Top 3 Business Research Databases at Oberlin

**Business Source Complete***
Comprehensive research database for all types of business research;
- Trade journals
- Industry reports
- Country reports
- Financial Data
- Market research
- Company profiles / SWOT Analyses
- Entrepreneurship
- Business Analysis

**Lexis-Nexis Academic – Company Dossier***
Company Dossier is a large directory of companies, organized by industry and sub-industry;
- Identify competitors, affiliates, etc;
- Find executives (some profiles connect to LinkedIn)
- Create customized list of companies by criteria (geography, industry or sub-industry, by NAICS / SIC code, sales, revenue, number of employees)

**Factiva***
*News search engine* of thousands of news sources around the world includes filters for company, industry, country, state, city, region, subject, news source, subject
*Company and industry info* - in the top menu, choose Companies/Markets; search by choose an industry snapshot, stock quotes and custom stock price charts.
**NOTE: Factiva subscription allows only 3 simultaneous users from Oberlin

Researching People

Lexis-Nexis Company Dossier*
- Directory of executives / company leaders

LinkedIn
- Research people and companies
- Grow your network
- See who has viewed your profile
- Direct messaging

Twitter/Facebook
- Increasingly used by public figures for personal branding
- Use good judgement, avoid private and personal information

Factiva*
- Search thousands of news sources for mentions of a person

Company websites
- Look for profiles of executives, annual reports; often under Investor Information
Researching Companies and Industries

Lexis-Nexis Company Profiles*
Factiva*
   Company snapshot, stock prices and averages for past 5 years, search thousands of news feeds
Business Source Complete*
   Company Profiles, SWOT Analysis, Business and Industry Analysis, Trade Journals
   Securities and Exchange Commission of the US: collects, validates, indexes and publishes submissions by companies who are required by law to file forms (all public companies, foreign companies operating in the US)

Researching Markets and Consumers

Business Source Complete *
   Industry Analysis and Profiles
Small Business Administration - SizeUp tool
   https://www.sba.gov/tools/sizeup
Consumer Expenditure Survey (Bureau of Labor Statistics
   Access through BLS
   http://www.bls.gov/cex/
   Access through Data Planet*, for additional time-series comparison
   http://statisticaldatasets.data-planet.com/dataplanet
Social Explorer*
   http://www.socialexplorer.com/
Economic Census
   http://www.census.gov/econ/census/
   Conducted every 5 years; parts of 2012 Economic Census have released, 2007 data is available.
   This data can be used to compare businesses, find economic and industry data for communities, and identify potential markets. (Further info on how to use economic census)

Other Research Tools

Small Business Administration
   https://www.sba.gov/
   Government information portal for starting and managing a business, finding loans and grants, and self-paced courses on many topics from writing a business plan, to securing loans, marketing, trademarks, cybersecurity, and more.
DataPlanet*
   http://statisticaldatasets.data-planet.com/dataplanet
   World’s largest compilation of harmonized time-series data from US and Int’l sources
Google Trends
   https://www.google.com/trends