

Beyond Google: Companies, Industries and Research using the Library

November 2010

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

Queen's University

Library

charting paths to discovery

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Find Information ▾ How-to & Help ▾ Services ▾ Locations & Hours ▾ My Account ▾

Summon OCAT Catalogue Databases Journals A-Z Library Website

Search **Summon (BETA)** for [articles](#), [books](#), media & more:

Search

NEW

[Advanced Search »](#) [What is Summon?](#) | [Send Feedback](#)

[Course Reserves & Exams](#) [RefWorks](#) [RACER \(Interlibrary Loan\)](#)

Research by Subject

Specialized and recommended research tools.

Formats	Aboriginal Studies	Industrial Relations
Social Sciences	Asian Studies	Jewish Studies
Arts & Humanities	Business	Kinesiology and Health Studies
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
	Global Development Studies	Sociology
	Government Information	Theology
	History	Urban and Regional Planning

[Visit Stauffer Library](#)

The Nature of Words - a Special Collections Exhibition

Library News

- [CNIB's Dr. Dayton M. Forman Award Presented to Michele Chittenden](#) (posted on 2010-10-29)
- [Globe & Mail 2011 Canadian University Report: Undergrads give Queen's Library top marks](#) (posted on 2010-10-26)
- [Librarian Brenda Reed receives Liz Fox Distinguished Service Award](#) (posted on 2010-10-18)

[New Databases](#) | [New Books](#) | [Library News](#)

Queen's Learning Commons This Week in the QLC »

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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

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 “Media Info”.

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 newspapers and trade journals.

[Basic](#)
[Advanced](#)
[Topics](#)
[Browse](#)
[Publications](#)
[My Research](#)
0 marked items

Databases selected: ABI/INFORM Global, ABI/INFORM Trade & Industry

Advanced Search
Tools: [Search Tips](#) [Browse Topics](#) [Thesaurus](#)

[Look up companies](#)

AND Citation and abstract

AND Citation and abstract

[Add a row](#) | [Remove a row](#)
[Search](#) [Clear](#)

Database:
[Select multiple databases](#)

Date range:

Limit results to:
 Full text documents only
 Scholarly journals, including peer-reviewed
 [About](#)

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

Canadian Newsstand features full-text articles from 18 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. Examples: Potash Corp., headquartered in Saskatchewan, is covered extensively by *The Leader Post*. West Jet, headquartered in Calgary, is 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 of stock to the public, they are not required to divulge as much information. This database is a good source for finding the limited information on a private company.



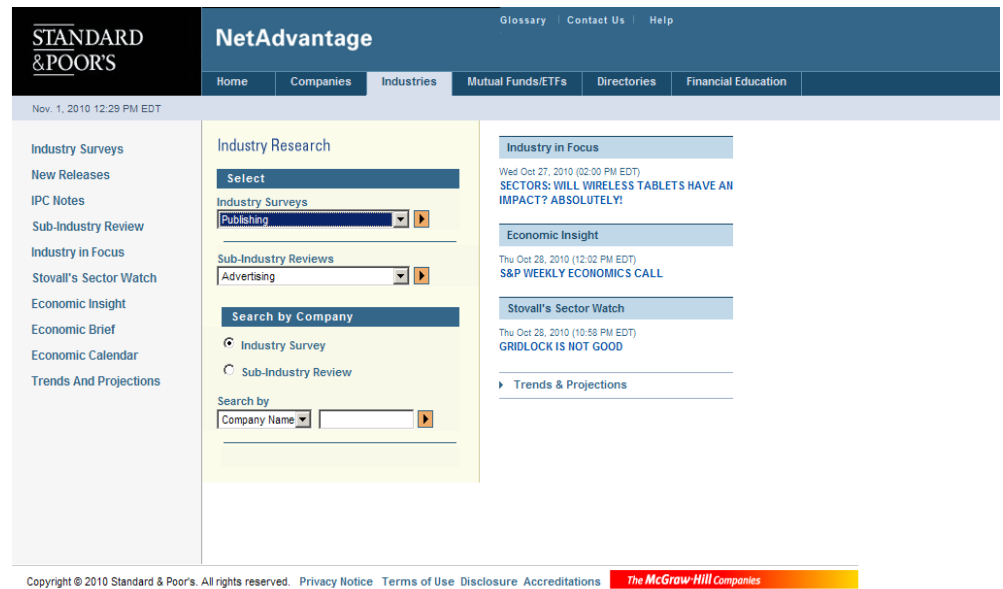
Business Source Complete: Another comprehensive article database similar to ABI/Inform. Includes fulltext of the *Harvard Business Review*.

Researching an Industry

Key Industry Databases:

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

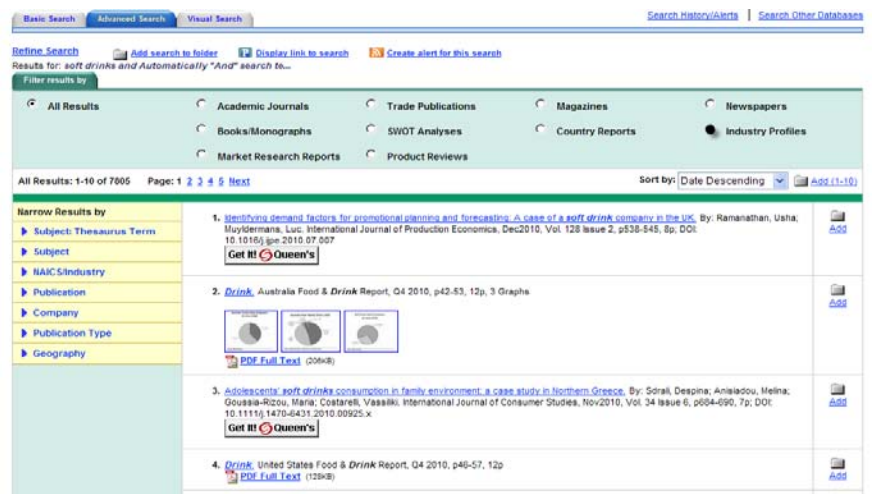
S&P NetAdvantage: Offers in-depth analysis of major industries, including data, forecasts and trends and comparative analysis.



The screenshot shows the S&P NetAdvantage website. The top navigation bar includes 'Home', 'Companies', 'Industries', 'Mutual Funds/ETFs', 'Directories', and 'Financial Education'. The main content area is titled 'Industry Research' and features several sections: 'Select' with a dropdown menu for 'Publishing', 'Sub-Industry Reviews' with a dropdown for 'Advertising', 'Search by Company' with radio buttons for 'Industry Survey' and 'Sub-Industry Review', and a 'Search by' field for 'Company Name'. On the right, there are three featured articles: 'Industry in Focus' (dated Wed Oct 27, 2010), 'Economic Insight' (dated Thu Oct 28, 2010), and 'Stovall's Sector Watch' (dated Thu Oct 28, 2010). The footer contains copyright information for 2010 Standard & Poor's and 'The McGraw-Hill Companies'.

Gartner Research: Covers analysis of the global IT industry.

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



The screenshot shows the Business Source Complete search results page. The search query is 'soft drinks' and the results are filtered by 'Industry Profiles'. The page displays a list of search results with the following details:

- 1. **Identify demand factors for promotional planning and forecasting: A case of a soft drink company in the UK.** By: Ramanathan, Usha; MulyGermans, Luc. *International Journal of Production Economics*, Dec2010, Vol. 128 Issue 2, p538-545, 8p, DOI: 10.1016/j.ijpe.2010.07.007. [Get It @ Queen's]
- 2. **Drink, Australia Food & Drink Report, Q4 2010, p42-53, 12p, 3 Graphs.** [PDF Full Text] (20948)
- 3. **Adolescents' soft drinks consumption in family environment: a case study in Northern Greece.** By: Sorali, Despina; Anisiadou, Melina; Gousiou-Rizou, Maria; Costarelli, Vassiliki. *International Journal of Consumer Studies*, Nov2010, Vol. 34 Issue 6, p684-690, 7p, DOI: 10.1111/j.1470-6431.2010.00925.x. [Get It @ Queen's]
- 4. **Drink, United States Food & Drink Report, Q4 2010, p46-57, 12p.** [PDF Full Text] (12948)

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

Web Industry Research

Trade Associations: A web search using the name of your industry followed by “association” will often yield key trade associations in the industry. These associations may offer statistics about the industry, break downs of the companies in this industry, and other useful tools.

The screenshot shows a Google search for "soft drink association". The search bar contains the text "soft drink association" and the search button is labeled "Search". Below the search bar, it indicates "About 1,680,000 results (0.15 seconds)" and "Advanced search".

On the left side, there are navigation options: "Everything" with a "More" dropdown, "Kingston, ON K7L" with a "Change location" dropdown, and "The web" with "Pages from Canada" and "More search tools".

The search results are as follows:

- [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 - Cached - Similar
- [Refreshments Canada](#) (indicated by a red arrow)
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/ - 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 - 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 - Cached - Similar
- [Show more results from wikipedia.org](#)
- [National Soft Drink Assn.](#)
www.nstda.org/ - Similar
- [American Beverage Association](#) (indicated by a red arrow)
Trade **association** representing manufacturing and distribution companies. Includes membership, nutrition, and environmental information.
[Contact Us](#) - [ABA Team](#) - [Members](#) - [News & Media](#)
www.amerbev.org/ - Cached - Similar

On the right side, there are "Sponsored links" for "Soft Drink" and "Soft Drinks on Business.com", and a "See your ad here" link.

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. At the top, there are navigation tabs: "Summon", "QCAT Catalogue" (highlighted), "Databases", "Journals A-Z", and "Library Website".

Below the tabs, it says "Search the QCAT Library Catalogue:" and "2010 Upgrade".

The search input field contains the text "corporate social responsibility". To the right of the input field is a dropdown menu set to "Keyword Boolean" and a "Search" button.

At the bottom, there 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:



The screenshot shows a navigation bar with five tabs: 'Summon', 'QCAT Catalogue', 'Databases', 'Journals A-Z' (highlighted in yellow), and 'Library Website'. Below the tabs, the text reads 'Find a specific journal, newspaper or magazine:'. There is a search box with a dropdown menu set to 'Title contains' and the text 'harvard business review' entered. A 'Search' button is to the right. Below the search box, there are two radio buttons: 'online and print' (selected) and 'online only'. At the bottom, there are two links: 'More Journal Options »' and 'Search for Articles »'.

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.



The screenshot shows a navigation bar with five tabs: 'Summon' (highlighted in yellow), 'QCAT Catalogue', 'Databases', 'Journals A-Z', and 'Library Website'. Below the tabs, the text reads 'Search Summon (BETA) for articles, books, media & more:'. There is a search box with the text 'CSF' entered and a 'Search' button to the right. A green 'NEW' badge is in the top right corner. Below the search box, there are two links: 'Advanced Search »' and 'What is Summon? | Send Feedback'.

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.



The screenshot shows a navigation bar with five tabs: 'Summon', 'QCAT Catalogue', 'Databases' (highlighted in yellow), 'Journals A-Z', and 'Library Website'. Below the tabs, the text reads 'Find a specific research database:'. There is a search box with a dropdown menu set to 'Title contains' and the text 'canadian newsstand' entered. A 'Search' button is to the right. Below the search box, there is a list of examples: 'e.g. web of science, psycinfo, jstor, medline, proquest, ebSCO'. At the bottom, there is a link: 'Browse Databases by Subject »'.

Statistics

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

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

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