**SPU Catalog**

* Explore this link <http://spu.worldcat.org/profiles/clstrong/lists/2035359> for helpful books available at the SPU library on business plans, CSR, Ethics, Marketing, and more.
* ***Business Plans Handbook*** SPU **Reference** **eBook** resource.

**Company Information**

1. ***\*\*ABI/INFORM*** (SPU database) can search by company name SWOT Analyses. Company profiles (access link from **Browse** tab)

* **American Customer Satisfaction** Indexcompares scores of various companies

<http://www.theacsi.org/index.php?option=com_content&task=view&id=12&Itemid=26>

* ***Business and Company Resource***(public library database)
* ***\*\*Business Source Complete***(SPU database) Datamonitor Reports, SWOT analyses
* **Factiva** (public library database)
* ***\*\**IBIS*World*** (SPU database) 723 industries major publically traded companies
* ***\*\*International Directory of Company Histories*** SPU **Reference** **eBook** resource.
* *Puget Sound Business Journal*  <http://www.bizjournals.com/seattle/> free access to some content on local companies
* ***Standard & Poor’s NetAdvantage*** database (King County or Seattle Public Library databases)
* ***Valueline***(public library database) find information on major companies like Starbucks, etc. and a little bit of information on forecasting
* ***Washington State News Stand*** (SPU database)
* ***Washington State Retail Survey*** [REF HF5429.4.W2 W37 2011]

### Financial Information

* ***Almanac of Business and Industrial Financial Ratios* [REF HF5681 .R25 T76 2010]**
* **EDGAR (SEC) Electronic Data Gathering Analysis & Retrieval** <http://www.sec.gov/edgar.shtml>
* **\*\*Factiva** (public library database) find information on major companies like Starbucks, etc. and a little bit of information on forecasting
* **IBIS*World*** (SPU database) 723 industries, some company information on major publically traded companies, some financial information on major publically traded companies
* ***\*\*Mergent Online*** (SPU database) great place to find extensive financial information on publicly and privately traded companies. International companies, as well.
* ***Valueline***(public library database) find information on major companies like Starbucks, etc. and a little bit of information on forecasting
* Google Finance<http://www.google.com/finance?hl=en&tab=we>
* The Public Register (FREE**)** <http://www.prars.com/index.php> get free annual reports
  + Publicly traded companies

### Industry Information—trends, outlook, etc.

* *ABI/INFORM* (SPU database) can search by NAICS or industry name. Try using **Browse** tab to find various industries. Click on **First Research** link to get a list of industries. Industry Trends and Forecasts.
* ***\*\*\*Business Source Complete***(SPU database) can search by NAICS code. Datamonitor Reports.Use Industry Profile limiter.
* Career Guide to Industries (Bureau of Labor Statistics)<http://www.bls.gov/oco/cg/home.htm>
* Current Industrial Reports by theU.S. Census Bureau<http://www.census.gov/manufacturing/cir/index.html>
* ***\*\*\**IBIS*World*** (SPU database) 723 industries, some company information on major publically traded companies, some financial information on major publically traded companies
* Industry snapshots from the Census Bureau <http://www.census.gov/econ/census/snapshots/index.html>
* *International Directory of Company* ***Histories*** SPU **Reference** **eBook** resource.
* **NAICS—**North American Industry Classification System) <http://www.census.gov/eos/www/naics/> or <http://www.naics.com/search.htm>
* Use **MANTA** to find **NAICS code** <http://www.manta.com/>
* ***\*\*Standard & Poor’s NetAdvantage*** database (King County Library database)
* Statistical Abstract <http://www.census.gov/compendia/statab/>
* U.S. Census Bureau<http://www.census.gov/>
* U.S. Census Bureau *Business & Industry*  <http://www.census.gov/econ/index.html>
* *US Industry & Market Outlook 2007* [REF HC101 .U56 2007]
* *Valueline* (public library database) find information on major companies like Starbucks, etc. and a little bit of information on forecasting

### Marketing Information

* ***ABI/INFORM* (**SPU database)use for **marketing trends and forecasts. Use for market share data articles and research reports.**
* ***\*\*American Incomes: Demographics of who has money* SPU Reference ebook resource.**
* ***\*\*American Marketplace: Demographics and Spending Patterns* SPU Reference eBook** resource.
* ***American men : who they are & how they live* [REF** HQ1090.3 .A457 2006]
* ***American women : who they are & how they live* [REF** HQ1402 .A53  2006]
* ***\*\*Best Customers: Demographics of Consumer Demand******Patterns* SPU Reference ebook resource*.***
* ***Business Plans Handbook*** **SPU Reference ebook resource*.***
* **\*\*Business Analyst Online** helpful demographic reports on disposable income, market profile, recreation expenditures, etc. Contact Cindy Strong 206-281-2074 for directions on how to access.
* ***\*\*Business Source Complete***(SPU database) can search by NAICS code. Market information. Sometimes has industry outlook or SWOT analysis. Make sure you explore the suggestions on the results page for helpful links to articles.
* Consumer Expenditure Survey—U.S. Bureau of Labor Statistics <http://www.bls.gov/cex/> the Quarterly Interview Survey and the Diary Survey provide information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics. The survey data are collected for the Bureau of Labor Statistics by the U.S. Census Bureau
* ***\*\*Household Spending: Who Spends How Much on What* SPU Reference ebook resource*.***
* ***\*\** *Local Market Audience Analyst* (SPU database online version of *Lifestyle Market Analyst)* Good place to identify market potential, target groups, etc. Can get city and state level detail) Must use IE browser**
* *Market Guide* [REF HF5905 .E38 2009]
* *Market Share Reporter* [REF HF5410 .M35 2008] annual compilation of reported market share, data on companies, products and services. Some international information. Search by NAICS
* PsycINFO(SPU database) use **Classification Codes 3900-3940** in the **Limit your results** section
* **Check Thesaurus** for marketing subject descriptors, Consumer Attitudes descriptor, Consumer Behavior descriptor
* Consumer Research, Marketing descriptor
* U.S. Department of Labor *Bureau of Labor Statistic* <http://www.bls.gov/>
* Provides demographics
* *Washington State News Stand*(SPU database)
* *Washington Labor Market Quarterly Review* a quarterly report on economic conditions in Washington State <http://www.workforceexplorer.com/article.asp?ARTICLEID=6219&PAGEID=4&SUBID>=

**\*Asterisks indicate key/important resource**