

Competitive Intelligence Resources

Resources on this list were derived from a number of sources, including *Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers* (2004); smallbiz.nypl.org: *Business Owner's Manual: Market Research*; a compilation of resources by Davida Scarf, NKR Associates, Inc. created as part of an InfoPower seminar for NJ SBDCs (Jan. 2003), public and academic libraries in NJ, and my own research and knowledge of business resources.

Advertising Data

- **Advertising Age** - <http://adage.com/>
- **Advertising Red Books Online** - <http://www.redbooks.com/Nonsub/index.asp>
- **SRDS – Standard Rate and Data Service** is the leading provider of media rates and data. Offers coverage of traditional media--such as magazines, newspapers, television and radio--as well as today's alternative marketing opportunities such as online, out-of-home and direct marketing. Catalogs more than 60,000 media properties in all. <http://www.srds.com/portal/servlet/LoginServlet>
- **Zapdata** is the leading online source for business sales leads, mailing lists, and market analysis, (from D&B Sales & Marketing Solutions). <http://www.zapdata.com>

Associations

- **American Society of Association Executives** is an online database of US trade associations. <http://www.asaecenter.org/>
- **Encyclopedia of Associations** (available in print and online)

Company and Industry Information

- **Business and Industry** (See database details below)
- **Hoovers.com** contains comprehensive information about public, private, and international companies, people, various industries, and business news. <http://www.hoovers.com>
- **LexisNexis Academic: Business** (See database description below)
- **MarketLine Business Information Center: Company and Industry Profiles** (See database description below)
- **Plunkett Research Online** (See database description below)

- **Securities and Exchange Commission** provides financial information for public companies. www.sec.gov
- **TableBase** (See database description below)
- **Ward's Business Directory of U.S. Private and Public Companies** (available in print and online)

Demographic, Lifestyle, and Other Statistical Information

- **American Demographics** magazine (available in print and online)
- **American Fact Finder** is designed to make census information easily accessible. Utilize the FAQ page for information on the most effective ways to use the site. <http://factfinder.census.gov>
- **Bureau of the Census** - <http://www.census.gov/>
- **Bureau of Labor Statistics** - <http://www.bls.gov/>
- **Demographics U.S.A.:** County Edition, Zip Code Edition (available in print)
- **FEDSTATS** – provides easy access to statistics and information produced by more than 100 US Federal Government agencies, without you having to know which agency produced the information. Allows searching capabilities to the county level. <http://www.fedstats.gov/>
- **MediaMark Research** is a service that will allow you to identify your target consumers and segment your market: <http://www.mediamark.com/>
- **State Data Centers** offer training/assistance in accessing and using Census Bureau data. NJ Centers Link: <http://www.census.gov/sdc/www/njsdc.html>
- **Survey of Buying Power**, special edition of *Sales & Marketing Management* (available in print)
- **TableBase** (See database description below)

Market Research Reports

- **Findex** is a worldwide directory of market research reports. Available in print format and on the Web. <http://www.marketresearch.com/>
- **GreenBook** the full-range of marketing research companies and services worldwide, from The American Marketing Association. <http://www.greenbook.org/>
- **Market Research.com Academic** (See database description below)

- **STAT-USA State of the Nation** (See database description below)

News Sources (See database descriptions below)

- **Business Source Premier**
- **Factiva**
- **LexisNexis Academic: News**
- www.njbiz.com

Portals, Tutorials, and Other General Small Business Information

- **CEO Express** is a meta-site for business and news: www.ceoexpress.com
- **KnowThis.com** is a leading information and resource website for those involved in marketing, market research, advertising, selling, promotion, and other marketing-related areas. www.knowthis.com
- **NYPL's Prospecting for Business Information** - This online course, developed by The New York Public Library, Science, Industry and Business Library (SIBL) and Thirteen/WNET New York, guides users through the selection and use of a variety of business information resources. <http://www.nypl.org/research/sibl/pbi2/home.html>
- **NYPL's Science, Industry, and Business Library's Business Owner's Manual** <http://www.nypl.org/research/sibl/smallbiz/business/>
- **Small Business Resource Center** (See database description below)

Relevant Book Titles

- *The Entrepreneur's Information Sourcebook* (2006)
- *How to Start a Business in the State of New Jersey* (2005)
- *Small Business Management: An Entrepreneur's Guidebook* (2007)
- *Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers, 2nd ed.* (2004)
- *Success by the Numbers: Statistics for Business Development* (2005)
- *The Ultimate Small Business Guide* (2004)

Business Database Descriptions

Business databases are excellent sources for finding articles, financial and statistical information, and company and industry information. While many database providers offer individual subscriptions, these tend to be costly; however, many of these databases are available at academic or business libraries in or around New Jersey.

Advertising Red Books Online includes information necessary for thorough advertising research on agencies and advertisers. The Agency Database contains detailed profiles of nearly 13,500 U.S. and international advertising agencies, including accounts represented by each agency, fields of specialization, breakdown of gross billings by media, and contact information on agency personnel.

Description Source: New York Public Library: Databases & Indexes: Business and Industry

Business and Industry is a multi-industry business database with a global focus on company, product, and industry information. The database covers all manufacturing and service industries and can be used to locate strategic data; profile companies, products, and brands; track industry and product sales; identify industry trends, forecasts, and R&D expenditures; track competitors, customers, and suppliers; verify such business events as contracts, joint ventures, and mergers and acquisitions; and find information about corporate strategies, marketing campaigns, and new business opportunities.

Description Source: New York Public Library: Databases & Indexes: Business and Industry

Business Insights provides over 900 full-text strategic management and market analysis reports on selected industry sectors: Consumer Markets, Healthcare, Energy, Financial Services, and Technology. Each report is based upon unique market research and provides detailed analyses of major markets, examining the market dynamics, assessing the relative strengths and weaknesses of the key players, and providing forecasts for market size, growth, and composition.

Description Source: Rutgers University: Databases by Subject: Business

Business Source Premier provides the full-text for over 2,470 scholarly business journals covering management, economics, finance, accounting, international business and much more.

Description Source: New York Public Library: Databases & Indexes: Business and Industry

Factiva (formerly Dow Jones Interactive) provides full-text and abstracting of global content, including Dow Jones and Reuters newswires and The Wall Street Journal. Multilingual content covers 8,000 publications from 118 countries in 22 languages. Sources include business and industry publications, newspapers, trade journals, newswires, company reports, radio and television transcripts, and images.

Description Source: New York Public Library: Databases & Indexes: Business and Industry

LexisNexis Academic: Business includes business and financial news, U.S. and international company financial information, bankruptcy reports, corporate governance ratings from ISS, accounting and auditing guides, and actual SEC filings.

Description Source: Rutgers University: Databases by Subject: Business

LexisNexis Academic: News offers the full-text of more than 50 major English-language newspapers from the U.S. and around the world; hundreds of magazines,

journals, and newsletters; broadcast transcripts from the major television and radio networks; Wire services; Non-English language news sources.

Description Source: Rutgers University: Databases by Subject: Business

Marketline Business Information Centre provides original industry, company, and country reports and data based on published research and primary and secondary data sources.

Description Source: Rutgers University: Databases by Subject: Business

Market Research.com Academic is a full-text service providing market research reports on many topics. Includes more than 40,000 market intelligence publications from 350 publishers worldwide.

Description Source: New York Public Library: Databases & Indexes: Business and Industry

Plunkett Research Online provides industry sector analysis and research, industry trends and industry statistics, competitive intelligence, vertical industry marketing data, product strategy data, trends analysis, statistics, job search data, company profiles and executive lists.

Description Source: Newark Public Library: Electronic Resources for Business

Reference USA provides addresses, sales information, executives, for over 11 million U.S. companies. Searchable by state, city, zip code, and SIC code and yellow page headings. Searches can be customized by company size, sales volume, geographic location, industry, etc. Many of the listings are for small businesses. Database also includes residential listings for phone numbers and addresses. Up to 25 listings may be printed or downloaded during each browser session.

Description Source: Rutgers University: Databases by Subject: Business

Small Business Resource Center covers the range of elements involved in starting and operating a business: accounting, business plans, finance, human resources, management, marketing, taxes and more—this database includes materials from books, journals, and other resources.

Description Source: Newark Public Library: Electronic Resources for Business

TableBase specializes exclusively in tabular data on companies, industries, products and demographics. Find market share, company and brand rankings, industry and product forecasts, production and consumption statistics, imports and exports, usage and capacity.

Description Source: Rutgers University: Databases by Subject: Business

STAT-USA State of the Nation provides international trade and export information from the U.S. Department of Commerce including the National Trade Databank (NTDB), Foreign Traders index, and market research reports by product and country. Other national economic statistics too.

Description Source: New York Public Library: Databases & Indexes: Business and Industry

Thomas Register of American Manufacturers lists more than 194,000 private and public manufacturing companies in the U.S. classified under more than 50,000 product classes and over 110,000 brand names. Each record includes company name, address and telephone, assets, officers, products, SIC codes, and trade names. <http://www.thomasnet.com>

