START your research by checking this Research Guide from the library:

http://libguides.gatech.edu/company

Use the tabs from the Research Guide to link to these exclusive sources (the Library subscribes). We’ve hand-picked the key resources on the Guides.

Why you need info. on a company:

Company website only reveals what the company wants the general public to know

Use what you find out to:
  - ask useful, probing and intelligent questions
  - differentiate yourself from others interviewing
  - evaluate the company’s work environment, future, etc.

Consider starting your research by reading an overview of the industry in which your target company operates, by using some of these library subscription databases:

- **IBISWorld**  
  Try this first
  - Most U.S. industries covered

- **S&P Global NetAdvantage**
  - It’s the premier source for in-depth information & analysis for 60 major industries.

- **Business Source Ultimate**
  - Detailed reports (15-40 pages) for major industries

- **First Research**  
  [labeled “Mergent First Research” on Library’s A-Z list]; also within ABI/Inform Collection – select “Browse”; it is an option in “Industry and Market Research”Report”
  - Ideal for small, niche industries. Includes “Call Prep Questions” at end of report.

- **Value Line**
  - 1-page general overview of 98 industries

PUBLIC or PRIVATE?

If your target company is “public”, it issues stock, and has to report detailed financial information to the U.S. government (the SEC) – a **10-K report**. It also sends an **Annual Report** to its shareholders.

Note: the Annual Report is a marketing tool by the company – it will not report negative info., and financial problems may be hard to identify.

If your target company is “private”, financial information is not official; estimates may (or may not) be done by reporters, analysts, or consultants.

For private company financials, revenue estimates are in some directory databases.

For startups, funding round estimates and valuations are in PrivCo [with some details], and sometimes Crunchbase.
COMPANY PROFILES

Available for large corporations, each profile includes:

- Overview (from 1 to 30 pages)
- Key financials
- Key competitors
- Key officers/executives
- Key products/services

Key library subscription databases for company profiles:

- Hoover's Company Profiles -- several pages per company. *Try this first.*
- S&P Global NetAdvantage -- (select “Companies” tab)
- Value Line -- 1-page overview of 1700 public companies
- Morningstar Investment Research Center -- detailed investment analysis
- Business Source Complete -- select “Company Profiles” from right frame (in-depth, sometimes 30 pages)
- PrivCo -- for private companies; has financial details

NEWS ABOUT YOUR COMPANY

Library subscription databases for newspaper articles: (all include the local newspaper, the *Atlanta Journal-Constitution* – the “AJC”). Try these databases first:

- Factiva
- U.S. Newsstream [previous name: ProQuest Newsstand]
- Global Newsstream [previous name: ProQuest Newsstand]
- Access World News

Useful for late-breaking news or major announcements
Consider also searching the newspaper(s) of the city in which the headquarters or major division is located.

Key library subscription databases for “trade” periodical articles include:

- ABI/Inform Global [or, search in ABI/Inform Collection to include reports]
- Business Source Ultimate
- Business Abstracts with Full Text (use for large corporations and industries)

Word combinations to search (recommend using Advanced Search): 

company name - AND – (select one or two similar concepts from this list)

Management Planning Trend(s) Acquisitions Advertising Strategy
Planning Growth Merger(s) Marketing Strategic
Forecast

Or, search for the specific product name (i.e., Coke) and these concepts

**TIP:** in some databases, results are often sorted by Relevance; change it to Date (most recent)
**BUSINESS RANKINGS** (“top” lists)

**Market Share Reporter** – online via Gale Directory Library database  
**Passport** – database (formerly Passport GMID) for consumer brands; detailed info.

For the largest U.S. public corporations:
- “Fortune 500” - issued annually by *Fortune*  

For the largest U.S. private companies:
- “America’s Largest Private Companies” – issued annually by *Forbes*  
  [https://www.forbes.com/largest-private-companies/list/](https://www.forbes.com/largest-private-companies/list/)

For Atlanta-area companies:
- *Atlanta Business Chronicle* – annual “Book of Lists” (fee; many years offsite at Library Services Center)

For the largest international corporations:
- “Global 500” – issued annually by *Fortune* magazine  
- “World’s Biggest Public Companies” – top 2000; annual list by *Forbes* magazine  

For fastest-growing companies:
  [https://www.inc.com/inc5000](https://www.inc.com/inc5000)
- “100 Fastest-Growing Companies” – *Fortune* magazine  
  [http://fortune.com/100-fastest-growing-companies/](http://fortune.com/100-fastest-growing-companies/)

For “best” companies:
- “100 Best Companies to Work for” – *Fortune*  
  - It also links to the 25 with more than 700 job openings
- “World’s Most Admired Companies” - *Fortune*  
- “World’s Most Innovative Companies” – *Forbes*  
- America’s Best Small Companies” – *Forbes*  
- America’s Best Employers – *Forbes*  
- World’s Most Innovative Companies – *Fast Company*  
  [https://www.fastcompany.com/most-innovative-companies/2019/sectors/design](https://www.fastcompany.com/most-innovative-companies/2019/sectors/design)
DEVELOPING LISTS of POTENTIAL TARGET COMPANIES

- **Reference USA** – more than 24 million U.S. companies
  “New Businesses” module; “Canadian Businesses” module too.
  Also has “radius” feature
- **Mergent Intellect** [replaces D&B Million Dollar Database] - more than 34 million companies worldwide
- **Mergent Online** (for public corporations, U.S. and international)

With these databases, you can **limit** by city/area, # of employees, industry codes (SIC or NAICS), etc. – to get a customized list.

For startups, consider **PrivCo** – includes investors – can customize by type of industry invested in; what stage.

ANNUAL REPORTS or DETAILED FINANCIAL INFORMATION

Detailed financial information (all are library subscription databases) :
- **Mergent Online** – financial statements, ratios, and key executives’ biographies
- **Morningstar Investment Research Center** – in-depth investment analysis
- **Value Line** - 1-page format of key financial data; includes forecasts
- **S&P Global NetAdvantage**

Annual Reports:
- **Mergent Online** (within company record, select “Filings” tab)
  - Note: searches EDGAR; retrieves the most recent filings for your company
- **EDGAR** (online system of the Securities & Exchange Commission (SEC))

INVESTMENT REPORTS & ANALYSIS

- **Morningstar Investment Research Center**
  Within “full analyst report”, see the right frame: “bulls say” ; “bears say”)
- **S&P Global NetAdvantage**
- **Value Line Investment Survey** - brief recommendations
The Georgia Tech library is an official federal patent & trademark resource center of the U.S. Patent & Trademark Office (USPTO). The Patents librarian is available for appointments for specialized research needs. See the library’s online guides:

- Patents & Trademarks, at: [http://libguides.gatech.edu/patent_guide](http://libguides.gatech.edu/patent_guide)
  From GT Library’s patents coordinator. Detailed.
- Patents & Trademarks: Quick Guide, at: [http://libguides.gatech.edu/patents](http://libguides.gatech.edu/patents)

Last but not least: check the “News Pages” feature in [Factiva](https://www.factiva.com/) for today’s issue (and the last 2 weeks) of the *Wall Street Journal* and *New York Times*, and the latest 2 issues of *Forbes* magazine. You’ll be up-to-date on important business news.

Patricia Kenly, Business Reference Librarian; updated September 2019