Beyond Google: Companies, Industries and Research using the Library

November 2011

Access the Business Subject Guide at the library homepage: library.queensu.ca or by clicking Library under Queen’s Resources in the Commerce Portal.
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.

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.
**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.

**Freedonia 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.

![Google search results for soft drink association](image)

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/](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:

- 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:

![Journals A-Z tab image]

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.

![Summon search interface]

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.

![Databases search interface]

Created by Josh Rose and Constance Adamson – Stauffer Library, Queen’s University – adamsonc@queensu.ca