Advanced Strategic Management – Library Research Notes
Instructor: Joe Chevarley, Jr / Librarian: Diann Smothers
Library Home Page: http://www.lib.neu.edu/

Additional assistance
General Contact Information - http://www.lib.neu.edu/services/ask_a_librarian
Consultations by appointment – d.smothers@neu.edu

Print Resources

Standard & Poor’s Industry Surveys
Available at the Reference Desk.
This resource provides overviews of industries, trends, key ratios and additional resources for the industry. Arranged alphabetically by industry.

ValueLine Investment Survey
Print and CD available at the Reference Desk
Current one-page analyses of industries and major players within them.

Market Share Reporter
HF5410 .M3x
This reference book provides the top companies and services within a particular area. The index at the back of the book helps to access the information.

Mergent Industry Review
Reference Desk
Comparative rankings and statistics within industries.

RMA Annual Statement Studies
Reference Desk
Gives current and historical ratios for manufacturing, wholesale, retail, and selected service industries.

D&B Industry Norms and Key Business Ratios
Reference Desk
Provides key ratios (at median, upper, and lower quartiles) for industries arranged by SIC number.

Selected Databases
http://www.lib.neu.edu/online_research/articles/

- Business Source Premier – Selected full-text articles on business, management, and finance. Includes industry reports.
- Business and Company ASAP – Company profiles and histories, investment reports, industry information.
- EDGAR – Public, domestic company filings with the SEC.
- EIU Country Intelligence – International reports and newsletters on recent economic, political, and market conditions for countries and regions of the world.
- Mergent Online – Search for company financial information, history, peer analysis, company comparisons, etc.
- General BusinessFile – Selected full-text articles on business, management, and finance. Provides some company data and investment house analyses of selected companies.
- Lexis-Nexis Academic Universe – Provides access to articles in business and industry publications, including newspapers. Also provides company reports. Primarily full-text.
- Professional Collection – Includes articles from library and education trade journals (lists of books).
- STAT-USA – Full-text of international trade articles, statistics, directories, and reports (contains National Trade Data Bank and Globus)
Tip: Locating Books by Topic
http://nucl.lib.neu.edu/

Keyword search: type in your keyword, such as “strategic planning” in the search box. Most recent books will appear first.

Subject search: If you know the LC Subject Heading, or if you click on a subject heading link in a record, titles will not appear in publication order. Choose “Sort By” and select “Reverse Year” to have the most recently published books appear first.

Web Resources

Current Industrial Reports
http://www.census.gov/cir/www/
Search by subject, or NAICS subsector.

Statistical Abstract of the United States
http://www.census.gov/statatab/www/
Industry data for the United States is included in this publication.

Census Bureau Economic Programs
Economic data from the Census Bureau.

Fortune.com: Top Industries
http://money.cnn.com/magazines/fortune/fortune500/
View the top-performing industries.

Internet Intelligence Index
Provides links to industry-specific web resources.

Google Directory
http://directory.google.com/Top/Business/Associations/
Locate trade associations for industries.

List of Lists
http://www.specialissues.com/lol/
Lists of top businesses, products, brands, etc. You may need to use this in conjunction with the Library’s E-journal finder to get the data, due to outdated links.

Additional Resources

Boston Public Library – Kirstein Business Branch
http://www.bpl.org/research/kbb/kbbhome.htm
Kirstein has an excellent business collection that complements the collections at the Library, including several that can be accessed from home with a BPL library card. Note that the Kirstein Business Branch is not at the same location as BPL. Check the URL listed for hours and address information.

Borrowing from Other Libraries
http://www.lib.neu.edu/services/borrowing_other/
Can’t find what you need at the Northeastern University Libraries? Follow the steps from this page to get the items from another library.

Quick Search Tips
Use the word AND to narrow your search and get more focused results: for example, pharmaceuticals and united states

Use the word OR to broaden your search and get a wider range of results: for example, online or internet