

BUSINESS (MOSTLY) DATABASES AT-A-GLANCE

This is a **partial** listing of databases of consistent high use for Anderson School “capstone” research projects and other coursework. These and *all* available databases are shown on **Business Databases By Name** <http://www.anderson.ucla.edu/rosenfeld-library/databases/business-databases-by-name> on the Rosenfeld Library site. **Databases are licensed for academic use only by current UCLA and/or UCLA Anderson School students, faculty, and staff.** **Highlighted titles** = Available to currently authorized UCLA Anderson School users only.

ARTICLES – Journals, Magazines, Newspapers

- **Academic Search Complete (EBSCO)** - Comprehensive scholarly, multi-disciplinary full-text database, with more than 8,750 full-text journals, including more than 7,750 peer-reviewed journals in full text.
- **Business Source Complete (EBSCO)** – Indexing, abstracting, and full text coverage for more than 8,500 scholarly, trade, & professional business periodicals & related resources. Exclusive: full-text *Harvard Business Review*.
- **Factiva** – Dow Jones/Reuters full-text mega database, covering some 32,000 U.S. & international sources, print *and* Web-based. Also: company financials.
- **JSTOR** - Browsing, searching, and printing of the full images of core scholarly journals, including those in business, economics, finance & statistics, 1665-current. A world-renowned archive, as of 2011 it also provides access to 230+ current titles from 38 publishers.
- **Los Angeles Times (1985 to Current)** – And also available: *Los Angeles Times (Historical)* covers 1881-1995.
- **New York Times (1980 to Current)** – And also available: *New York Times (Historical)* covers 1851-2016.
- **Nexis Uni®** - Full-text mega-database for News (papers & wire services), Business, Legal Research, Medical Research, and Reference (*Formerly LexisNexis™ Academic*)
- **Wall Street Journal (1984- Current)** – And also available: *Wall Street Journal (Historical)* covers 1889-2002.
- **Web of Science (Clarivate Analytics)** – Multidisciplinary index to scholarly journals *and* online equivalent of ISI *Citation Indexes*.

COMPANIES & INDUSTRIES

- **Capital IQ (S&P Capital IQ)**– Data/profiles for 3 million+ U.S. & international public & private companies, industries, investment firms/private equity, hedge funds, M&A and other capital transactions, executives. **Account required.**
- **First Research** – Profiles covering trends, forecasts, financial data, outlooks and more for nearly 500 industries in the United States and Canada.
- **IBISWorld Industry Research Reports** - Provides hundreds of Industry Reports (U.S., Canada, U.K, Australia, China, Global), corresponding to industries defined by U.S. NAICS code numbers, as well as specialized/niche/non-NAICS industry reports.
- **Investext via Mergent Online** - Full-text PDFs of equity analyst reports from some 400+ brokerage firms & investment banks, providing US and international coverage of industries and public companies. Also includes non-brokerage reports on companies.
- **Mergent Online** – Current and historical (up to 30 years) comprehensive financial data for 15,000+ U.S. and 30,000+ international public companies; includes separate tabs for Industry Analysis reports, Supply Chain analysis, and *Investext* equity analyst reports (*described above*),
- **Orbis (Bureau van Dijk)** – Provides comprehensive company data for millions of U.S. and international public and private companies. Subscription also includes the “streamlined” interface for *Orbis*, called *Mint Global*. Industry information is also provided with some company records.
- **Plunkett Research Online** - Overviews of 34 major industries and industry groups, both established and emerging, and profiles of thousands of U.S. and international companies, both public and private.
- **PrivCo: The Private Company Financial Data Authority** – Business and financial data on major, non-publicly-traded corporations, including family-owned, private-equity owned, venture-backed, and international unlisted companies. **Account Required.**
- **Standard & Poor’s NetAdvantage (S&P Capital IQ)** – Proprietary company and industry reports, including company and industry profiles, analysis of stocks, bonds, and mutual funds, and economic forecasts. Regularly updated publications include S&P’s *Industry Surveys*, *The Outlook*, and directories of public and private companies, executives, and securities dealers.

COUNTRY PROFILES & ANALYSIS

- **EMIS Emerging Markets Information Service** – Current country and company information from more than 500 sources for 100+ emerging markets in Africa, Asia, Australia, Europe, Latin America, and the Middle East.
- **globalEDGE (Center for International Business Education & Research, Michigan State University)** – Provides country profiles with corporate culture and risk, statistics, industry overviews, news, and more. **Free resource.**
- **Passport GMID (Global Market Information Database)** – “Countries & Consumers” section provides *exceptionally high* statistical content, including long time series of data.
- **OECD iLibrary**– Full-text, 1998 to current, for all Organization for Economic Cooperation & Development books, periodicals, and statistical collections.
- **World Bank E-Library** – Fully cross-searchable portal to more than 5,000 full-text World Bank documents, including more than 3,200 Policy Research Working Papers and each new World Bank book or paper as it is published.

DIRECTORIES

- **AtoZdatabases: Target Company Lists** – Covers over 30 million U.S. public and private companies and 203+ million U.S. consumers.
- **Capital IQ** – Use the “Screening” tab, then the “Companies” module.
- **Encyclopedia of Associations** – Part of the *Gale Directory Library*. Worldwide directory of trade and professional organizations/associations. *Also available through L.A. Public Library.*
- **Nexis Uni®** – At Menu (top of the screen), click All Sources, then Narrow By > Category -> select Directories; select director[ies] of interest to search
- **Plunkett Research Online** – Search and screen for profiles of thousands of U.S. and international companies, both public and private.
- **Uniwold Online** – Fully searchable U.S. & global directory of parent companies, domestic (U.S.) subsidiaries, and foreign subsidiaries.

STATISTICAL/NUMERIC DATA

- **Data-Planet Statistical Datasets** – Search or browse 35 billion data points in more than 4.9 billion datasets taken from more than 70 private/commercial sources and public sources, including federal, state, local, and international governments and organizations.
- **eMarketer** – *See description in “Market Research” category, below.*
- **Global Financial Data** – 32,000+ current & *very* long-term economic time series data files, all in Excel, for 200+ countries.
- **IMF. International Financial Statistics (IFS)** - Historical financial & economic time series data (1948-present) for 200 IMF member countries.
- **Passport (Euromonitor International)** – *See description in “Market Research” category, below.* Provides *very long* time series of data.
- **Rand State Statistics** – U.S. social sciences statistical data at the national, state, and local levels, with particular emphasis on California data.
- **Statistical Insight (ProQuest)** – Use to identify statistical publications from US federal and state governments, international agencies, nonprofits, educational institutions, and private commercial publishers, including trade and industry groups. Publication full texts are frequently included, and many tables are downloadable into Excel.

MARKET RESEARCH

Please Note: The Rosenfeld Management Library *does not* own or purchase any current proprietary hard-copy market research reports. Our access to this type of information is strictly limited to the specialized online resources described below.

- **BCC Research** – Full-text reports covering 20 major global industry sectors, including but not limited to: Advanced Materials; Biotechnology; Chemicals; Energy and Resources; Food and Beverage; Healthcare; Information Technology; Instrumentation and Sensors; Pharmaceuticals; Plastics; and Semiconductors.
- **eMarketer** – Full-text market research reports and numbers for anything and everything info tech, Internet, digital, high-definition, e-commerce-related, etc.
- **Faulkner's Advisory for Information Technology Studies** – Full-text reports and tutorials for IT products, services, market trends, companies.
- **Forrester Research** – Full-text market research reports covering an extremely wide range of information technology areas. **Account required.**
- **Frost and Sullivan** – Full-text market research reports, focusing on aerospace & defense; chemicals & materials; environmental & building technology; energy; healthcare & biotechnology; IT and telecom, and more.

- **Gartner** – Gartner Group's in depth analysis and market intelligence for the IT industry. Mostly full-text. **UCLA Log-on ID plus Multi-Factor Authentication Required at All Times.**
- **Passport GMID (Global Market Information Database)** – Market size & forecast data; brand & company information; country data (especially socio-demographics & economic indicators); major market and company profiles.
- **MarketResearch.com Academic** – Hundreds of full-text U.S. & international market research reports, covering consumer and business-to-business products & services. Six publishers are included: Kalorama Information; Mind Commerce; Packaged Facts; SBI; Simba Information; and Freedonia Focus Industry Reports.
- **Mintel Market Research Reports** – Full-text reports covering U.S. and European (emphasizing U.K.) consumer products & services, as well as demographics and lifestyles.
- **RKMA Market Research** – Annually/biennially updated market research e-books, primarily for the U.S., in the fields of business, healthcare, and consumer markets.
- **Sports Market Analytics** – U.S. & international sports and sporting goods markets, including college sports; athletic participation data.

DATABASE QUICK-PICKS* (#1 = try first ● = good for Resource: → Info. Needed: ↓	Atozdatabases	Business Source Complete	Capital IQ	eMarketer	EMIS – Emerging Markets Info.Svc	Factiva	First Research Industry Reports	Forrester Research	Gartner Research	IBISWorld Industry Research Reports	Investext (via Mergent Online)	MarketResearch.com Academic	Mergent Online	Mintel Market Research Reports	Orbis	Passport GMID (Global Market Info DB)	PrivCo	Standard & Poor's NetAdvantage	Statistical Insight (ProQuest)	
	Annual Reports 2 Shareholders			#1										#1					#1	
	Articles/Reports Full Text		#1		#1	#1	#1	#1	#1	#1	#1	#1		#1		#1			●	
	Current News		●	●		#1	#1	●						●	●		●			
Competitors	#1	●	#1		●	#1	●		●	●	●	●	#1	●	1#	●	#1	#1		
Company Financials			#1		#1	●							#1		1#		#1	#1		
Demographic Data				#1								#1		#1		#1				
Directories	#1	●	#1										#1		1#		#1	#1		
Financial Benchmark/Ratios			#1			#1	#1			#1			#1		#1			#1		
Experts/Expert Analysis		●		#1	●		●	#1	#1	●	#1	#1		#1		1#		#1		
Market Share/Size		●		#1	●	●	●	●	●	#1	●	●		#1		#1			●	
Private Co. Coverage	#1	●	#1		●	●										#1	#1	●		
International Focus		●	#1	#1	#1	#1		●	●	#1	#1	●	#1	●	#1	#1		●	#1	
Industry Strength		●	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	●	●	#1		#1	#1	
SEC Filings (10-Ks; Proxies)			#1										#1		●					
Statistics & Indicators			●	#1	●					●				●		#1		●	#1	
Stock Prices			#1			●							#1		#1			#1		

*grid does not include every database described on the handout

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