

MINING DATABASES FOR COMPANY AND INDUSTRY INTELLIGENCE ~ UCLA ROSENFELD MANAGEMENT LIBRARY

Databases⇒ Types of Information ↓	AtoZ databases	Business Source Complete	Capital IQ	EMIS Emerging Markets Info Svc.	Factiva	First Research Industry Reports	IBISWorld Industry Market Research	Investext Equity Analyst Research	Mergent Online	Orbis	Plunkett Research Online	PrivCo	Standard & Poor's NetAdvantage	Wall Street Journal (ProQuest)
COMPANY DIRECTORIES	Tip: <i>Capital IQ, Standard & Poor's NetAdvantage, Mergent Online, and Orbis</i> provide the most searching/screening options													
▪ Local (search by ZIP or area codes)	✓✓	✓	✓✓						✓✓	✓✓	✓*(as Regions)	✓✓	✓✓	
▪ U.S.	✓✓	✓✓	✓✓		✓				✓✓	✓✓	✓✓	✓✓	✓✓	
▪ International		✓✓	✓✓	✓✓	✓				✓✓	✓✓			✓✓	
COMPANY FINANCIALS	Tip: <i>Mergent Online</i> has detailed timelines of company operational and financial histories (including capital changes)													
▪ Annual Reports			✓	✓					✓✓				✓	
▪ SEC Filings			✓✓						✓✓				✓✓	
▪ Stock Exchange/Ticker Symbol	✓	✓	✓✓		✓				✓✓	✓✓	✓		✓✓	
INDUSTRIES	Tip: <i>IBISWorld</i> covers some 97% of all U.S. industries, including impossible-to-find niche industries													
▪ Major Players	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓✓	✓✓
▪ Analyses/Overviews		✓	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓✓		✓✓	✓✓
▪ Forecasts		✓		✓	✓	✓✓	✓✓		✓	✓	✓		✓✓	✓
▪ "Numbers"		✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓✓		✓✓	✓
PUBLIC COMPANY DATA	Tip: Identify competitors instantly with <i>Factiva</i> or <i>Orbis</i>													
▪ Competitors	✓✓	✓✓	✓✓	✓✓	✓✓		✓	✓✓	✓✓	✓✓	✓✓		✓✓	✓
▪ History		✓	✓	✓	✓				✓✓	✓	✓		✓	✓
▪ News	✓	✓	✓✓	✓✓	✓✓			✓	✓✓				✓✓	✓✓
▪ Profiles		✓✓	✓✓	✓✓	✓✓			✓✓	✓✓	✓	✓✓		✓✓	✓
PRIVATE COMPANY DATA	Tip: <i>PrivCo, Orbis, and Capital IQ</i> , are the best sources overall for private company information													
▪ Competitors	✓✓	✓✓	✓✓	✓	✓					✓✓	✓✓	✓✓	✓✓	✓
▪ History		✓	✓	✓	✓					✓	✓	✓✓	✓	✓
▪ News	✓	✓	✓	✓	✓✓							✓✓	✓	✓
▪ Profiles		✓✓	✓✓	✓	✓					✓	✓✓	✓✓	✓✓	✓
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Highlighted Databases = Anderson School Proxy Server Always Required, Both On and Off Campus

✓✓ = **Go to first!**

✓ = **Also good for**