

# Competitive Intelligence Resources

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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 Scharf, 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](http://www.sec.gov)

- **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. <http://www.census.gov/sdc>
- **Survey of Buying Power**, special edition of Sales & Marketing Management (available in print)
- **TableBase** (See database description below)

### **Market Research Reports**

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

### **News Sources** (See database descriptions below)

- **Business Source Premier**
- **Factiva**

- **LexisNexis Academic: News**
- [www.njbiz.com](http://www.njbiz.com)

### **Portals, Tutorials, and Other General Small Business Information**

- **CEO Express** is a metasite for business and news: [www.ceoexpress.com](http://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](http://www.knowthis.com)
- **NYPL's Research Guides** [http://www.nypl.org/locations/tid/65/research\\_guides](http://www.nypl.org/locations/tid/65/research_guides)
- **NYPL's Science, Industry, and Business Library's Small Business Resource Center** <http://legacy.www.nypl.org/research/sibl/smallbiz/sbrc/Pages/>
- **Small Business Resource Center** (See database description below)

### **Relevant Book Titles**

- The Entrepreneur's Guide to Raising Capital (2009)
- The Entrepreneur's Guide to Writing Business Plans and Proposals (2008)
- The Ernst & Young Business Plan Guide (2007)
- Small Business Management: An Entrepreneur's Guidebook (2007)
- The Entrepreneur's Information Sourcebook (2006)
- How to Start a Business in the State of New Jersey (2005)
- Success by the Numbers: Statistics for Business Development (2005)
- Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers, 2<sup>nd</sup> ed. (2004)
- 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

**STATUSA 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 are also included.

**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>

# Business Resources at Brookdale Community College's Bankier Library

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## Business-Specific Electronic Databases

Community members may access all of these databases within the Bankier Library. Please note that databases marked with an asterisk (\*) are funded through the **New Jersey State Library and the New Jersey Knowledge Initiative (NJKI)** and may no longer be available at Brookdale after June 30, 2010 due to budget cuts. Please check with other colleges, universities, and large public library systems for availability at that time.

- Business Source Premier\*
- LexisNexis Academic (includes news, business, medical, and legal components)
- Marketline Business Information Center
- Reference USA\*
- Regional Business News\*
- Ward's Business Directory of U.S. Private and Public Companies

## Business Website Collections

Bankier Library also hosts a collection of business-related websites, (specifically geared toward Brookdale curriculum but with a variety of potential applications), available wherever you have an Internet connection (no login required):

[www.brookdalecc.edu/fac/library/aclark/business.html](http://www.brookdalecc.edu/fac/library/aclark/business.html)

## Reference Sources & Circulating Book Collection

These are some of the most popular print reference sources available in the Reference Collection on the first floor of the Bankier Library. You may search our entire circulating collection using the library's online catalog: <http://library.brookdalecc.edu/search/>

D&B Million Dollar Directory: America's Leading Public & Private Companies- **HC102 .D8 2002**

Standard & Poor's Industry Surveys - **HC106.6 .S74**

Business : The Ultimate Resource - **HD38.15 .B878 2006**

International Directory Of Company Histories - **HD2721 .D36**

The Skeptical Business Searcher: The Information Advisor's Guide To Evaluating Web Data, Sites, and Sources - **HF54.56 .B4685 2004**

Dictionary of Business - **HF1001 .C62 2001**

Harris New Jersey Manufacturer's Directory - **HF5056.N5 H37 2010**

New Jersey Manufacturer's Register - **HF5065.N5 N48 2010**

Emily Post's The Etiquette Advantage In Business: Personal Skills For Professional Success - **HF5382.7 .P68 2005**

The Business Writer's Handbook - **HF5726 .B874 2000**

America's Corporate Families: The Billion Dollar Directory - **HG4057 .A164 2009 Vols. 1-3**

New Jersey Business to Business Directory - **HG4057 .N6 2005 Vols. 1-2**

Encyclopedia Of Associations - **HS17 .G334**

When In Rome Or Rio Or Riyadh: Cultural Q&As For Successful Business Behavior Around The World - **G156.5.B86 O46 2004**

Strauss's Handbook Of Business Information: A Guide For Librarians, Students, and Researchers - **Z7164.C81 S7796 2004**

## Visit us!

Bankier Library  
Brookdale Community College  
765 Newman Springs Road  
Lincroft, NJ 07738

**<http://www.brookdalecc.edu/library>**

For more information:  
(732) 224-2935 (general information)  
(732) 224-2443 (reference assistance)

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## Don't forget about the Monmouth County Public Library System!

The Monmouth County Public Library System has a variety of print and electronic business and career resources as well. In addition to the NJKI databases, the Monmouth County Library System provides access to *Business and Company Resource Center*, *Standard & Poor's NetAdvantage*, *Value Line*, and the *Wall Street Journal*. Access and availability vary; visit <http://www.monmouthcountylib.org/> or your local branch for more information.

The Eastern Branch of the Monmouth County Library is host to the **Monmouth County Career Information Center**, <http://www.monmouthcountylib.org/cic.htm>. For more information or to schedule an appointment with the Career Information Center Librarian, call the library at 732-683-8980 or email the Career Information Center at [cic@monmouthcountylib.org](mailto:cic@monmouthcountylib.org).

