



## LIBRARY RESOURCES

ESBM 4830

**William M. White Business Library**  
419 UCB, University of Colorado, Boulder,  
CO 80309-0184

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gene.hayworth@colorado.edu

### **CHINOOK**

<http://libraries.colorado.edu/>

Use Chinook to locate books and other materials owned by the library.

### **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)
- *Mediaamark Research*
- *Lifestyle Market Analyst* (business library circulation desk)
- *Demographics USA* (business library circulation desk)
- *Consumer Dimensions* (business library circulation desk)

## FINANCIAL PLAN

### 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*
  - <http://www.thomasnet.com/> (access to some data requires free registration)
- *American Wholesalers and Distributors Directory*
  - In *Business and Company Resource Center*