**Books**

* Explore this link for helpful sources available at the SPU library on demographics, business ethics, strategy, leadership, listening, marketing, and more.

<http://spu.worldcat.org/profiles/clstrong/lists/2827601>

* ***Business Plans Handbook*** **SPU e-book—**includes marketing info & plans for small companies
* **Work & Faith Collection** SPU library collection of books located in the Graduate/Faculty Study Room 3rd floor of the library about the integration of work and faith

**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**

* *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. Examine the Industry Trends and Forecasts link.
* ***Business Source Complete***(SPU database) can search by NAICS code. Datamonitor Reports, SWOT. Use Industry Profile limiter
* *Business Statistics of the United States* [Ref. HC101 A13122 2007]
* Current Industrial Reports by theU.S. Census Bureau<http://www.census.gov/manufacturing/cir/index.html>
* ***Encyclopedia of American Industries* SPUlibrary**  SPU **e-book**
* ***Encyclopedia of Emerging Industries* SPUlibrary** SPU **e-book**
* ***\*\**IBIS*World*** (SPU database) 723 industries, some company information, some financial information on companies
  + **U.S. Specialized Industry Reports** new module added June, 2013. Provides over 510 reports on emerging industries in the areas of Advisory & Financial Services, Business Franchises, Consumer Goods & Services, Online Retail, and more.
* **Industry snapshots from the Census Bureau**

<http://www.census.gov/econ/census/snapshots/index.html>

* ***International Directory of Company Histories*** SPU **e-book**
* **\*\*NAICS—**North American Industry Classification System <http://www.naics.com/search.htm>
* ***Standard & Poor’s NetAdvantage*** database (Seattle Public Library database) 52 industries
* U.S. Bureau of Economic Analysis <http://www.bea.gov/>
* U.S. Census Bureau <http://www.census.gov/> check out the Economic Indicators page
* U.S. Census Bureau *Business & Industry*  <http://www.census.gov/econ/index.html>
* *US Industry & Market Outlook 2007* [Ref HC 101 U56 2011]

### Economic/Demographic/Marketing Information

* ***ABI/INFORM*** (SPU database) find **marketing trends and forecasts. For market share data articles and research reports.**
* **American FactFinder U.S.Census Bureau site for information on population, housing, economic, and geographic data.** <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>
* ***American Incomes: Demographics of who has money* SPU e-book**
* ***American Marketplace: Demographics and Spending Patterns* SPU e-book**
* ***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 e-book**
* **\*\*Business Analyst Online** <http://bao.esri.com/> **(see handout on how to create an account.)** Granular demographics, spending potential index to the zip code level.
* ***Business Source Complete***(SPU database) can search by NAICS code.
* *Household Spending: Who Spends How Much on What*SPU **e-book**
* ***\*\*Local Market Audience Analyst* (SPU database). Good place to identify market potential, target groups, etc. Can get city and state level detail). PRIZM Target Group Lifestyle Reports for Psychographics. Must use IE browser.**
* *Market Guide* [Ref. HF5905 .E38 2009]
* *Market Share Reporter* [Ref. HF5410 .M35 2010] annual compilation of reported market share, data on companies, products and services. Some international information. Search by NAICS
* **PsycINFO** (SPU database) Try **Classification codes of 3900, 3920, 3940**
* Consumer Attitudes descriptor
* Consumer Behavior descriptor
* Consumer Research
* Marketing descriptor
* Statistical Abstract of the United States<http://www.census.gov/compendia/statab/> note: information is not current
* U.S. Department of Labor *Bureau of Labor Statistic* <http://www.bls.gov/>Provides demographics and labor data
* U.S. Bureau of Economic Analysis <http://www.bea.gov/>
* U.S. Census Bureau <http://www.census.gov/> check out the Economic Indicators page
* U.S.D.A. (U.S. Department of Agriculture) Economic Research Service <http://www.ers.usda.gov/>
* U.S.D.A. Office of the Chief Economist World Supply and Demand Estimates <http://www.usda.gov/oce/commodity/wasde/>
* U.S. Department of Treasury Economic Policy page <http://www.treasury.gov/Pages/default.aspx> hover over the “Resource Center” tab and click on **Economic Policy** link
* White House Economy report <http://www.whitehouse.gov/issues/economy>

**Other FREE web sites**

* Congressional Budget Office *Budget and Economic Outlook*<http://www.cbo.gov/doc.cfm?index=11705>
* County Business Patterns(national & subnational economic data by industry; view county, state, U.S., ZIP, or MSA on a NAICS basis; ZIP Code Business Patterns presents data on the total number of establishments, employment, & payroll)

<http://www.census.gov/econ/cbp/index.html>

* **Manta** use this to identify **NAICS** for specific industries <http://www.manta.com/>
* Puget Sound Regional Councilthis site provides a monthly report of demographic trends, economic, and other vital data in the Puget Sound region.

<http://www.psrc.org/data/trends/>

**\*\* indicates important resource to start research**