not sell shares to the public, they are not required to divulge as much information. This database is a good source for finding the limited information available on a private company.



**Business Source Complete:** Another comprehensive article database similar to ABI/Inform. Includes fulltext of the *Harvard Business Review*.

**Thomson One:** company overviews and equity analyst’s research and reports.

# Research an Industry

## Key Industry Databases:

Located under the “**Industries**” link in the Business Subject Guide.

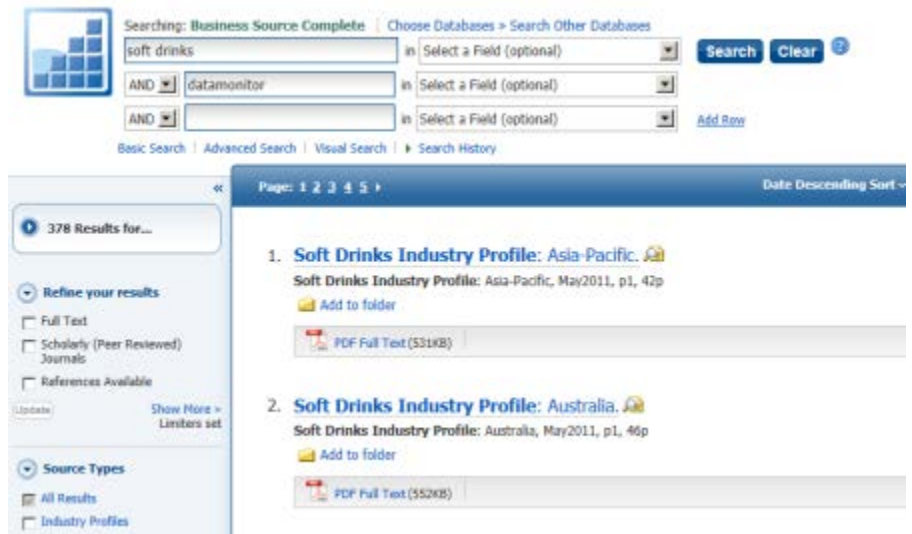
**S&P NetAdvantage:** Offers in-depth analysis of major industries, including data, forecasts and trends and comparative analysis.



**Fredonia Focus:** Market research covering 18 industry sectors

**Gartner Research:** Analysis of the global IT industry.

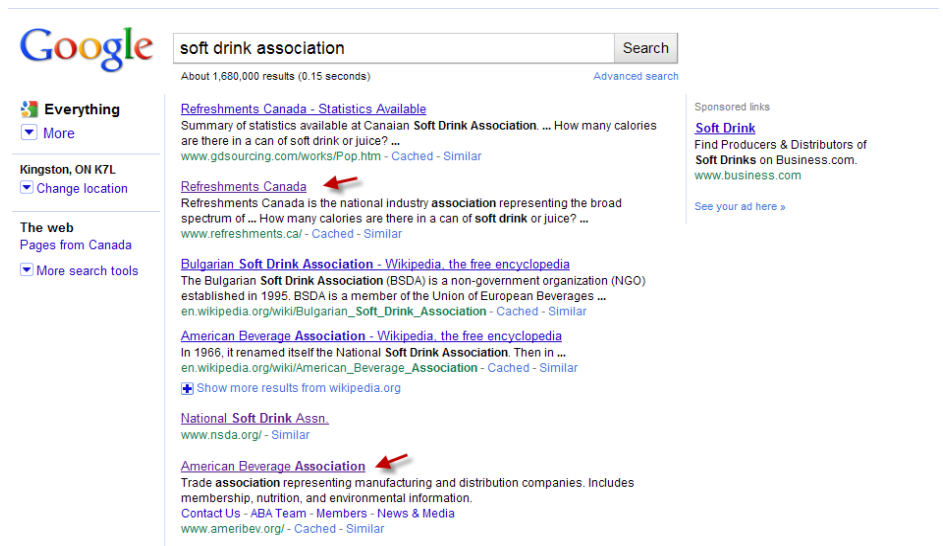
**Business Source Complete:** Search by industry keywords then limit results to “Industry Profiles”. For example, “soft drinks” for specialized reports published for that specific industry.



**Conference Board e-Library:** free registration required. The Conference Board of Canada reports on industries, management trends, and provides national, provincial and city statistics.

## Industry Sources on the Web

**Trade Associations:** A web search using the name of your industry followed by “association” will find key trade associations. These associations may list member companies and provide statistics and reports about the industry.



The screenshot shows a Google search for "soft drink association". The search results include:

- Refreshments Canada - Statistics Available**: Summary of statistics available at Canaian Soft Drink Association. ... How many calories are there in a can of soft drink or juice? ... [www.gdsourcing.com/works/Pop.htm](http://www.gdsourcing.com/works/Pop.htm) - Cached - Similar
- Refreshments Canada**: Refreshments Canada is the national industry association representing the broad spectrum of ... How many calories are there in a can of soft drink or juice? ... [www.refreshments.ca/](http://www.refreshments.ca/) - Cached - Similar
- Bulgarian Soft Drink Association - Wikipedia, the free encyclopedia**: The Bulgarian Soft Drink Association (BSDA) is a non-government organization (NGO) established in 1995. BSDA is a member of the Union of European Beverages ... [en.wikipedia.org/wiki/Bulgarian\\_Soft\\_Drink\\_Association](http://en.wikipedia.org/wiki/Bulgarian_Soft_Drink_Association) - Cached - Similar
- American Beverage Association - Wikipedia, the free encyclopedia**: In 1966, it renamed itself the National Soft Drink Association. Then in ... [en.wikipedia.org/wiki/American\\_Beverage\\_Association](http://en.wikipedia.org/wiki/American_Beverage_Association) - Cached - Similar
- National Soft Drink Assn.**: [www.nstda.org/](http://www.nstda.org/) - Similar
- American Beverage Association**: Trade association representing manufacturing and distribution companies. Includes membership, nutrition, and environmental information. [Contact Us - ABA Team - Members - News & Media www.amerbev.org/](http://www.amerbev.org/) - Cached - Similar

**Government departments and agencies** are also a useful source of industry information

## Statistics

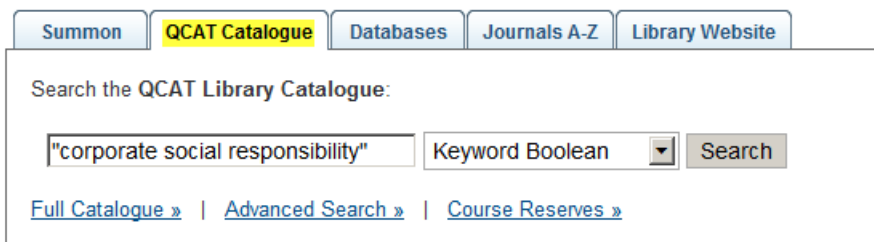
Statistics are located under “The Economy” link in the Business Subject Guide.

Also see “Government Information” located under Research by Subject on the Library homepage.

Maps, Data & Government Information (MADGIC) <http://library.queensu.ca/webdoc/>

## Locating Books, Journals and Databases

Search the library catalogue **QCAT** to find materials (such as books, videos, journals, newspapers and government documents) available, in print and online, at Queen’s:



The screenshot shows the QCAT Library Catalogue search interface. It includes a search box with the text "corporate social responsibility", a dropdown menu set to "Keyword Boolean", and a "Search" button. Below the search box are links for "Full Catalogue", "Advanced Search", and "Course Reserves".

- Search by **Author**: last name first name
- Search by **Title**: omit initial articles (the, a, an, le, la...)

- Search by **Journal (Periodical) Title**
- Search by **Keyword** (“and” is automatically placed between words)
- Search by **Keyword Boolean**

Search the name of a journal from the **Journals A-Z** tab:

Search across the library catalogue and many of our electronic resources, all from one search box. **Summon** contains everything found in the traditional QCAT Library Catalogue, plus millions of full-text articles available from the Library.

When you know the name of a specific database, use the **Databases** tab:

Also use the links to databases located in the Business Subject Guide.