

# DIRECTORY *of* BUSINESS

*How to Access  
More Than  
10,000 Sources  
of Business  
Information  
on 2,500  
Companies in  
350 Industries*

# INFORMATION

LAWRENCE RASIE

# **DIRECTORY OF BUSINESS INFORMATION**

---

**Lawrence Rasie**



**John Wiley & Sons, Inc.**

**New York • Chichester • Brisbane • Toronto • Singapore**

This text is printed on acid-free paper.

Copyright © 1995 by Lawrence Rasie  
Published by John Wiley & Sons, Inc.

All rights reserved.

Reproduction or translation of any part of this work beyond that permitted by Section 107 or 108 of the 1976 United States Copyright Act without the permission of the copyright owner is unlawful. Requests for permission or further information should be addressed to the Permissions Department, John Wiley & Sons, Inc.

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering professional services. If legal, accounting, medical, psychological, or any other expert assistance is required, the services of a competent professional person should be sought.

Library of Congress Cataloging-in-Publication Data:

Rasie, Lawrence

Directory of business information / Lawrence Rasie.

p. cm.

Includes index.

ISBN 0-471-59816-X

1. Business information services—United States—Directories.
  2. Business—United States—Databases—Directories.
  3. Business—Research—United States—Directories.
  4. Information storage and retrieval systems—Business.
- I. Title.

HF54.52.U5R37 1995

016.33—dc20

94-40077

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

# Preface

All of us need business information at one time or another, but we often waste a lot of time wondering where to find it. We don't know good sources of information or we can't get access to good sources. These failures exact a big price in lost time and opportunity.

When I began to write about business, I was unfamiliar with many subjects because I didn't have much business background. I spent a lot of time looking for sources of information, and I often wished for a book that could immediately supply sources for a wide range of business subjects.

Later, I knew sources, but sometimes had trouble getting access to them. In some places I could find only source A or B, in other places no sources at all. So my ideal book got a second goal. It would provide many sources for a subject, giving me access to at least one or two sources, no matter where I was.

Much later, a funny thing happened when I began to write the book. I was updating sources, and as I explored library after library I realized everyone is now talking, really talking, about electronic sources. So my book got a third goal—harness electronic business sources.

This had to be done in a friendly way. Electronic sources are powerful research tools, but if they aren't easy to use they can be frustrating or discouraging.

I found electronic sources easiest to use if they're linked directly to their conventional counterparts. So, in this book you look up a conventional printed source and you also find electronic and microfilm versions of that source—all in one place.

For example, the book's basic citation for *Business Week* describes the basic journal itself, which can be read in its printed form. But that citation also lists 35 additional ways to track its contents: in 8 printed indexes, 16 online databases, 9 CD-ROM databases, and two microfilm services. So, if you can't find a printed source, you can use a CD-ROM database, an online database, or microfilm.

With this system you don't have to spend weeks learning about other kinds of sources, because they all stem directly from conventional sources. They are intuitive and you can use them immediately.

The book also gives you other avenues of approach to information. It shows how to use the telephone to find trained reference librarians, government experts, and journalists and librarians at local newspapers and business journals.

Depth and diversity of sources mean you can almost always get the information you want. It also means you can

pick and choose good sources, even if your research budget is skimpy.

For example, reference librarians have done fast, precise and inexpensive online searches for me. This spared me the time and grief of figuring out communications software and modems, and then getting lost in unfamiliar online databases at a dollar a minute for searching the database. The information superhighway can be a toll road.

To help you with the final step—access to sources—Chapter 10 lists 1,850 of the largest libraries accessible to the public nationwide. These are good starting places for a full range of business information sources.

This book should help many people in many ways, including:

- Entrepreneurs, to start a new business
- Corporate executives, to stay abreast of competitors
- Investors, to find additional sources of information
- Government administrators, to deal with different kinds of industries and companies
- Salesmen, to find new leads
- Business students and faculty
- Writers and researchers
- Anyone planning a career

Librarians may use it most of all. Its many sources will help them answer business questions for patrons. And it should also help the library select its own business research materials.

## TO USE THIS BOOK IMMEDIATELY

Some readers will want to proceed immediately. Use traditional research methods. To research a specific subject, start with the Index, which indicates the page(s) with the correct source(s). To research a broad subject, check the table of contents, then skim sections that seem promising. Introductions to specific chapters and sections will also help you navigate.

Abbreviations for databases etc. are at the end of the main Introduction.

National publisher addresses and numbers are in the Appendix. Regional publishers and other regional sources are in Chapter 9. Federal offices that publish are in Chapter 7.

## WHAT THE BOOK INCLUDES

The book has four major parts, each with sources for a different kind of business information.

Part I describes general sources covering many business topics. These sources are good for simple research and as a launching pad for complex research. These sources are available almost everywhere.

Chapter 1 describes general databases and broad business databases, directories, yearbooks, business newspapers and periodicals, major business broadcasts and transcripts, business statistics, prepared market research, general management sources, and more.

Chapter 2 describes specialized databases for business research, such as *Dow Jones News/Retrieval*, *PROMT*, and *Social Science Index*.

These databases can answer questions or quickly produce a comprehensive bibliography for extended research. The descriptions here will help readers choose databases for a specific task.

Part II (Chapters 3 and 4) covers three essential business and investment topics: the economy, industries, and leading companies. It provides business and investment sources for the national economy, 350 leading industries, and their top companies.

Chapter 3 helps readers navigate these unfamiliar waters. It starts with a brief summary or abstract of the overall economy, including projections for several years ahead. Then it includes broad sources for the economy, industries, companies, and investments.

Chapter 4 describes specific industries and industry groups, each in a separate section. It summarizes the status and outlook for each, lists the top companies in each, and describes specialized sources of information for each.

Chapter 4 also includes some general business functions, such as advertising and marketing and general management services. It seemed more fitting to place sources for these functions here, rather than in partly duplicated sections in Part III. When in doubt, check the Index.

Part III covers specific business functions. There are separate chapters for prominent topics:

- Chapter 5 for new and small business
- Chapter 6 for international business
- Chapter 7 for sources in and about the federal government.
- Chapter 8 covers selected topics from antiques to non-profit groups to taxes.

Part IV (Chapters 9 and 10) covers business in the 50 states, and libraries in the 50 states.

Chapter 9 covers state and regional information. With these sources, you can get local and regional news about your own state or region, or a distant state or region—without traveling there. In other words, you can easily do business research about any part of the country.

The chapter begins with broad sources that have information about all states or regions.

Then, each state has its own separate section. Each begins with a brief abstract describing the state's economy and its outlook for several years. Next are key business sources in that state, including state government offices important to business, state data centers, local/regional publications, and more.

Each section concludes with a list of the ten or so largest companies (by overall revenue) in that state. A second list names the leading employers of people *within that state*.

Chapter 10 lists the largest public libraries and public-college libraries in every region of the country. You can use this information to build networks of business libraries in your own town or region. A local/regional network of business resources can equal the resources of much larger libraries, which are usually found only in major urban areas and on some campuses.

You should also check smaller libraries in your town or region. Many have good or excellent business resources. There simply wasn't room to list them all here.

## AUTHOR'S PERSPECTIVES

This version of the book consumed about 30 months, full-time. An earlier, much shorter version took only a year. I tried to cover the waterfront—search for all possibly relevant material. Then I tried to select the best, particularly electronic sources (which seem to change endlessly).

I visited or telephoned dozens of libraries in small towns, such as Fairfield and Middletown in Connecticut, medium cities such as Hartford and New Haven in Connecticut, and large cities, including Washington, New York, Boston, and Houston.

I visited college libraries. Public colleges: Central Connecticut State University, Southern Connecticut State University, and the University of Connecticut (West Hartford and Storrs). Private colleges: Wesleyan University (Middletown, CT), Yale University, and (a bit earlier) the Baker Business library at Harvard University.

In addition, I telephoned, wrote, and faxed many companies, associations, business publications, newspapers, and state and federal officials.

From this information, I developed a working knowledge of what business information is wanted today, what's available, and how to get access to it—in several ways.

First, I was convinced current business information is very important. That is, the older the information, the less it's worth. As a result, this book includes many news sources, both published and broadcast.

Even books become obsolete quickly. So most book sources here were published or revised since 1990. But a few classics are included. For example, Graham and Dodd's *Security Analysis*, showing how to spot hidden values in companies—was first published in 1934.

Second, the book includes indexes of all kinds. They are wonderful tools to research a subject quickly. Many indexes are now online or on CD-ROM discs in libraries, and you

can swoop through them, quickly covering an entire field. Just select the information you want, print it or download it to a floppy disc—and take it home.

Third, popularity of sources. Some sources kept popping up in libraries large and small. This means many librarians and their patrons find them useful—and they will be available almost everywhere. Many of these universal sources are described in Chapter 1.

I also took comfort in numbers. I included numerous sources and different avenues of approach for most subjects, and this should increase your access to good sources, no matter where you are.

I want to thank the many people who helped me with this book. They include:

- database publishers who spent many hours helping me straighten out sources and formats of their various products.

- professional associations, including the American Library Association, and the Special Libraries Association.
- business specialists who looked at parts of the manuscript covering their own fields.
- editors from John Wiley & Sons who encouraged me
- And dozens of librarians. I thank all of you.

Several librarians, located nearby, were called often and responded with good cheer and answers. They include Trish Duffy, Tacy Wood, and Barbara Cangiano at James Blackstone Memorial Library in Branford, CT; Tom Clarie at Southern Connecticut State University in New Haven, CT; Sandy Peterson and Arlene Weible at the Mudd Government Documents Center at Yale University in New Haven; and Christine Menard and Joan Silverman at the New Haven Free Public Library.

Lawrence Rasie

# Contents

## Introduction

### **PART I GENERAL BUSINESS SOURCES**

---

|                  |                                                |           |
|------------------|------------------------------------------------|-----------|
| <b>Chapter 1</b> | <b>Basic Business Sources: For Many Topics</b> | <b>7</b>  |
|                  | BROAD BUSINESS SOURCES                         | 7         |
|                  | BUSINESS NEWS                                  | 18        |
|                  | COMPANIES, PEOPLE, AND INDUSTRIES              | 24        |
|                  | BOOKS FOR BUSINESS                             | 26        |
|                  | STATISTICS FOR BUSINESS                        | 29        |
|                  | BUSINESS/MARKET RESEARCH                       | 32        |
| <b>Chapter 2</b> | <b>Specialized Databases for Business</b>      | <b>35</b> |
|                  | MAJOR DATABASE VENDORS                         | 35        |
|                  | MAJOR BUSINESS DATABASES                       | 39        |
|                  | DIRECTORIES OF DATABASES AND BUSINESS SOFTWARE | 41        |

### **PART II THE ECONOMY, INDUSTRIES, AND COMPANIES**

---

|                  |                                                                        |           |
|------------------|------------------------------------------------------------------------|-----------|
| <b>Chapter 3</b> | <b>The Economy, Industries, Companies, and Investments</b>             | <b>45</b> |
|                  | THE ECONOMY                                                            | 46        |
|                  | INDUSTRIES                                                             | 53        |
|                  | COMPANIES                                                              | 55        |
|                  | INVESTMENTS                                                            | 58        |
|                  | ASSOCIATIONS AND RESEARCH GROUPS                                       | 71        |
| <b>Chapter 4</b> | <b>Specific Industries and Companies</b>                               | <b>73</b> |
|                  | INTRODUCTION                                                           | 73        |
|                  | MINING—GENERAL OVERVIEW                                                | 76        |
|                  | METAL/INDUSTRIAL MINERAL MINING—NONENERGY                              | 78        |
|                  | ENERGY MINING                                                          | 81        |
|                  | GENERAL BUILDING, HEAVY CONSTRUCTION, AND SPECIAL<br>TRADE CONTRACTORS | 86        |
|                  | FOOD AND RELATED PRODUCTS                                              | 91        |
|                  | TEXTILES AND MANMADE FIBERS                                            | 101       |

|                                                                  |            |
|------------------------------------------------------------------|------------|
| <b>APPAREL AND FABRICATED TEXTILE PRODUCTS</b>                   | <b>103</b> |
| <b>LUMBER AND WOOD PRODUCTS</b>                                  | <b>106</b> |
| <b>FURNITURE AND FIXTURES</b>                                    | <b>109</b> |
| <b>PAPER INDUSTRIES</b>                                          | <b>110</b> |
| <b>PRINTING AND PUBLISHING</b>                                   | <b>114</b> |
| <b>CHEMICALS AND ALLIED PRODUCTS</b>                             | <b>121</b> |
| <b>PHARMACEUTICALS</b>                                           | <b>126</b> |
| <b>BIOTECHNOLOGY</b>                                             | <b>130</b> |
| <b>CLEANING PREPARATIONS AND COSMETICS</b>                       | <b>132</b> |
| <b>PETROLEUM AND COAL PRODUCTS</b>                               | <b>134</b> |
| <b>PLASTIC AND RUBBER</b>                                        | <b>137</b> |
| <b>LEATHER AND LEATHER PRODUCTS</b>                              | <b>141</b> |
| <b>BUILDING MATERIALS</b>                                        | <b>143</b> |
| <b>PRIMARY METAL INDUSTRIES</b>                                  | <b>149</b> |
| <b>GENERAL METAL COMPONENTS</b>                                  | <b>155</b> |
| <b>METALWORKING EQUIPMENT</b>                                    | <b>158</b> |
| <b>COMPUTER EQUIPMENT</b>                                        | <b>161</b> |
| <b>PRODUCTION MACHINERY</b>                                      | <b>167</b> |
| <b>HOME APPLIANCES, HOUSEWARES</b>                               | <b>171</b> |
| <b>ELECTRIC LIGHTING AND WIRING EQUIPMENT</b>                    | <b>174</b> |
| <b>ELECTRONIC COMPONENTS, EQUIPMENT, AND SUPERCONDUCTORS</b>     | <b>176</b> |
| <b>ELECTRICAL EQUIPMENT INDUSTRY</b>                             | <b>180</b> |
| <b>TELECOMMUNICATIONS AND NAVIGATION EQUIPMENT</b>               | <b>183</b> |
| <b>AUTOMOTIVE INDUSTRY</b>                                       | <b>188</b> |
| <b>AEROSPACE</b>                                                 | <b>193</b> |
| <b>SHIPBUILDING AND REPAIR</b>                                   | <b>199</b> |
| <b>MEDICAL AND DENTAL INSTRUMENTS AND SUPPLIES</b>               | <b>201</b> |
| <b>PHOTOGRAPHIC EQUIPMENT AND SUPPLIES</b>                       | <b>205</b> |
| <b>INDUSTRIAL AND ANALYTICAL INSTRUMENTS</b>                     | <b>207</b> |
| <b>PERSONAL CONSUMER DURABLES</b>                                | <b>210</b> |
| <b>TRANSPORTATION AND TRAVEL</b>                                 | <b>214</b> |
| <b>TELECOMMUNICATIONS SERVICES</b>                               | <b>226</b> |
| <b>ELECTRIC, GAS, AND WATER UTILITIES</b>                        | <b>232</b> |
| <b>NATURAL GAS TRANSMISSION AND DISTRIBUTION</b>                 | <b>237</b> |
| <b>WHOLESALE INDUSTRIES</b>                                      | <b>240</b> |
| <b>RETAIL TRADE</b>                                              | <b>245</b> |
| <b>COMMERCIAL BANKS, SAVINGS INSTITUTIONS, AND CREDIT UNIONS</b> | <b>253</b> |
| <b>COMMODITY FUTURES TRADING INDUSTRIES</b>                      | <b>258</b> |
| <b>THE SECURITIES INDUSTRIES</b>                                 | <b>261</b> |
| <b>INSURANCE INDUSTRIES</b>                                      | <b>266</b> |
| <b>PERSONAL SERVICES</b>                                         | <b>272</b> |
| <b>INFORMATION SERVICES</b>                                      | <b>277</b> |

|                                   |     |
|-----------------------------------|-----|
| BUSINESS SERVICES                 | 283 |
| MOVIES AND MUSIC                  | 285 |
| AMUSEMENT AND RECREATION SERVICES | 288 |
| HEALTH AND MEDICAL SERVICES       | 289 |
| EDUCATION AND TRAINING SERVICES   | 296 |
| PROFESSIONAL SERVICES             | 297 |
| MARKETING AND RESEARCH            | 305 |

### **PART III SOURCES FOR SPECIFIC BUSINESS TOPICS**

---

|                  |                                                                         |            |
|------------------|-------------------------------------------------------------------------|------------|
| <b>Chapter 5</b> | <b>Sources for New and Small Business</b>                               | <b>313</b> |
|                  | INTRODUCTION                                                            | 313        |
|                  | BUSINESS PLANS                                                          | 314        |
|                  | COMPREHENSIVE SOURCES OF INFORMATION AND CONTACTS<br>FOR SMALL BUSINESS | 314        |
|                  | FINANCIAL SOURCES                                                       | 316        |
|                  | MARKETING FOR SMALL BUSINESS                                            | 317        |
|                  | FOREIGN TRADE FOR SMALL BUSINESS                                        | 317        |
|                  | CONSULTANTS FOR SMALL BUSINESS                                          | 318        |
|                  | FRANCHISES                                                              | 318        |
|                  | FEDERAL GOVERNMENT                                                      | 318        |
|                  | THE STATES                                                              | 319        |
|                  | FEDERAL AGENCIES, DEPARTMENTS AND CONGRESSIONAL OFFICES                 | 319        |
|                  | STATISTICS AND BUSINESS RATIOS FOR SMALL BUSINESS                       | 321        |
|                  | NATIONAL ASSOCIATIONS AND GROUPS FOR SMALL BUSINESS                     | 321        |
|                  | CURRENT BOOKS ABOUT SMALL BUSINESS                                      | 322        |
|                  | PERIODICALS/NEWSLETTERS FOR SMALL BUSINESS                              | 322        |
| <b>Chapter 6</b> | <b>International Sources</b>                                            | <b>325</b> |
|                  | MAKING SENSE OF INTERNATIONAL BUSINESS                                  | 325        |
|                  | GENERAL SOURCES OF INTERNATIONAL INFORMATION—<br>GETTING A TOE WET      | 326        |
|                  | INDEXES AND PERIODICALS FOR CURRENT INTERNATIONAL<br>INFORMATION        | 327        |
|                  | U.S. GOVERNMENT INTERNATIONAL INFORMATION                               | 331        |
|                  | BASIC ECONOMIC SURVEYS AND FORECASTS FOR THE<br>WORLD AND ITS COUNTRIES | 334        |
|                  | INTERNATIONAL TRADE—THINKING GLOBAL                                     | 338        |
|                  | FINDING INTERNATIONAL COMPANIES                                         | 340        |
|                  | AGENCIES FOR INTERNATIONAL INFORMATION AND ASSISTANCE                   | 344        |
|                  | DIRECTORIES OF FOREIGN ASSOCIATIONS                                     | 346        |
|                  | INTERNATIONAL RESEARCH                                                  | 347        |

|                                                                              |                                                           |            |
|------------------------------------------------------------------------------|-----------------------------------------------------------|------------|
| INTERNATIONAL LAW                                                            | 347                                                       |            |
| INTERNATIONAL TAXES                                                          | 348                                                       |            |
| BIBLIOGRAPHIES AND CATALOGS                                                  | 348                                                       |            |
| <b>Chapter 7</b>                                                             | <b>Information from and about the Federal Government</b>  | <b>351</b> |
| INTRODUCTION                                                                 | 351                                                       |            |
| DATABASES, INDEXES, BIBLIOGRAPHIES, AND CATALOGS<br>FOR FEDERAL PUBLICATIONS | 352                                                       |            |
| WATCHING THE GOVERNMENT                                                      | 355                                                       |            |
| FEDERAL OFFICES FOR BUSINESS INFORMATION                                     | 357                                                       |            |
| FEDERAL PROCUREMENT                                                          | 366                                                       |            |
| PROFESSIONAL ASSOCIATIONS IN THE WASHINGTON AREA                             | 367                                                       |            |
| RESEARCH CENTERS                                                             | 368                                                       |            |
| DETAILED CENSUS BUREAU REPORTS                                               | 369                                                       |            |
| <b>Chapter 8</b>                                                             | <b>Sources on Selected Major Business Topics</b>          | <b>377</b> |
| PERSONAL FINANCE                                                             | 377                                                       |            |
| JOBS AND CAREERS                                                             | 379                                                       |            |
| LABOR AND PERSONNEL MANAGEMENT                                               | 382                                                       |            |
| NONPROFIT ORGANIZATIONS                                                      | 385                                                       |            |
| ART, ANTIQUES, AND OTHER COLLECTIBLES                                        | 386                                                       |            |
| <br><b>PART IV STATES AND REGIONS; LARGER LIBRARIES</b>                      |                                                           |            |
| <b>Chapter 9</b>                                                             | <b>State and Regional Sources of Business Information</b> | <b>391</b> |
| A NATIONAL RESEARCH NETWORK FROM YOUR HOME OR WORK                           | 394                                                       |            |
| SOURCES FOR ALL STATES                                                       | 395                                                       |            |
| SOURCES OF STATE STATISTICS                                                  | 398                                                       |            |
| SOURCES OF INFORMATION ABOUT REGIONS                                         | 399                                                       |            |
| SPECIFIC SOURCES LISTED FOR INDIVIDUAL STATES                                | 400                                                       |            |
| HOW TO FIND MORE SOURCES FOR A SPECIFIC STATE                                | 401                                                       |            |
| THE STATES                                                                   | 401                                                       |            |
| <b>Chapter 10</b>                                                            | <b>Public Libraries for Business</b>                      | <b>507</b> |
| <b>Appendix</b>                                                              |                                                           | <b>535</b> |
| <b>Index</b>                                                                 |                                                           | <b>555</b> |

# Introduction

Business sources now appear in bewildering variety. You must choose among business newspapers, business journals, online indexes, online abstracts of articles, online full-text copies of articles, CD-ROM indexes, CD-ROM abstracts of articles, CD-ROM full-text copies of articles, plus microfilm copies of materials, and more.

This book ties it together. It presents direct links from conventional sources you know to thousands of printed indexes, online databases and CD-ROM databases. It's a network of direct links to advanced research technology: source by source, topic by topic—across the entire business landscape.

This helps you work more efficiently.

It brings one-stop shopping to research. Instead of getting a bald list of articles from an index, and then searching them out somewhere else, you can now get index and abstracts (summaries) or the complete text of articles, papers, etc. from many databases.

To make this possible, the book lists thousands of specific sources, and shows which of them have indexes only (lists of articles), have abstracts of documents (summaries), or have the full text of documents.

It works like this: You will usually be searching for material by topic. A database or printed index will give you a list of articles that have been published about the topic. The list shows what magazine published each article. And this book tells you the formats different databases use to cover those magazines, such as indexing only (ind), abstracts or summaries of articles (abs), and the full text of articles (ful-tx).

You know immediately what kind of information the sources contain—as you are selecting them—and not afterward. This way, if you want full text, go for it: avoid chasing sources that have only indexing or abstracts.

The book also shows how to find business information on a budget. It shows you how to use inexpensive sources for large parts of your research—and “high-tech” sources when the occasion demands it.

And it makes more sources available to you near home, school, or work. The book lists major libraries in every region of the U.S. Use it as a checklist to take full advantage of local resources. And use the telephone to inquire.

These sample citations for *Business Week* and *The Economist* demonstrate this network of specific sources. As explained above, abbreviations for the format of databases are (ind), (abs), and (ful-tx). [Other abbreviations and conventions used in the book are explained at the end of this Introduction.]

*Business Week*. McGraw-Hill Inc. WK. Comprehensive coverage of business news and trends, including companies, industries, personalities, computers, finance, labor, industry, investments, marketing, science/technology, and more.

This widely followed magazine also has periodic special issues about top industries, top companies, leading mutual funds, and other topics.

It's indexed in BPI, ChemIndNote, F&S, PAIS, ReadGidePerLit, TextilTechDigst(abs), UrbanAffAbs, WorkRelatAbs.

It's online in ABI(abs), AcadInd(abs), Agelin(abs), Biobiz(abs), BPI(ind, abs), DatTim(ful-tx), Dowj(ful-tx), F&S(ind), Lexis-Nexis(ful-tx), MagInd(abs), McGraw-HillOn(ful-tx), NewsPerAbs(abs), PAIS(abs), Promt(abs), ReaderGidePerLit(ind, abs), and TradInduInd(ind), UrbanAff(abs).

It's on CD-ROM with ABI(abs), AcadSerch(abs), Agelin, BusI(abs), BPI, BusSorce(abs), F&S, MagArtSums(abs), MagInd, MagSerch(abs), PAIS, and ReadGidePerLit.

It's on microfilm with BusColl and UMI.

*The Economist*. Economist Newspaper NA Inc. This weekly offers world business and economic coverage. Edited for management, it has a reportorial and analytical approach to business, economy, finance, and politics. Very helpful on the global economy. Regular section “Economic and Financial Indicators” focuses on selected countries.

It's indexed in BPI, F&S, EnvironAbs, MgmtMarkAbs(abs), PAIS, Promt(abs), SocSciInd, and TextilTechDigst(abs).

It's online with ABI(ful-tx), AcadInd, BPI(ind, abs), DatTim(ful-tx), Dowj(some ful-tx), F&S, Lexis-Nexis(ful-tx), MagInd(ful-tx), MgmtMarkAbs(abs), NewsPerAbs(abs), PAIS(abs), SocSciInd(ind, abs), and TradInduInd(ful-tx).

It's on CD-ROM with ABI(abs), AcadInd, AcadAbs(ful-tx), AcadSerch(abs), BPI, BusI(ful-tx), BusSorce(ful-tx), F&S, MagArtSums(abs), MgmtMarkAbs, MagInd, PAIS, and SocSciInd.

It's on microfilm with UMI.

The citations briefly describe the conventional source (the printed journal), and then list major versions of it—printed indexes, online databases, CD-ROM, and microfilm.

## 2 INTRODUCTION

Printed indexes for *Business Week* are in the paragraph starting "It's indexed in BPI . . ." It is assumed the printed indexes that are noted give you only titles and dates of articles. When indexes have abstracts, they are noted: (abs).

Online databases covering *Business Week* are in the paragraph starting "It's online in . . ."

Notice that formats of the online databases are identified: (ind), (abs), or (ful-tx). It is assumed the online database's format is also used for any index or CD-ROM with the same name. [Abbreviations are explained at the end of the Introduction.]

The example shows that several databases have abstracts of articles from *Business Week*. (Abstracts are useful, almost mandatory when you want to survey a topic quickly.)

The abstract databases for *Business Week* are News-PerAbs(abs) [*Newspaper & Periodical Abstracts*]; PAIS(abs) [*PAIS International Online*]; MagInd(abs) [*Magazine Index*]; MgmtMarkAbs(abs) [*Management and Marketing Abstracts*]; SocSciInd(ind, abs) [*Social Science Index* (index and abstracts)]; and TradInduInd(abs) [*Trade & Industry Index*].

Often, you need full text of articles, papers, etc. for detailed study. Again, the listings show several databases that carry full text of *Business Week* articles—DatTim(ful-tx) [*DataTimes*], ABI(ful-tx) [*ABI/INFORM*], (Dowj(ful-tx) [*Dow Jones News/Retrieval*], Lexis-Nexis(ful-tx), and McGraw-HillOn(ful-tx) [*McGraw-Hill Online*]. Use these databases and you immediately get complete (or nearly complete) copies of the articles you need.

CD-ROM databases covering *Business Week* are listed in the paragraph starting "It's on CD-ROM with . . ." As you can see from the names, some CD-ROMs have the same name as online databases or printed indexes. These databases having "sisters" in another medium include ABI, BPI, F&S, MagInd, PAIS, and ReadGidePerLit (*ABI/INFORM*, *Business Periodicals Index*, *F&S Index*, *Magazine Index*, *PAIS* (Public Affairs Information Service), and *Readers' Guide to Periodical Literature*).

CD-ROM and online versions are sometimes alike, but they often are different. For example, PAIS uses abstracts for its index, online database, and CD-ROM database. And *Readers' Guide* and BPI have either indexing or abstracts for all three versions. But *ABI/INFORM* carries abstracts in its CD-ROM version, while carrying full text of half those articles in its online version.

What's important is that you can find many of these business CD-ROMs in libraries throughout your region. They let you search for topics electronically. Then you can print the results or download them to a PC floppy disc.

Finally, the last paragraph of the citation shows that *Business Week* articles are carried by two microfilm (or microfiche) services. Many libraries that don't have CD-ROM databases will have microfilm copies of business articles. Inquire.

After you see what databases and formats are published for a topic, you then find one or more of them in your region. You know what you're looking for, so just call ahead

to find out what CD-ROMs etc. the different libraries have. (Larger libraries in all regions of the country are listed in Chapter 10. They make a good starting place.)

When the research trail gets cold, don't give up. Reporters know that when a search for information fails at first, the information is often available through another source. This book provides many alternative avenues to information. Here are a few of them:

- Ask, always ask, a reference librarian or two.
- Check more major generic sources, such as newspaper and periodical indexes.
- For regional information, check regional sources in Chapter 9.
- Look for the material on microfilm or microfiche.
- Ask a librarian to find out if an online search is likely to turn up the desired information. If so, do the search. (Ask the librarian to formulate the search very specifically, even if that means calling the database vendor for specific instructions. This can sharply reduce the cost.)
- Find printed issues of publications. Check several nearby libraries. This can be done by telephone, or by using the OCLC bibliographical service, if your library has it. (See OCLC in the section under vendors in Chapter 2.)
- Use different kinds of sources that are listed for your topic, such as directories, trade associations, or market research reports.
- Call publications themselves to find out what they have published on a subject. Usually, the publication's librarian can find out, and may even mail or fax you a copy.
- Get needed articles via interlibrary loan, or by calling major article copying houses, including UMI and Information Access.

## ONLINE SEARCHING

There are times when online searching is necessary. You should budget a modest amount for it.

The information may be in an information void. This is usually fairly recent information, say, one to five weeks old. This information won't be easily found among current publications, and it isn't yet old enough to appear in most CD-ROM databases.

But the information can probably be found in online databases aimed at current or quite recent information. These include daily newspaper databases and newswire services, and online periodical indexes that are updated frequently. (They're described in Chapters 1 and 2.)

Also, when your research starts to drag, the cost of a well planned online search may be much less than the cost of spending a lot more time tracking down the information some other way. This is especially true if you have already spent a lot of time looking for the information.

For readers unfamiliar with business research, complete articles can also be found through non-electronic means.

The first step is to use a standard printed or CD-ROM index to get a list of the articles you should get copies of.

Then, many libraries have extensive microfilm collections of business journals, and copies of articles can be obtained this way.

Copies can also be obtained directly from the publisher or from reprint centers. Article Clearinghouse collects some 12,000 titles of periodicals, papers, etc. Articles can be received in 48 hours, or faster by special service. Inquire at 800-521-0600, Ext. 2522 or 2534.

## ABBREVIATIONS AND CONVENTIONS

This section explains abbreviations and conventions used in the book. Their use saves a lot of space, making room to include many more sources in the book. And detailed descriptions of business databases can be found elsewhere, especially Chapters 1 and 2.

Names, addresses, and phone numbers of general publishers are listed in the appendix. The publisher's name only is listed in citations.

Addresses of regional publishers are listed in Chapter 9, grouped with other sources in their states.

Authors' names are omitted for most books.

Numbers for company sales and profitability are only rough guides. This is deliberate. There was room for only one or two numbers for each company, and that simply isn't enough data to adequately describe a company's financial situation.

Readers should use other sources for financial analysis, including the financial sources in Chapters 1 and 3, and the industry sources in Chapter 4.

Total numbers of sources are always given in a conservative ballpark figure. 1,000 sources means at least 1,000 sources. This is done to eliminate clichés such as at least, over, more than, approximately etc.

Generally, the format of an online database is the same as the format of its sister versions of the same name in a printed index or on CD-ROM. In this case, only the online version's format is identified.

If printed index and CD-ROM sisters have different formats, the sisters' formats are noted directly.

When there's no online version at all:

- a CD-ROM's format is noted directly.
- printed indexes are assumed to have indexing only, and aren't marked.
- printed indexes with abstracts are noted directly.

A few databases use two formats. Thus, (abs, ful-tx) means the database uses chiefly abstracts, with full text for selected articles.

And some are actually two databases that work together. Often, one is an index, and the other has abstracts or full text of the indexed articles. These are noted (ind and abs) or

(ind, ful-tx); the "and" indicates two databases exist. Sometimes they must be searched separately, and sometimes they can be searched simultaneously.

Diligent effort has been made to be absolutely accurate in describing databases and the formats of their different versions. The continual effort began as the author compiled the manuscript, and it was repeated in the editing stage.

But the author and publisher cannot guarantee complete accuracy of database information, especially in the matter of what periodicals they cover and the format of various versions of the database (indexes, online, or CD-ROM).

In some cases there was no direct confirmation of source lists by publishers, or there was only general oral confirmation. All unconfirmed source lists (periodicals covered by a database) were deleted from the manuscript. Most of the source lists verbally confirmed were included.

In addition, the content of databases is constantly changing. One of the unstoppable trends is to include full text of articles, papers, etc. in a database. As technology improves, especially the storage capacity of CD-ROM discs, publishers are adding more full text to them. Their goal is to provide one-stop shopping for business information.

Also creating changes were large mergers and acquisitions in the mid-1990s. New owners in some cases reshuffle their products—their databases.

A good business librarian or two can help you keep up with the changes.

## DATABASE ABBREVIATIONS

The database abbreviations below are listed alphabetically, followed by full name of the database in parenthesis. Each section is introduced by letters that show the first letters of its databases, such as D—H. Move through the section until you find the abbreviation. Its full name will be beside it.

Remember, databases are *described* in the book itself: general databases in Chapter 1, specialized databases in later chapters.



ABI (*ABI/INFORM*). AcadAbs (*Academic Abstracts*). AcadInd (*Academic Index*). AccountTax (*Accounting & Tax*). ACMGideComputLit (*ACM Guide to Computing Literature*). AdsMarkIntel (*Advertising and Marketing Intelligence*). Agelin (*Ageline*). AgNewsFax (*Fax-based news service of the U.S. Dept. of Agriculture*). Agricol (*Agricola*).

AmerStaInd (*American Statistical Index*). API (*American Petroleum Institute Abstracts*). AnalytAbs (*Analytical Abstracts*). APIAbsOilChem (*API Abstracts: Oil-field Chemicals*). AppSciTechInd (*Applied Science and Technology Index*). ArtficIntelAbs (*Artificial Intelligence Abstracts*). ASBA Exchange (*American Small Business Association*).

## 4 INTRODUCTION

**B** BioBiz (*Biobusiness*). BiocomAbs/Dir (*Biocommerce Abstracts and Directory*). BNA Policy and Practice Series (Bureau of National Affairs). BokRevInd (*Book Review Index*). BusEdInd (*Business Education Index*). BusInd (*Business Index*). BusPerInd (*Business Periodicals Index*). BusDatlin (*Business Dateline*).

**C** CanBizAff (*Canadian Business & Current Affairs*). CanPerInd (*Canadian Periodical Index*). CASerch. (*CA Search*). CanNewsInd (*Canadian News Index*). Centata (Database of current and recent information from the U.S. Census Bureau). ChemBizNews (*Chemical Business Newsbase*). ChemIndNote (*Chemical Industry Notes*). ChicanoInd (*Chicano Index*). CoalAbs (*Coal Abstracts*). ComputDataBs (*Computer Database*). ComputControlAbs (*Computer Control Abstracts*). ComputLitInd (*Computer Literature Index*). ComputRevu (*Computer Review*). CntsRecntEconJurs (*Contents Recent Economics Journals*). CurrBiotechAbs (*Current Biotechnology Abstracts*). CurrLegalPers (*Current Legal Periodicals*). CurrTechInd (*Current Technology Index*).

**D-H** DatTim (*DataTimes*). Dowj (*Dow Jones News Retrieval*). EBB (*Economic Bulletin Board*). EconLitInd (*Economic Literature Index*). EdInd (*Education Index*). ElecEltronAbs (*Electrical and Electronics Abstracts*). Embas (*Embase*). EnrgyLin (*Energy Line*). EnvironAbs (*Environment Abstracts*). F&S (*F&S Index*). F&SIndText. (*F&S Index Plus Text*). Finis (*FINIS: Financial Industry Information Service. Ceased*). FTProfil (*FT Profile*). GraphicArtAbs (*Graphic Arts Abstracts*). HelthInd (*Health Index*). HumanResorcAbs (*Human Resources Abstracts*).

**I-L** IndBizReprts (*Index to Business Reports. UK sources*). IndUSGovPers (*Index to U.S. Government Periodicals*). InduHygenDig (*Industrial Hygiene Digest*). InfoBnkAbs (*Information Bank Abstracts*). InfoMat (*Infomat International Business*). Inspec (*Inspec*). InsureAbs (*Insurance Abstracts*). IntlAeroAbs (*International Aerospace Abstracts*). InternatlExec (*International Executive*). IntlPharmAbs (*International Pharmaceutical Abstracts*). JurEconLit (*Journal of Economic Literature*). LeglResorcInd (*Legal Resources Index*). Lexis-Nexis (Formerly Mead Data Central). LifSciColl (*Life Sciences Collection*).

**M-N** MagArtSum (*Magazine Article Summaries*). MagASAP (*Magazine ASAP*). MagInd (*Magazine Index*). MgmtAbs (*Management Ab-*

*stracts*). MgmtCntnts (*Management Contents*). Medlin (*Medline*). MetAbs (*Metal Abstracts*). McCarthy (*McCarthy Online*). MgmtMarkAbs (*Management and Marketing Abstracts*). MidEastAbsInd (*Middle East Abstracts and Index*). "NESE" (*National Economic, Social and Environmental Data Bank (ful-tx)*). By the Commerce Dept.) Newnet (*Newsnet*). NewsPerAbs (*Newspaper & Periodical Abstracts*). NIOSHTIC Database. (By National Institute for Occupational Safety and Health Technical Information Center.) NTIS FedWorld Gateway. (A gateway to dozens of U.S. databases By National Technical Information Service).

**P-T** PAIS (*PAIS International*). PredFore (*Predictcasts Forecasts*). Promt (*PROMT: Predictcasts Overview of Markets & Technology*). PsychAbs (*Psychological Abstracts*). ReadGidePerLit (*Readers' Guide to Periodical Literature*). ReadGideAbs (*Readers' Guide Abstracts*). RuralDevlopAbs (*Rural Development Abstracts*). SciSerch (*Scisearch*). By the Institute of Scientific Information). SocSciHumsInd (*Social Science and Humanities Index*). SocSciInd (*Social Science Index*). TextilTechDigst (*Textile Technology Digest*). TradIndusASAP (*Trade and Industry ASAP*). TradInduInd (*Trade and Industry Index*).

**U-Z** UNDOC: *Current Index* (Index to United Nations Documents). UrbanAffAbs (*Urban Affairs Abstracts*). Vu/Text (*Vu-Text*). WorkReltdAbs (*Work Related Abstracts*). WrldAggiEcon (*World Agricultural Economics*). WrldTextlAbs (*World Textile Abstracts*).

**PART  
I**

---

---

**General Business Sources**



## CHAPTER 1

# Basic Business Sources: For Many Topics

---

### BROAD BUSINESS SOURCES

- Periodical Databases
- Indexes to Special Issues
- Broad Business Databases
- Related Databases
- Directories Listing More Indexes
- Basic Business Periodicals
- Related Publications
- Directories To Find Additional Business Periodicals

### BUSINESS NEWS

- Major Newspaper Indexes and Other Databases
- Major Newspapers for Business
- Electronic News
  - Wire Services: For Breaking Business News
  - TV Broadcasts
  - Continuous TV Broadcasts
  - Regular, Scheduled Broadcasts
  - Broadcast Transcripts
  - Radio
- Telephone Business News
- Current Awareness Services

### COMPANIES, PEOPLE, AND INDUSTRIES

- Directories
  - Directories of Directories
- Business Biography
  - Biographical Bibliographies, Dictionaries and Indexes
- Other Sources
- Industry Associations

### BOOKS FOR BUSINESS

- Almanacs and Yearbooks
  - Almanacs
  - Yearbooks
- Business Bibliographies
- Business Information Source Books
- General Bibliographies
- Book Reviews
- Business Dictionaries

### STATISTICS FOR BUSINESS

- Statistical Indexes
  - Current Statistics in General Business Publications
  - Concise Statistical Surveys of Business and the Economy

### Major Federal Statistical Sources

### Other Federal Departments

### Nongovernment Statistical Surveys

### BUSINESS/MARKET RESEARCH

- Prepared Market Research Reports
- Directories and Indexes to Track Reports
- Electronic Sources of Prepared Reports
- Market Research Publishers
- Research Directories
- Dissertations for Advanced Degrees

Addresses and phone numbers are listed in Appendix A. All abbreviations are defined in the Introduction on pp. 3–4.

This chapter presents many broad sources—good for surveying an entire business field. It also includes sources with sharper focus—good to dig fairly deeply—and quickly—into a topic.

Section I begins with a list of periodical databases, and Section II begins with a list of newspaper databases. You can use databases to quickly search out information from a vast forest of data. This gives you tremendous information power.

For content, the chapter has a logical progression. Section I covers periodicals, which cover current business trends and conditions. Section II covers business news, keeping you up to date. Section III gives you sources of information about companies, industries, and people.

Section IV covers books for business, helping you understand business systems and techniques. Section V gives you sources for business statistics. Section VI describes prepared market research.

### BROAD BUSINESS SOURCES

Specialized business databases are described in appropriate chapters throughout. Chapter 2 describes broader specialized business databases, Chapter 9 databases for regional information, etc.

Databases let you trace what several sources, such as periodicals, papers, conferences etc. have said about a topic.