

## INDUSTRY INFORMATION

Find Business Articles & Data:

<http://www.bu.edu/library/management/eres/subjects/db.html>

All the online sources listed below are available from Pardee Library database page:

<http://www.bu.edu/library/management/eres/index.html>

Handout contents:

1. Industry Overview
2. Investment Surveys & Analyst Reports
3. Market Research
4. Trade Journals & Magazines

### *1. Industry Overview*

Pardee Library Industry Survey Locator **BU**

<http://www.bu.edu/library/management/eres/industrysl.html>

Check here first! Pardee Librarians create and maintain this database which links to industry surveys by subject from the following databases:

#### [Business Source Complete](#) **BU**

Contains Industry Surveys from Datamonitor, Global Insight and EIU – Economist Intelligence Unit Industry Forecasts. For industries in other countries, go to Business Source Complete's main page, select "Industry Profile," select Country. (You can do a search for an industry by using the Ctrl + F function and typing in the industry name.) Also, find articles in Business Source Complete by keyword, author, title and publication.

#### [Encyclopedia of American Industries](#) **BU**

Consult the Industry Survey Locator for these surveys which cover industry organization, structure, background, development, and current conditions. Covers manufacturing and non-manufacturing industries. Type in the SIC code given in the Industry Survey Locator.

#### [Hoover's Industry Snapshots in LexisNexis Academic](#) **BU**

Consult the Industry Survey Locator for in-depth surveys. Lexis-Nexis contains 630 surveys in total, and also includes articles in newspapers, trade-journals, wire services, transcripts and business filings.

### *2. Investment Surveys & Analyst Reports*

[Mergent Online](#) **BU** Works best with Internet Explorer.

For U.S. and International Public companies, data includes business description, history, property, subsidiaries, officers and directors, long-term debt, capital stock, and financials.

- More on reverse -

### [S & P Industry Surveys](#)

Current analysis of over 50 industries. Includes outlook, market, and current trends with comparative financial data for industries and companies.

- Ask at Reference Desk

### [Valueline](#)

Ratings and Reports section provides coverage of selected industry trends and company analysis.

- Ask at Reference Desk

## **3. Market Research**

### [Intel BU](#)

Contains market research studies with information on markets for consumer products, travel, lifestyles, and leisure. Industries covered are automotive, beauty and personal products, clothing, food and food service, health and wellbeing, technology and retail. You need to open an account using your BU email, and create a password. This database is for academic purposes only.

## **4. Trade Journals & Magazines**

### [ABI Inform BU](#)

Find articles on industries, companies, and business topics from business and management journals and industry specific trade publications.

- Select "Topic Guide" tab and enter industry or subject. ABI includes full text articles from the **Wall Street Journal**.

### [Business Source Complete BU](#)

Find full text articles in business publications, scholarly publications and peer-reviewed journals.

### [Factiva BU Works Best with Firefox](#)

Do a free text search or use intelligent indexing for Subject (Editor's Choice) or Industry. For trade journals select Source Category from "My Source Lists" and select publications by industry on drop down menu.

### [General Business File ASAP BU](#)

Find articles from business magazines and trade publications.

### [Lexis-Nexis Academic BU](#)

Articles in newspapers, trade journals, wire services and transcripts.

### [TableBase BU](#)

Full text articles and sources with statistics & rankings, includes market share.

See also: **Company & Industry Guide**

<http://www.bu.edu/library/guides/pml/compind/companyindustry.html>