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Market and Industry Analysis

Industry Code

NAICS (North American Industry Classification System) SIC
North American Industry Classification System: United States, 2002

Industry Survey/Market Research

- *Business and Company Resource Center*
 - Industry Survey
 - Market Research (the same report is in PDF format in *Business Source Premier*)
 - Market Share
- Standard and Poor's *NetAdvantage*
 - Industry Survey
- *Business Source Premier*
In the first search box, type in "industry profile and united states" and in the second search box, type in your industry.

Business and Industry (also accessible through *Business Reference Suites*)
Marketresearch.com Academic

- *Frost and Sullivan*
- *Gartner Advisory*
- *Wall Street Transcripts*
- *Investext Plus* (also in *Business and Company Resource Center*)

Trade Publications

- *ABI/INFORM Global*
- *Business Source Premier*
- *Business and Industry* (also in *Business Reference Suites*)
- *Business Index ASAP* (also in *Business and Company Resource Center* article search)
- *LexisNexis Academic*

Industry Associations

- *Associations Unlimited* (also in *Business and Company Resource Center*)

Demographics

- *Stat-USA*.
- *LexisNexis Statistical*
- *Tablebase* (also accessible through *Business Reference Suites*)
- *Sports Business Research Network*

Competition

- *ReferenceUSA*

Consumer

- *Simmons Study of Media and Markets* (dedicated terminals only—CD-ROM stations)
 - *Mention Mediaamark Research*
- *Lifestyle Market Analyst* (business library circulation desk)
- *Demographics USA* (business library circulation desk)
- *Consumer Dimensions* (business library circulation desk)

Financial Plan

Business Plans Handbook

Industry Ratios

- *Annual Statement Studies* by Risk Management Association
- *Almanac of Business and Industrial Financial Ratios*
Industry Norms and Key Business Ratios
Moody's Industry Review
S&P Analysts' Handbook
- *Financial Studies of the Small Businesses*

Company Financials

1. *Mergent Online*
2. *Thomson Research/Compact Disclosure* (business library access only)
3. *LexisNexis Academic*
4. *Hoover's Online* (now part of D&B)

Funding

- *The Directory Of Venture Capital & Private Equity Firms, Domestic & International*
(business library Reference HG4961 .F58)

Operations and Distribution

- *Thomas Register of American Manufacturers*
- *American Wholesalers and Distributors Directory*