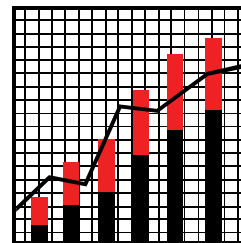


Finding What You Need ... About Business

Many SCCC students study business and business-related topics. Researching business issues requires a knowledge of general information and business sources.



REFERENCE WORKS

Use reference sources to

- Obtain information on companies
- Do preliminary research on unfamiliar topics and define words and concepts related to business

R 332.678 DOW Barron's Finance and Investment Handbook

An overview of securities and investments. It describes how to read and understand stock reports. It provides a dictionary of investment terms and a listing of federal regulatory agents and investment organizations.

R 650.03 Dictionary of Business Terms

R 330.03 RUT Dictionary of Economics

R 338 ENC Encyclopedia of Emerging Industries

R 338.7 HAR Harris Business Directory

Company profiles, employment figures, product descriptions and sales data for New Jersey manufacturers.

R 061.49 NEW New Jersey Business Source Book

Information about New Jersey corporations and major employers, trade and professional associations.

R 061.49 NEW New Jersey Directory: The Insider's Guide to New Jersey Leaders

Information about New Jersey companies that may be difficult to find in larger sources.

Additional reference items are located in the 304-350 area of the reference section.

Statistical and Other Demographic Information

2000 Census— Although data from the 2000 census will be incorporated into books, the quickest way to get this information is to go to www.census.gov.

R 317.3 Cou Country and City Extra: Annual Metro, City and County Data Book
Demographics ranked by city, state and county.

R 307.76 New Jersey Municipal Data Book
A source of New Jersey demographic information.

R 317 Sta Statistical Abstract of the United States
A source of government statistics on demographics and the economy.

NEW JERSEY ECONOMIC INDICATORS

This periodical discusses the state of the state's economy.

TO FIND AN SIC CODE

Go to www.osha.gov/pls/imis/sicsearch.html. Search by keyword or browse the SIC Manual.

TO FIND AN NAICS CODE

Go to www.naics.com

TO FIND TICKER SYMBOLS

NASDAQ—www.nasdaq.com

New York Stock Exchange—www.nyse.com

BUSINESS AND COMPANY RESOURCE CENTER

This online resource is a great first stop for business research. Use it to find;

- Company information (profiles, histories, financial data)
- Industry profiles
- Company rankings and market shares
- Articles

BOOKS

Use the on-line catalog to find books.

- Search as specifically as possible, using terms like ‘accounting’ and ‘marketing’.
- Make your search more specific. Add terms like ‘law,’ ‘history’ or ethics when searching for business or economic information.
- Search for information about specific industries.
- Use the ‘Browse’ option to see how the broad topic of business is divided into smaller topics.

Most business books are located in the 330-378 or 650-680 areas of the library.

PERIODICAL INDEXES AND ONLINE INFORMATION

Use the following indexes to locate articles in magazines and newspapers.

O – online P - Print

Academic Search Premier (O)

Use this database to find magazine and newspaper articles.

Business Periodical Index (P)

An older index, it is helpful for retrospective research.

CREDO (O)

This online reference source has several dictionaries, including business dictionaries.

Newsbank, Inc. (O)

This allows you to find full-text articles from the Record and Star-Ledger. It is a good source of information about local business issues.

ProQuest (O)

Use ‘Business’ for business information. Select trade, banking, Hoover’s or ‘Global,’ which is the most comprehensive and a good choice for research and economic information.

Use the ‘Research Library ’ to find scholarly and economic information. You can limit your search to the ‘Business’ module.

Reference USA (O)

Reference USA provides brief information about large and small businesses, so it is a good place to start a project on a company that is privately held. It is also a great place to local businesses and to make contacts when you are hunting for jobs or internships.

Wall Street Journal (O)

For retrospective research, this source provides full text of the Wall Street Journal from 1889-1989. Recent articles from the WSJ are found through ProQuest Business.

The library subscribes to magazines and journals about business and economics. Please refer to the list of “Periodicals by Subject.”

INTERNET

Many businesses, corporations and financial institutions have their own websites, which provide financial information and job postings.

Periodicals with comprehensive websites –

Advertising Age – www.adage.com

Business Week – www.businessweek.com

Economist—www.economist.com

Financial Times—www.ft.com

Forbes – www.forbes.com

Fortune—money.conn.com/magazines/fortune

Inc. – www.inc.com

Monthly Labor Review Online—stats.bls.gov/opub/mlr

American Customer Satisfaction Index—www.theasci.org

Bankrate Monitor – www.bankrate.com

Bloomberg Online (news) - www.bloomberg.com

BUBL LINK – Business – link.bubl.ac.uk/

(go to the alphabetical listing and select topics in business)

BUBL LINK – Economics – link.bubl.ac.uk/

(go to 'Social Sciences' and select 'economics')

Bureau of Labor Statistics – stats.bls.gov/

CNN Money—money.cnn.com/news/

Corporate and Stock Information – Reuters – www.reuters.com

Stockmaster – www.stockmaster.com

Stockcharts – www.stockcharts.com

Currency and Exchange Rates (Yahoo Finance) -

<http://finance.yahoo.com/currency?u>

Current Industrial Reports (U.S. Census Bureau Manufacturing, Mining and Construction Statistics)– www.census.gov/cir/www/

Dow Jones Indexes – www.dowjones.com

Economic Indicators (U.S. Census) - <http://www.census.gov/cgi-bin/briefroom/BriefRm>

Economic Indicators (GPO Access) - origin.www.gpoaccess.gov/indicators/index.html

EDGAR SEC Filings and Forms (U.S. Securities and Exchange Commission)– www.sec.gov/edgar.shtml

Federal Citizen Information Center – www.pueblo.gsa.gov/

Hoover's Company Information – www.hoovers.com

Insurance Information Institute—www.iii.org

NASDAQ—www.nasdaq.com

New York Stock Exchange – www.nyse.com

Online Annual Reports Service – www.annualreportservice.com

(This is a free service, but it requires Adobe Acrobat and you must sign up

to use the database.)

Yahoo! Finance – finance.yahoo.com

SMALL BUSINESS WEBSITES

*** Financial assistance and/or information**

* Dun & Bradstreet Small Business Solutions –
smallbusiness.dnb.com (subscription service)

Entrepreneur Magazine – www.entrepreneur.com

Findlaw for Small Business – smallbusiness.findlaw.com

House of Representatives Small Business Committee –
wwwc.house.gov/smbiz/

IRS Small Business and Self-Employed Resources –
www.irs.gov/businesses/small

National Association for the Self-Employed – www.nase.org (must
join)

* National Community Capital Association –
www.opportunityfinance.net

New Jersey Business—www.nj.gov/njbusiness

New Jersey Business Gateway Registry Services – www.state.nj.us/njbgs

New Jersey Chamber of Commerce – www.njchamber.com

* New Jersey Community Capital –
www.newjerseycommunitycapital.org

* New Jersey Department of Commerce – www.state.nj.us/commerce

* New Jersey Economic Development Authority – www.njeda.com

New Jersey Small Business Development Center –

www.njsbdc.com/contact/

- * SCORE – www.score.org
- Northwest NJScore – www.njscore24.org
- Monroe-Stroudsburg Score – www.scoremonroe.org

Small Business Advisor – www.isquare.com

- * SBA (U.S. Small Business Association)– www.sba.gov

Small Business and Entrepreneurship Council – www.sbsec.org

Sussex County Chamber of Commerce –
www.sussexcounty-chamber.org

- * Sussex County Economic Development Partnership –
www.scedp.com

Please see the reference librarian if you need help.
Angela Camack - 6/09