



Industry Information

Guide to Selected Resources

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Below are some suggested (mostly online) (mostly library) resources---good places to start---for industry-related information.

Associations

Every industry has one or more trade associations which undertake research and promotion for their membership. These associations can be great sources of data which can sometimes be found in their trade magazines and sometimes on their websites. Be sure to poke around an association website, checking out their "research" and "media" links.

Industry Reports

Industry reports provide a summary of an industry, industry-related statistics, and current trends affecting an industry.

Statista

Statistics and studies gathered by market researchers, trade organizations, scientific publications, and government sources on over 600 industries. Click on 'Reports' link in top menu.

Mergent Intellect (from Boston Public Library)

Get an e-card online quickly and easily at <https://www.bpl.org/ecard/>. Then, click on the electronic resources link on the top menu. Search *Mergent Intellect* by keyword or known company in an industry. On results page, click on a company, then click on "Industry Details", then (if available) "First Research Industry Report" pdf file.

Bloomberg Terminals (Located in Fels 210)

Covers more than 200 industries. Many industries include an Industry Primer as well as data such as market share, ratios, etc. Type in the command line BI<GO>

Ratios

Nexis Uni

In the Guided Search area, click on Company Info, then Enter your company name and GlobalData (i.e. Dell Technologies GlobalData), click on company profile report, then click on the Ratio report on the right side menu.

Bloomberg Terminals (Located in Fels 210)

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SIC/NAICS

SIC codes are numerical codes used by the U.S. Government in order to create uniform descriptions of business establishments. SIC codes can be used to bring together companies that produce similar products or services. Some databases allow you to search for articles about companies and industries by SIC numbers. (If you are not sure what code(s) your company is part of, you can search by company as the codes will be provided in the company profile, or do a quick Google search.).

Market Share/Rankings

TableBase (From the Boston Public Library)

Get an e-card online quickly and easily at <https://www.bpl.org/ecard/>. Then, click on the electronic resources link on the top menu.

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Industry Information for Countries

Country Factfiles

Search by country. Click on 'Factfile' link. Sample demographic, economic, lifestyle and market size statistics; what can be extremely useful are the 'Business Information Sources' links at the bottom of each page.

Government Regulations for Countries

Deloitte Taxation and Investment Guides

The Taxation and Investment Guides help potential investors understand the tax system, operating conditions and investment climate for most major trading jurisdictions. The Guides focus on corporate, individual and indirect taxation; choice of business entity; the business and regulatory environment; foreign investment; and employment.

Doing Business (World Bank)

Detailed information on regulations related to starting a business, hiring and firing workers, enforcing contracts, getting credit, and closing a business in numerous countries. Click on Country by name, then click on 'More details' above chart or 'Detailed descriptions' below chart.