For access from off-campus, use https://vpn.ucsd.edu first, login, then drop any of the URLs below into the http: search box.

1. Business Insights: Global (BI:Global),
   http://uclibs.org/PID/113854
   • Quickly identifies SIC, NAICS, stock exchange and fiscal year for companies
   • Find other companies in same SIC or NAICS code
   • Easy source for industry overviews & individual firm histories
   • Business and trade news articles about company performance and industry trends
     • Articles grouped by strategy, marketing, technology, management, etc.

2. Mergent Online
   http://uclibs.org/PID/115823
   • Company history, historical stock performance & industry reports
   • Browse for other companies in your industry
   • Ownership structure details
   • Independent auditor
   • NAICS, SIC codes, etc.
   • Quick links to SEC filings for individual companies
   • Easily verify there’s five years of financial data for your company

3. Business Source Complete (BSC)
   http://uclibs.org/PID/126938
   • Business and trade news articles about company performance and industry trends
     • Use keywords in Advanced Search to filter for articles on strategy, marketing, management, etc.
   • SWOT analyses
   • Industry reports

5. Lexis-Nexis Academic
   http://uclibs.org/PID/20081
   - Business and trade news articles about company performance and industry trends
   - Hoovers company profiles include lists of competitors and products (use dropdown called “Search by Content Type” -> Choose under Companies the “Dossier” search)
   - Browse for other companies in your industry (Choose “Create a Company List” tab in the Dossier search)

6. Factiva
   http://uclibs.org/PID/32497
   - Business and trade news articles about company performance and industry trends

7. Investext
   http://uclibs.org/PID/146162
   - Locate investment house reports on your firms and industry
   - Only works with Internet Explorer browser
   - Ownership structure details
   - Limited number of ratios

8. IBISWorld
   http://www.ibisworld.com/
   - Industry overviews
   - Major environmental risk factors
   - SWOT analysis for industries (iExpert Risk module)

9. Additional sources for industry analysis:

10. Sources for financial ratios in Geisel Library (not online!)
    - RMA Annual Statement Studies – SSHL Ref Desk HF 5681 B2 R58
    - D&B Industry Norms & Key Business Ratios – SSHL Ref Desk HF5681.R25 I53
    - You need to have your SIC or NAICS code with you

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http://libraries.ucsd.edu/ask