Library

Library Hours
Fall/Winter/Spring
Troy:
Mon - Thurs 8:30 a.m. - 10:30 p.m.
Friday 8:30 a.m. - 5:00 p.m.
Saturday 8:30 a.m - 5:00 p.m.
Sunday Noon – 5:00 p.m.

Novi:
Mon. – Thurs. 3:30 p.m. – 10:30 p.m.
Saturday 8:30 a.m. – 3:00 p.m.
Fri. & Sun. CLOSED

Circulation Periods
Renewable by Phone
Books – 4 weeks

For Use in Library Only:
Journals
Reference Books
Tax Materials
Class Reserves

Overdue Fines:
Four day grace period
First day thereafter, $1.25
Books $.25/ day
Annual reports $.25 / day

Reserve Items:
Four minute grace period
First minute thereafter, $1.25
$.25 per minute

FIN 587

Matthew Wirgau
Instructor

Business Valuation
Library Services

Reference Service
Reference librarians are available to help students formulate research strategies using both print and electronic resources. Students may call (248) 823-1228, visit the library for reference help, or email questions to librarian@walshcollege.edu.

Library Orientations
Every semester the librarians offer tailored classroom presentations demonstrating the online databases. Instructors initiate the arrangements for these orientations.

MeLCat  Michigan Electronic Library
Students and faculty can use MeLCat to borrow books from other libraries. MeLCat is a resource-sharing service that lets library patrons search for, locate, and request materials from a single, comprehensive online catalog that includes the holdings of other libraries around the state. MeLCat provides access to millions of items, including books, audio books, music, movies, and other library materials. The Walsh College Library, however, does not borrow or lend DVDs, CDs, or audio visual materials through MeLCat. To order a book through MeLCat go to http://elibrary.mel.org/search. Most books arrive within a week or less.

DALNET Reciprocal Borrowing
Patrons can now request items from other local area academic libraries, through their Walsh online catalog and have them delivered to their library by using the DALNET Get It Local feature of the online catalog. When you have done a search on the shared catalog system and don’t see an item you want, you can click the DALNET Get It Local button which takes you to the shared catalog. Select the item you want, and click the Request a copy link. Enter your library card number to complete the transaction. Books will be delivered to Walsh.

Borrowing from Other Academic Libraries Using Michicard
Students can request a Michicard sticker to be placed on their Walsh library card; see http://michigan.gov/michicard for a list of participating public and academic libraries. Students may also go directly to one of the participating DALNET libraries with which Walsh College Library has worked out reciprocal borrowing privileges. Students must return borrowed materials at a time set by the lending library. You will be asked to present a drivers license and a Walsh class registration receipt as proof that you are a currently enrolled student. Check with a librarian for more information.

Interlibrary Loan – Using the Web/Portal Pages—Books Outside Michigan
Books and articles not owned by Walsh College Library can be borrowed through Interlibrary Loan. Before requesting a loan, a student should seek the assistance of a reference librarian to make sure all Walsh Library resources have been checked for the needed item. Faculty and currently enrolled students may request ILL via the library web page. For more information on ILL, visit the library, call (248) 823-1337, or check the Interlibrary Loan web page at http://www.walshcollege.edu/interlibraryloan or select the Interlibrary Loan link under the Library tab in the college portal.

Reserve Materials
Reserve materials that instructors place on reserve for students are stored at the circulation desk and may be checked out for two hours.

Copy Machines
The library has two black and white copy machines which work only with copy cards which can be purchased and reused by adding additional money to them using the card dispenser machine.

Study Area
Study tables are located by the windows on the north and south sections of the library, as well as at back of the library behind the reference collection.
Michigan eLibrary

MeLCat

MeLCat is a resource-sharing service that lets library patrons search for, locate, and request materials from a single, comprehensive online catalog that includes the holdings of other libraries around the state. MeLCat provides access to millions of items, including books, audio books, music, movies, and other library materials. However, Walsh College Library does not borrow or lend DVDs, CDs, or audio visual materials through the MeLCat system.

Enter keywords, author, title, or series title in the Search box; the MeLCat link is shown below. Make sure you click the radio button for that selection.

Click the **Find it** button.

Select the item you want and look at the record to make sure it is the one you want.

Click on the **Get this for me** link.

You will be asked: "Which library card/account do you want to use?"

Select Walsh College from the drop-down menu if you want the book delivered here.

Materials are delivered to the library, usually within a few business days.

The delivery days for Walsh are Monday and Thursday.

The library will contact you through email when you request arrives, provided you have an email on file.

- MeLCat Search: [http://elibrary.mel.org/search](http://elibrary.mel.org/search)
- MeLCat Tutorial: [http://www.youtube.com/watch?v=nZsUH79taQ8](http://www.youtube.com/watch?v=nZsUH79taQ8)
Library Links:

Find Articles
- On-Campus Databases: Search the library's databases from on campus
- Off-Campus Databases: Search the library's databases from off campus
- Find electronic journals: Find a journal in the library's databases
- Find print journals: Find a print magazine or journal in the library collection
- Inter-library loan: Request an article from another library

Research Guides – Access tailored web pages arranged by topic to help you make the best use of library resources.

Find Books
- Library Catalog: Find books in the library catalog
- E-books: Electronic books accessible from any computer
- MeLCat: Find and request books in Michigan academic and public libraries
- Other Library Catalogs: Find books in Metro Detroit area libraries
- WorldCat: Search a catalog of libraries worldwide
- Inter-library loan: Request a book from another library

About the Library – Learn about library collection and services and access contact information.

Ask a Librarian – Email your question to a reference librarian for help
Walsh College Library Portal

To access the library portal, click on the yellow Student Login tab located at the upper right of the home page at http://www.walshcollege.edu; then select the Active Campus Portal link. Another way is to click the Library link on the home page, then the Walsh Student Portal link under Current Students. Enter your email name and password. Next, select the Library link at the top of the screen. You can also go directly to the portal at https://myportal.walshcollege.edu.

The Library Portal Page currently consists of these links:

Main Page – Access directory information and library hours for both campuses.

Library Staff – get a list of library staff members with telephone and e-mail information

Databases – click on this tab to access the library’s online databases

Research Guides – use these subject specific guides to help find appropriate resources in Finance, Doctoral Information, Communications, Management, Marketing, and Accounting (coming soon).

Research Paper Help – Read about the proper ways to document your sources of information, avoid plagiarism. Go to links to improve oral and written communication skills. Download one copy for personal use of the APA Style Guide to Electronic Resource and access the Library’s guide to APA documentation.

Walsh Virtual Librarian- Ask a librarian a question via email.

Solutions Manuals – Find available solutions manuals for a number of classes.
Financial Information Research Guides at http://researchguides.walshcollege.edu/finance is a collection of library print and electronic resources important to finance students. The guide includes tutorials and a list of databases to meet your research needs for company, industry, and investment information. You can also access the guides by going to the portal page; under the Library tab select Databases; and then click on the Research Guides link from the navigation menu on the left. Select the Finance link and choose any of the tabs for more information under that tab:

- FAQs
- Tutorials
- Finance Databases
- Company Information
- Company Web Sites
- Industry Information
- Investment Information
- Economics Web Sites
- Newspapers
- Business Plans & Startups
- Business Ethics
- International Business
- Course Guides
- Citing in APA Style
- Demographics and Statistics
- Michigan Demographics
- New Books
- Using MeLCat
How do I find out the SIC/NAICs for a Company?

Mergent FIS Company Data.

1. Click the Enter Mergent Online button.
2. Enter the Company Name or Ticker Symbol in the search box. In this exercise we will type General Electric.

The results screen displays.

3. Click on the company name link to get more detailed information.

4. Notice the Primary SIC and NAICS numbers for General Electric.
Enter the company name or ticker symbol in the Get Company Snapshot box.

Select the correct company from the results list. Number 1 is the U.S. company.

Scroll down past Business Description to the Industry Classification heading.

If you click on Secondary SIC you will bring in an additional list.

Get a list of secondary SIC/NAICS by clicking on the + sign.
LexisNexis Academic

1. In the Get Company Information box (upper right), enter the name of the company or the ticker symbol. We’ll enter general electric. Click the Go button.

2. Select the correct company from the results list.

3. The Snapshot view gives the Industry Classifications. Click on the All Classifications link to get a long list of all SIC and NAICS numbers.
**Web Sites:**

Standard Industrial Classifications (SIC) Index  
http://www.wave.net/upg/immigration/sic_index.html

Standard Industrial Classification Search  
http://www.osha.gov/oshstats/sicser.html

SIC Codes with 2 Digit Extensions: Melissa Data  
http://www.melissadata.com/lookups/sic.asp

NAICS -- North American Industry Classification System  
Search either the 2007 and 2002 NAICS.  
http://www.census.gov/epcd/www/naics.html

2002 NAICS Matched to 1987 SIC  
http://www.census.gov/epcd/naics02/N2SIC81.HTM

**Reference Books**

*The Standard Industrial Classification Manual*  (REF HF 1042 .S73)

*North American Industry Classification System* (NAICS) (REF HF 1042 .N67)  

*NAICS Desk Reference*  (REF HF 1041.5 .N35 2000)  
Includes tables for matching NAICS and SIC numbers.
Online Library Catalog
http://www.dalnet.lib.mi.us/walsh/

On-campus and remote access to the web-based catalogs of Walsh College Library and other DALNET (Detroit Area Library Network) Libraries.

From the college home page select the Library link. To do a general keyword search you can use the Search the Library Catalog box. For more specific searches, select Find Books from the Library link on the left and then select Library Catalog.

Select the type of search from the drop-down menu of index terms and enter the terms in the search box:
- Title Keyword
- ISBN
- Author Keyword
- ISSN
- Subject Keyword
- Publisher Keyword
- Journal/Magazine Keyword

**NAVIGATION TABS/LINKS**

- **Search** – Do the easiest search – the basic search
- **Start Over** - return to the basic search screen
- **Course Reserves** – Check items placed on reserve by course name or instructor
- **Research Databases** – Go to the list of databases available off-site from your home or office
- **Search Other Libraries** – Go to links for the libraries in the Detroit Area Library Network
- **E-books** - Get a list of over 2000 e-books
- **Search Print Journal Titles** - search the list of journals owned by the library in hard copy
- **E-Journals** - Search for online magazines, journals, newspapers
- **Power** – Using this advanced search, select from multiple search fields, add limiters, narrow by document type, and sort using many options
- **Ask a librarian** – Email a question to a reference librarian
- **History** – View previous searches

**SEARCH FIELDS**

- **Keyword Search**
  Use keyword searching when you are uncertain about the exact title or the official subject heading, or if you want to enter several search terms.

  **Examples:** leadership strategic management

- **Combining Terms in Basic Keyword Searches**
  Combine keywords using the Boolean operators: and, or, and not

  **Examples:** managers and forecasting
  wages or salaries
  stocks not bonds

- **Truncation in Keyword Searching**
  Use the * symbol to retrieve records with plurals, and various forms or spellings of a word

  **Examples:** market* retrieves records with market, markets, marketing, etc.
  tax* retrieves records with tax, taxes, taxation

- **Punctuation**
  Omit apostrophes, hyphens, commas, capitalization

  **Examples:** accountants handbook
  Displays accountant’s handbook or accountants’ handbook
● Title Keyword Search
Finds titles of books and journals owned by Walsh College Library. Type as much of the title as you know. You do not need to type the entire title. Omit initial articles like a, an, and the. A list of all titles in the catalog will display in chronological order beginning with the most recent title.

Example: bankruptcy bomb
Pulls up Seven Steps to a Successful Business Plan.

● Author Keyword Search
Searches for all authors with the name you enter; results will be in chronological order unless you select another option from the sort by box.
Example: covey or covey, stephen

● Subject Keyword Search
Finds records with the terms you entered in the search field
Examples: employee training employees—recruiting

● Journal/Magazine Keyword Search
Limit your search to magazines, and journals owned by the library

● ISBN Search
Example: 9780814415115

● Publisher Keyword Search
Example: ppc
or practitioners publishing company

MeLCat Michigan Electronic Library Catalog
http://elibrary.mel.org/search

MeLCat is a resource-sharing service that lets library patrons search for, locate, and request books from a single, comprehensive online catalog that includes the holdings of other Michigan libraries around the state. Students can go to the web site and request a book; it will usually arrive within a week.

MICHICARD
Walsh College participates in a statewide library card program, Michicard. Over 300 public and academic libraries in Michigan participate in Michicard. For more information, go to http://michigan.gov/michicard. Patrons obtain a Michicard sticker to be attached to their local library card from their home library. The patron, not the home library, is responsible for returning borrowed items. A directory of participating libraries can be found at the Michicard web site at https://mdoe.state.mi.us/isapi/4disapi.dll/directory/search.html.

RECIPROCAL BORROWING
Walsh College has arranged reciprocal borrowing privileges for students at the following academic libraries through the Detroit Area Library Network and beyond:

College for Creative Studies
Detroit Public Library (M)
Eastern Michigan University (M)
Lawrence Tech University
Macomb Community College
Madonna University
Marygrove College (M)
Michigan State University (M)
Oakland Community College
Oakland University
Rochester College
Schoolcraft College (M)
Troy Public Library
University of Detroit Mercy
University of Michigan-Dearborn
University of Windsor
Wayne County Community College
Wayne State University. (M)
*Colleges with an (M) require Michicard.

If you plan to go directly to another academic library, you should always call ahead to double-check on their borrowing requirements, as these may change. The Walsh Library can also get books for you through interlibrary loan, but you need to allow 10 days or even two weeks for items borrowed from outside the state. See the Interlibrary page at http://www.walshcollege.edu/interlibraryloan
Business Valuation

Keywords to Search
Business enterprises and valuation  Law and legislation
Business enterprises and finance  New business enterprises
Corporations and valuation  Sale and business enterprises
Corporations and finance  Strategic planning
Financial statements  Venture capital


Books with the **TAX Collection** designation are reference books that do not check out.

**Periodicals**


*CCH Business Valuation Alert*. Chicago, IL: CCH. Quarterly. 1999-present


**Call numbers for books on the FIN 587 syllabus:**


The following online databases are available for research 24/7:

**ABI/Inform Complete: ProQuest** Full text articles on global business and management topics.

**Accounting & Tax** As part of the ProQuest ABI/Inform Complete database, it includes full text articles on current accounting and tax topics.

**ArchiveGrid** Includes historical documents, personal papers, and family histories held in museums, libraries, and archives around the world.

**ArticleFirst** Index of articles from the table of contents of magazines and journals.

**LexisNexis Academic** Full text articles including transcripts and congressional hearings, as well as company reports.

**Academic OneFile: Gale** Full text academic journals covering the social sciences, education, humanities, psychology, medicine, science, and criminal justice.

**Business Insights** Full text articles from 1980 to the present with information on companies, markets and industries, market trends, mergers and acquisitions, management theory.

**BNA Accounting Portfolios** Full text explanation and analysis of accounting topics.

**BNA Tax Management Portfolios** Topic-driven analysis for researching and analyzing state and federal tax topics.

**CCH IntelliConnect** Full text federal and state tax literature.


**Checkpoint Accounting, Audit & Corp Finance: RIA** Professional Standards, Audit & Accounting Guides, AICPA Other Alerts, Technical Practice Aids.

**Communications & Mass Media Collection** This collection provides current information from more than 100 journals focused on all aspects of the communications field. Key subjects covered include: advertising and public relations, literature and writing, linguistics, and many more.

**Computer Database** Computer-related product introductions, news and reviews in areas such as hardware, software, electronics, engineering, communications and the application of technology.

**CountryWatch** Detailed country reports with political, economic, investment, social, and environmental overviews.

**Credo Reference** Online access to business dictionaries and encyclopedias.

**D&B Million Dollar Database** Information on over 1,300,000 U.S. leading public and private businesses.

**Dissertations and Theses** Database of all dissertations and theses available in WorldCat, an online library of books and other materials in libraries worldwide.

**EBSCO Business Source Elite** Full text from top management, marketing, economic magazines and journals.
**EBSCO Regional Business News**
Incorporates 75 business journals, newspapers and newswires covering all metropolitan and rural areas within the United States.

**Environmental Studies & Policy**
Covering the field of environmental issues and policy, this collection, which includes nearly 200 journals, provides instant access to the multiple viewpoints of this volatile field of study, including perspectives from the scientific community, governmental policy makers, as well as corporate interests.

**E-Journals**
The database locates full-text articles published in the library databases.

**ERIC**
Journal articles and reports in education (mostly full text)

**Expanded Academic ASAP: Gale**
Full text of journals, magazines, and newspapers covering the arts and humanities, social sciences, science and technology

**FACTIVA**
Business news, company financial statements, industry ratios, business web links

**First Research**
Industry information on small businesses

**FirstSearch/WorldCat**
The OCLC online catalog contains 40 million records describing books and materials owned by libraries around the world.

**Faulkner Advisory for IT Studies (FAITS)**
Technology reports, tutorials, marketplace overviews product guides, company profiles, and directories

**Faulkner’s Security Management Practices**
Provides reports on critical management issues for those charged with providing enterprise-wide security

**FIS Mergent Online: Company Data**
Financial information on US and International companies including annual reports

**Gale Virtual Reference**

**General Business File ASAP: Gale**
Full text investment reports; news and articles on companies, industries, and products

**General OneFile: Gale**
News and periodical articles on a wide range of topics: business, computers, current events, economics, education, environmental issues, health care, hobbies, humanities, law, literature and art, politics, science, etc.

**General Reference Center Gold: Gale**
Full text articles on general business topics

**GPO Monthly Catalog**
Index only (no full text) for U.S. government documents (Congressional reports, hearings, debates, judiciary materials.)

**Health Ref Center Academic: Gale**
Full text articles on fitness, medicine, and health designed for academic libraries.

**Health and Wellness Resource Center**
Includes health/medical journals, reference books, & over 700 health-related videos; it is designed for students, patients, health professionals

**InfoTrac Newsstand**
A collection of thousands of full text international, national, state, and local newspapers

**Gale Professional Collection**
Full text journals covering educational topics

**Insurance & Liability Collection**
This collection covering environmental issues and policy includes nearly 200 journals which provide multiple viewpoints, including perspectives from the scientific community, governmental policy makers, as well as corporate interests

**Internet Encyclopedia**
3 volume online encyclopedia of computer terms and computer related articles
<table>
<thead>
<tr>
<th>Database Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>JSTOR</td>
<td>Full text articles covering business, economics, finance, management, and statistics.</td>
</tr>
<tr>
<td>LearningExpress Library</td>
<td>Interactive online learning platform of academic and licensing/certification practice tests, elementary level testing for math and reading. Includes a section that takes users from job assessment to success on the job.</td>
</tr>
<tr>
<td>LegalTrac (Gale)</td>
<td>Articles in all major law reviews, law journals, specialty law and bar association journals, and legal newspapers</td>
</tr>
<tr>
<td>Library Catalog</td>
<td>Online catalog of books held by Walsh and other college libraries in the area.</td>
</tr>
<tr>
<td>Military &amp; Intelligence</td>
<td>A custom collection of over 400 journals, covering all aspects of the past and current state of military affairs. Key subjects include socioeconomic effects of war, governmental policies, the structure of armed forces, etc.</td>
</tr>
<tr>
<td>Morningstar Investment Research Center</td>
<td>Access financial information on thousands of mutual funds.</td>
</tr>
<tr>
<td>OAlster</td>
<td>Catalog of digital resources including books, articles, and multimedia.</td>
</tr>
<tr>
<td>OECD</td>
<td>Access to the OECD Economic Outlook and OECD Economic Surveys</td>
</tr>
<tr>
<td>Opposing Viewpoints in Context</td>
<td>Full text viewpoint articles, topic overviews, full-text magazines, academic journals, news articles, primary source documents, statistics, images, videos, audio files and links to websites on today’s hottest social issues.</td>
</tr>
<tr>
<td>Psychology Collection</td>
<td>This collection gives individuals a basic understanding of the study of the mind, emotions and how the human mind develops and diminishes over time.</td>
</tr>
<tr>
<td>Small Business Collection</td>
<td>This database provides insights, tips, strategies and success stories about entrepreneurship. Users will find 250 subject-appropriate full-text periodicals.</td>
</tr>
<tr>
<td>Small Business Resource Center</td>
<td>Learn how to start, finance or manage your small business. Resources include sample business plans, how to guides, articles and websites.</td>
</tr>
<tr>
<td>Social Science Research Network</td>
<td>SSRN offers advanced research with full text in the social sciences in the areas of accounting, economics, entrepreneurship, finance, health, management, marketing, negotiations, etc.</td>
</tr>
<tr>
<td>Social Sciences Abstracts</td>
<td>Abstracts with some full text of articles on the social sciences; available in the FirstSearch database.</td>
</tr>
<tr>
<td>S &amp; P Net Advantage</td>
<td>U.S. Industry profiles, trends, ratios, and statistics, stock reports, mutual fund information, as well as <em>Industry Global Supplements</em> for Europe, Asia, Latin America</td>
</tr>
<tr>
<td>U.S. History Collection</td>
<td>This collection of over 40 journals provides balanced coverage of both the current thought and events in US History, as well as scholarly work being established in the field; useful both to the novice historian and to the advanced academic researcher.</td>
</tr>
<tr>
<td>ValueLine Investment Online</td>
<td>Company financial information on approximately 7500 companies as well as short summaries of over 100 industries.</td>
</tr>
<tr>
<td>Wall Street Journal</td>
<td>Search the current issue or back issues using the Factiva database.</td>
</tr>
</tbody>
</table>
World Almanacs

World History Collection
This collection of over 40 journals provides coverage of both the current thought and events in World History, as well as scholarly work being established in the field; useful both to the novice historian and to the advanced academic researcher.

INTERNET
Internet for educational research via Microsoft Explorer is available at all computer terminals. For remote access to the library database, go to the portal page at (https://myportal.walshcollege.edu/). To check on your user name and password students can go to https://webadvisor.walshcollege.edu/. Students can also contact the Office of Information Technology Help Desk at (248) 823-1350 for any technical problems with their ID and password.

Printing from Library Computers
Each term students are given a printing allowance of $24.50. Once that allotment is used up, students will (1) need to add money to their account through the business office or (2) pay for copies with their charge card; click on the PaperCut icon located at the bottom of your screen and fill out the required information. Any money not used during a term will be carried over to the next term. No refunds will be made.

Research Guides
http://researchguides.walshcollege.edu/
The library has prepared subject-specific research guides to help you with research. Currently, the guides cover these subject areas: accounting, APA documentation, communication, doctoral student guide, entrepreneurship, finance, global business information, health care reform, human resources, information assurance, legal resources, labor relations, management, marketing, project management, MBA 670, operations management, organizational design, reading lists, and tax.

Instructional Handouts
Since each database is searched differently, the library provides instructional guide sheets for each database. Students may also obtain instructional handouts for online databases from the library web page at http://researchguides.walshcollege.edu. For finance-oriented tutorials also select the Finance link and then the Tutorials tab.
The librarians also encourage students to ask for assistance in learning how to search the electronic databases.
An Easy Way to Search for Full Text Articles in Specific Magazines, Journals, or Newspapers:

The Serial Solutions database allows users to locate which online database indexes the full text of specific magazines, journals, or newspapers. The database can be extremely useful. For example, let’s say you find only the abstract of an article in one database, and it is exactly what you need. You will want to find the full text in another database, but where would you look? Searching every library database would be time-consuming. Serial Solutions solves this problem by providing a database listing magazines, journals, and newspapers, along with the online databases where they can be found.

Go to the portal page at https://myportal.walshcollege.edu, select Databases from under the Library tab. Scroll down and select the E-Journals Available on the Library’s Online Databases link from the list. On-Campus users can access the database by going to http://www.walshcollege.edu/oncampusdatabases and then selecting the same E-Journals link. A screen with alphabetical letters will be displayed. Simply click on the appropriate letter for the magazine, journal, or newspaper you are looking for. The next screen displays all the periodicals alphabetized under that letter. Scroll down and find the publication you are looking for. After each journal title is a list of databases that index that particular magazine, journal, or newspaper. Clicking on one of the links takes you to the search screen of the database indexing the publication you want or to a screen that allows you to search your magazine or journal by title.

Full-text journals, magazines, and newspapers are available in the following databases licensed to Walsh College Library:

- ABI/Inform Complete: ProQuest
- Academic: LexisNexis
- Business Insights: Essentials
- Computer Database
- EBSCO Business Source Elite
- EBSCO Regional Business News
- Expanded Academic ASAP
- FACTIVA
- (Gale) Opposing Viewpoints in Context
- General OneFile
- General Business File ASAP
- General Reference Center Gold
- Health and Wellness Resource Center
- Health Reference Center Gold
- JSTOR
- LegalTrac

To find titles of magazines, journals, and newspapers available in the library in print format, you will need to search the Library's Online Catalog. If the title you want is not available online or at the library, you may use the Library's Interlibrary Loan Services available on the library web page at http://www.walshcollege.edu/interlibraryloan.
ProQuest ABI/Inform Complete
Search worldwide business periodicals for information on advertising, marketing, economics, human resources, finance, taxation, computers and information on over 60,000 companies.

Basic Search Screen
- Enter keywords
- Click to activate the search
- Access search tips
- Go to the Advanced Search Screen
- Narrow Results by Source Types:
  - Scholarly Journals
  - Magazines
  - Newspapers
  - Trade Journals
  - Wire Feeds
  - Reports
  - Dissertations & Theses
  - Conferences & Proceedings
  - Other Sources

Operators
- Find articles with both terms
- Find articles with one or both terms
- Find the first term and excludes the second
- Searches for the exact phrase

Additional Ways to Narrow Results
- Publication Title
- Document Type (article, news, feature, general information, report, industry report, commentary)
- Keyword
- Subject
- Classification
- Co/org
- Location
- Person
- Language
- Date

Results Screen
- ProQuest suggests other subjects to search
- View APA citation
- Preview abstract or summary of the article
- Sort by Relevance
- Date (oldest first)
- Date (most recent first)
- Refine the search to a source type.

ProQuest highlights your keywords
Retrieve only articles with the full text
**ProQuest ABI/Inform Complete**

**Advanced Search**

- **Enter keywords**
- **Select a field from the drop-down menu**
- **Select a date range**
- **Get help looking up more limiters**
- **Select from a list of document types to refine your search**
- **Limit to full text and scholarly journals**
- **Limit results by person, location, NAICS, company, classification code**
- **Look up subjects to refine the search**
- **Get field codes**

**Fields from the drop-down menu**

- **Keyfields + text** – Search in the text of the article and in the abstract, author, document text, document title, subject fields.
- **Citation/abstract** – CAB Search for keywords in the citation and abstract.
- **Abstract AB** – Search for keywords in the abstract of articles
- **Author AU** – Search for a specific author
- **Document Text FT** Search for keywords in the body of the article
- **Document Title TI** – Search for keywords in the title of the article.
- **Publication Title- PUB** – Search for keywords in the titles of periodicals
- **Subject heading (all)** – Search for subject keywords from a controlled list
- **Tags – TAG** – Label documents with keywords to share or use for later searching.
- **Classification – CC** 4 digit numbers that let you target search by topic, industry or market, geographical area, or article type
- **Co/Org ORG**- Search for a company or organization
- **Location – LOC** – Search for a specific geographic area or location
- **NAICS- NAICS** - Search for articles on a specific industry
- **Person PER** – Search for articles about a specific person
- **Product Name NP** – Find articles about a specific product

**Viewing Formats:**

- **Full Text** gives you the citation, abstract, and full text only of the article with no graphics
- **Citation/Abstract** – view the summary and citation for the article
- **Full Text PDF** gives you the pdf file for the article as originally published.
ProQuest ABI/Inform Complete  
Advanced Search Results Screen

**Additional Actions:**
- **Save** - save articles and documents
- **Email** – email articles to yourself or group member
- **Tags** - access tags that have been assigned a document. Tags are relevant words or phrases given to items in ProQuest to help you organize your research and classify items. You can share your tags with other users or keep them private using My Research, and follow existing tags to find related material. You can add as many tags to a document as you want.

**Other Types of Advanced Search**

- **Command Line** - This feature is best for expert searchers who want to use command line syntax like `ti(social entrepreneurship)` or `au(spear, roger)`.

- **Find Similar** – Enter or paste text from a document to find similar items. Limit search to full text or scholarly journals. Display options by Relevance, Date (oldest first), or Date (most recent first).

- **Look Up Citation** - Use when you want to find document and have incomplete information such as only the title or only the auth (or ISSN, ISBN, date, date range, document ID). You can also use this feature to make sure you have an entry in your bibliography correct.

- **Obituaries** – Search obituaries, death notices in newspapers. Look up a deceased person and also search for names of relatives, occupations, hobbies, location of death, or other personal information.
Click the **Publications** link at the top of the screen.

- Select from the menu:
  - In title (default)
  - Title begins with
  - In publication summary
  - In subject

Enter the publication title in the search box.

You can also choose from an alphabetical list.

You can enter keywords to search just this publication.

Click the + sign to display the issues under those years.

For example, click on the + in front of 2010-2011 and again on the + in front of 2010 to display the contents under 2010; then select the month and issue of your choice.
ProQuest ABI/Inform Complete Alerts and RSS Feeds

Create new content alerts to be sent to you by email. If you are researching a topic for an extended period of time, you might want to set up an email alert or an RSS feed so that you will automatically be notified of new articles on your subject of research.

**Setting up an Email Alert:**

After you retrieve your search results, select the Set up alert link at the top of the screen.

![Image of email alert setup screen]

- **Add new articles only**
- **Get alerts for previous results and new materials**
- **Receive alerts daily, weekly, monthly or quarterly**
- **Stop alerts in two weeks or up to one year**
- **Enter your email**

Not shown: Select HTML or text-only format to receive your email.

You will get a message that your alert has been created.
Setting up an RSS Feed

An RSS feed for your current search, or for a publication title, serves the same purpose as an alert. Your RSS feed lets you know when new documents (or issues) are available in ProQuest. However, an RSS feed gives you more flexibility of access. Instead of only being delivered by email, you can integrate your RSS feed into an RSS reader or into a Web page. When you create an RSS feed, ProQuest provides you with a link that you can add to an RSS reader—such as the one built into Microsoft Outlook—or integrate into your own Web page or a Web page at your institution. Clicking the link at any time will display the most current matching search results, or the most current issue’s contents.

Click on the Create RSS feed link at the top of the search results screen.

The next screen tells you that your feed has been created. It will expire in 3 months if it is not accessed. You can also delete the feed at this screen if you change your mind.

You can view and manage all of your RSS Feeds when you are signed into your My Research account. First you need to create an account by selecting the My Research account button.
**Business Insights: Essentials**

**Search Tips**

*Business Insights: Essentials* combines sophisticated research tools with convenient access to a range of comprehensive learning materials. Designed to move researchers quickly to higher levels of understanding and application, *Business Insights: Essentials* uses statistical data sources, news articles, academic journals and topical reference materials organized by company and industry to quickly engage users in the global business environment.

**General Navigation**

On the homepage, you will find the following options for beginning your research:

- **Basic Search**
- **Advanced Search**

Below the name of the database, you will find the menu bar with additional options:

- **Home**
- **Company Finder**: Develop lists of key competitors by industry or location and sort them according to revenue and other metrics.
- **Industries**: Browse a list of industries.
- **Compare Companies**: Generate statistics for a single company or compare multiple companies.
- **Compare Industries**: Generate statistics for a single industry or compare multiple industries.
- **Saved Items**: Collect documents during your research that interest you! Documents you have saved or “starred” can be found here.
- **Search History**: Keep track of the last 20 searches you have performed.
- **Glossary**: Displays a list of business terms and definitions.

**Getting Started with a Basic Search**

To perform a Basic Search, enter a company, industry, topic or other search terms in the search box found on the home page. A basic search box will also be located in the upper right hand corner on most pages.

**Note**: Information is organized contextually around company and industry. Your basic search will look for a Company or Industry Profile that matches your search terms and display those results first, along with any news, case studies, market share reports and other types of content found.
Sorting Your Search Results

Your results are listed in the order shown in the Sort By drop-down list.

- **Publication Date**: Sorts by publication date with the most recent documents displayed first.
- **Article Title**: Sorts alphabetically by document title.
- **Publication Title**: Sorts alphabetically by the title of the source publication.
- **Relevance**: Sorts by how closely documents match your search query.

Filtering Search Results by Content Type

The content types found are listed in the left-hand margin. The number shown in parentheses equals the number of results found for that content type. Click a content type link to view only those results. Depending on your search criteria, below is a list of content types you may see:

- **Recent News**: Articles from hundreds of international newspapers and news wires, updated daily.
- **Journals**: A wide variety of scholarly periodicals that contain full-text articles, updated daily.
- **Company Histories**: Provides detailed corporate chronologies and histories.
- **SWOT Reports**: Strengths, Weaknesses, Opportunities and Threats (SWOT) analyses on hundreds of global companies.
- **Market Share Reports**: Full-text reports showing various company rankings within their industry and market share.
- **Market Research Reports**: Full-text reports on most industries from Datamonitor International.

Searching Within Search Results

Below the list of content types, you will find a Search within Results box. Enter a term and hit Enter to search within your current results.

Limit Search Results By Publication Title

Depending on the search performed and the results found, the system may present additional ways to filter your results (displayed below the Search within Results box). For example, the publication titles that make up your search results may be listed. The number shown in parentheses equals the number of results found for that title. Click a title link to view only those results.

Related Subjects

Selecting a Related Subject link performs a Subject search on the selected term.
Viewing, Listening, and Translating a Document

- **View**: Clicking on the document title from the search results page takes you to the full content of the record, be it a case study, company profile, news article or other type of content.

- **Listen**: Whenever the `Listen` icon is present, you can have the content on that page read out loud by a computer-generated voice.

- **Translate**: Select a language from the Translate drop-down list. The system will generate a translation of the current document in the language you selected.

Document Tools

Document tools are provided in the upper right corner of the document view box. Below is a list of available tools:

- **Save**: Saves documents to your current session under Saved Items (on the top menu bar).
- **Print Preview**: Reformats the current page for printing.
- **Generate PDF**: Creates a PDF view of your document.
- **Citation Tool**: Generates bibliographic citations based on the format of your choice.
- **Share**: Includes sharing via Bookmark URL, Email, and Social Media Sites
  - **Bookmark**: Lets you create a stable and persistent URL that you and others can use to retrieve the content you are viewing.
  - **Social Media**: Use a social media site or online bookmarking service to share a link to the content you are currently viewing.
  - **Email**: You can e-mail content you find to yourself and others.

Using the Advanced Search

Do you know the title of the document you are looking for, or its author? Or perhaps you want to search for materials published within a certain date range from a publication. Go to the Advanced Search page by clicking the Advanced Search link found below the search box in the page banner. There are 3 general ways to do an Advanced Search:

1. Enter your search terms and select an index from the drop-down list.
2. Enter your search terms, select an index from the drop-down list, and enter one or more search limiters.
3. Perform a limiters-only search without entering any search terms.

Using the Subject Guide Search

The Subject Guide Search can be accessed from within the Advanced Search to browse a dynamic list of topics, people, products, organizations and more. Enter your subject term of interest and find results grouped by the closest available matches from our business subject index. You can select a term to view a results list of matching items, or continue navigating through the Subject Guide by expanding terms and viewing related topics.
Compare Companies or Industries

Go to the Comparison Charts button on the menu bar and select Companies OR Industries to access an interactive chart feature. You can view statistical data for a single company or a single industry. You can also compare two or more companies or industries. Here’s how to view data for one company OR one industry:

1. Begin by selecting a company or an industry by clicking the Add/Remove button to the far right.

2. In the pop-up, enter the name of the company/industry or the first few letters. If searching for an industry, you may also search by NAICS. Click the company/industry from the list of choices that appear.

3. By default, a chart will be created, unless you click on Table.

4. A default metric will be used. Change the metric using Search Metrics. Click the arrow to view the list of available metrics. Or you can type a term, such as sales, directly in the box and the system will search for metrics containing that term. Selecting a new metric causes the system to refresh the data and display a new chart or table.

5. Click on Related Articles to retrieve news and articles that pertain to the company/industry and metric you just charted, which allows students and researchers to further analyze the data.

Note: To compare multiple companies or multiple industries, repeat the steps listed above. In the Chart view, each company or industry selected will have its own color-coded bar. Clicking the Add/Remove button, will show the list of companies or industries currently being compared. You can remove companies/industries from this list.

Chart and Table Tools

Table: You may download the table’s data to CSV by simply clicking on the Download as CSV button in the upper left hand corner of the chart. You may also share your customized table via e-mail or bookmark link.

Chart: Tools are provided to print and to download. Simply click on the or icon in the upper right hand corner of the chart. You may also share your customized chart via e-mail or bookmark link.

Help

For more details on how to effectively use this resource, access the Help file located under the More Resources tab in the upper right hand corner of the resource.
**Sample Company Search**

"Find All M&A advisory firms in the Southeast"

**Steps:**

1. Click on Screening & Analytics (4th Tab), select Company Screening

2. On the Screen Builder page

3. In the Criteria and Results Page

   - To change the order of your criteria, click on the dropdown box under Order Criteria.
   - The number of companies associated with the last criterion reflects your most targeted search. To see these results click on “Total Matching Companies” link.

To access your screen in the future, click on “Save Screen Options”, name your screen, select access level and save. You can access saved screens by clicking on the My Saved Screens tab (3rd tab in screening).

**Screening Tip**

- Add New Criterion - New criterion is added using AND logic and must meet all criteria.
- Expand Existing Criterion (OR) - New criterion is added to an existing criterion and the results will meet either of the OR criteria.
- Limit Existing Criterion (AND) - Criterion is added to an existing criterion using AND logic and should be used when screening within the current parameters. Recommended when searching for companies but using transaction criteria (or vice versa) or when searching for companies and using people criteria (or vice versa).

**Coursework Applications**

**Auditable Financials**

Access key statistics, capitalization table, historical multiples, ratios, supplemental data, segment data, and detailed financial statements. Our financial numbers are auditable (any blue hyperlinked number); you can view calculations and underlying SEC filings.

**Quick Comps**

Embedded within every public company profile. You can view a financial spread of comparable companies including financial data, trading multiples, and operating statistics; and can be exported to Excel.

**Building Comps**

Build a comparable company analysis in mere minutes. Simply go to the Screening & Analytics tab, choose Comparable Company Analysis, select build comps by entering tickers or build comps by company screening.

**Annotated Stock Chart**

Embedded within every public company profile. You can correlate stock movement with news and corporate actions.

**SEC Filings**

SEC filings are available within each public company profile. You can also access SEC filings by clicking on the “SEC Filings” link in the Company Intelligence tab, where you can search all filings by company name, ticker symbol, keyword, industry, or sector and further filtered based on filing type and/or date range.

**Chart Builder**

Capital IQ’s Chart Builder allows you to build charts on one or multiple companies at a single point or over time. Advanced Charting can be found in two areas: 1) left-hand links on every public company profile page, or 2) Screening & Analytics > Charting.

**Idea Generation Screens**

This is great for people who are interviewing or interested in working for an investment management firm. Pre-defined screens enable you to identify distressed/potentially distressed situations, arbitrage/special opportunities and more. You can mouse over the links for a description and click into any of them to view or modify results.

**Generate Company Reports**

**On the Company Profile Page:**

- Click on the “Generate Reports” link at the bottom of the left-hand toolbar to generate a public information book.

**At the Results Page:**

Once you build a list from your results page, you can create a number of different reports.

- Click on “Project Reports” near the bottom of the left-hand links.
- Choose the Basic Reports (predefined) or Custom Reports (build your own) tab.

Within the Custom Reports tab:

- Select the report format (Excel or Word).
- Choose the information you need for your report by moving available items from the left to the right-hand column.
- To save your template, enter a name into the New Template Name box, select an Access Level, then click the Save Template button.
- Click the Generate Report button at either the top or bottom right of the screen.
  - Your saved templates will be available in the Saved Templates dropdown box.
EBSCO Business Source Elite/Advanced Search

Full text coverage for more than 1,100 scholarly business, management and economics journals, including nearly 500 peer-reviewed publications.


Includes full text (PDF) coverage dating back as far as 1985, and detailed company profiles for 10,000 companies.

SEARCHABLE FIELDS (FIELD CODES)
Field codes use indexed fields in either the citation or full display or full text, if available. Type the 2-letter code before your search terms:

- **AU**: Keyword search for author: Ex: **AU** Manry, David
- **CO**: Keyword search of company subject headings, ticker symbol, Duns #: Ex: **CO** Microsoft
- **TI**: Title keyword search: Ex: **TI** sexual harassment
- **SU**: Keyword search of the thesaurus, subject headings, companies, products, people, and author-supplied keywords: Ex: **SU** wall street
- **AB**: Abstract: keyword search of abstract summaries Ex: **AB** tax reform
- **PE**: Keyword search of people's names: Ex: **PE** buffet, warren
- **PS**: Keyword search for products: Ex: **PS** dell dimension 8200
- **SO**: Keyword search for journal title: Ex: **SO** time
- **TK**: Ticker Number: Ex: **TK** AMZN
- **TX**: Keyword search of all searchable fields Ex: **TX** data warehousing

Limit Search by Document Type:
abstract, article, bibliography, book review, case study, directory, editorial, entertainment review, erratum, interview, letter, literature review, obituary, poem, poetry review, proceeding, product review, recipe, short story, speech

Get a list of searchable fields
Enter keywords with field codes
Limit searches to scholarly articles only
Search for articles in a specific publication
Retrieve articles with full text
Limit by date
Activate search

Boolean Operators
AND: Find articles that contain both terms
OR: Find articles that contain either term
NOT: Find articles with the term, but not the term
Combine Terms Using Parentheses:
(motivation or job satisfaction) and turnover
Finds articles with turnover and either motivation or job satisfaction
Proximity Searches
N near operator
Tax N5 reform
Finds tax within 5 words of reform in any order
W within operator
Tax w8 reform
Tax is within 8 words of the term reform in that order

Truncation
* finds root words
comput* finds computer(s), computing
? replace an unknown character
ne?t find results containing neat, nest, next

USEFUL TABS/LINKS
Basic Search - Simplest search option available
Advanced Search – More complex search option
Visual Search – use interactive graphics (block or column style) to conduct a search
Keyword- Start an interactive search
Choose Database Go to the menu of EBSCO databases
Publications Go to an alphabetical list of magazines and journal titles indexed in the database
Thesaurus – Browse a list of available subject headings
Indexes (under More) – Narrow results to fields such as author, company entity, journal name, NAICS Code, ticker symbol, year of publication, etc.
Company Profiles -view Datamonitor company reports
Images – Access over 180,000 images relating to people, natural science, places, history and flags
Refine Search – Return to the search screen to choose search criteria to narrow your search
Search History/Alerts – save, retrieve, and reuse your advanced searches
Result List – View or return to search results
Find similar results- find articles on the same topic.
Sort by- sort search results by date, source, author, relevance
View the APA citation for the article

Search Results can be limited to the following:
All Results
Academic Journals
Trade Publications
Magazines

Viewing Formats
HTML Full Text
PDF Full Text

Delivery Options
Print
Click the print icon; click OK.

Save
Click the save icon, save in 3 ½ Floppy (A:), name the file; click Save.

Email
Enter email address and subject

View an abstract for the article
Click on the PDF Full Text or HTML Full Text to view the complete article
More opportunities to limit searches
Business Source Elite/Company Profiles


① Click on the Company Profiles tab

② Enter the name of the company

The results screen brings up a PDF Report with Location/Industry category ③ Click on the PDF link.

Delivery Options
Print
Click the print icon; click OK.
Save
Click the save icon, save in 3½ Floppy (A:), name the file; click Save.
E-mail
Enter email address and subject.

Ford Motor Company
Datamonitor Report (204K)
Location: United States
Industries: AUTOMOTIVE

Company Profiles
Each company report from Datamonitor includes most of the following items:

- Company Overview
- Key facts
- Business Description
- History
- Key Employees
- Key Employee Biographies
- Major Products and Services
- Products and Services Analysis
- SWOT Analysis
- Top Competitors
- Company View
- Locations and Subsidiaries
- Latest Company Comment
- Latest Company News
Access detailed information on over 20,000 publicly traded companies in 72 countries.

**How to Access:**

1. From the portal page click the Library tab, then Databases; scroll down and select the Factiva link.
2. From the **Get Company Snapshot** drop-down menu, select Company Name or Ticker and enter a company name or ticker symbol in the search box.
3. Click the search button to activate the search.

**Snapshot Screen** (shown below in part)

- Contact Information - company address, telephone, fax, web site
- Business Description - brief statement on the company’s business
- Peer Group: Key competitors – major competitors for your company
- Key executives; Key Financials - SIC/NAIC industry Classification
- Stock Price Activity chart - Performance/Segment information with charts
- Company News

**News**

Latest headlines from newspapers, magazines, blogs, Web sites, Multimedia sources

**Financial Results- Download to Spreadsheet Format**

- Balance Sheet
- Cash Flow - Annual
- Income Statement- Annual
- Key Ratios – relative valuations, financial strength, profitability, effectiveness, efficiency
Reports

**Company Report** - A detailed outline of this company's primary activities, top officers and executives, competition, history, products, services, key financial ratios, and full balance sheet, income statement and cash flow statements.

**Detailed Company Profile Report** - A detailed outline of this company's primary activities, top officers and executives, competition, history, products, services, and key financial ratios.

**Custom Report** – Build a custom report by selecting the criteria from 3 topics: Business Summary, Financials and Market Activity, and News. See the next page for more information.

**Financial Health** - A summary of the company's financial health with the latest key indicators, margins, valuation and effectiveness ratios, and share and dividend activity data.

**Ratio Comparison** - Compares key financial ratios of this company against its industry, sector, and the S&P 500 Index aggregates

**Custom Report** - Create a report with criteria you choose: Access under Reports or click the Custom Report link.

<table>
<thead>
<tr>
<th>Business Summary</th>
<th>Financials &amp; Market Activity</th>
<th>News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer Comparison</td>
<td>Performance/Segment Information</td>
<td>Latest News</td>
</tr>
<tr>
<td>Datamonitor Overview and History</td>
<td>Key ratios</td>
<td>Performance</td>
</tr>
<tr>
<td>Datamonitor Products and Services</td>
<td>Financial Health</td>
<td>Bankruptcy</td>
</tr>
<tr>
<td>Reuters Extended Business Description</td>
<td>Business Segment Breakdown</td>
<td>Management Moves</td>
</tr>
<tr>
<td>Industry Classification</td>
<td>Ratio Comparison Report</td>
<td>Contracts/Orders</td>
</tr>
<tr>
<td>Datamonitor Company Statement</td>
<td>Balance Sheet – Annual</td>
<td>New Products/Services</td>
</tr>
<tr>
<td>Datamonitor SWOT Analysis</td>
<td>Cash Flow – Annual</td>
<td>Legal/Judicial</td>
</tr>
<tr>
<td></td>
<td>Income Statement – Annual</td>
<td>Ownership Changes</td>
</tr>
<tr>
<td></td>
<td>Balance Sheet – Interim/Quarterly</td>
<td>Press Releases</td>
</tr>
<tr>
<td></td>
<td>Cash Flow – Interim/Quarterly</td>
<td>Trade Articles</td>
</tr>
<tr>
<td></td>
<td>Income Statement – Interim/Quarterly</td>
<td>Capacities/Facilities</td>
</tr>
</tbody>
</table>

**USEFUL LINKS**

**Quotes** – Current and historical stock quotes going back two years

**Charting** – Enter a ticker symbol or symbols up to 10 to create a chart based on the available options

**Company** – Return to the search Screen

**Company Report [PDF]** – Quickly access the company’s comprehensive report

**Useful Icons**

- **Print Results**
  Reformat text for printing using your browser

- **Save Results**
  Reformat text for saving as html or .txt

- **Email Your Results**
  Email up to 100 documents
First Research Industry Profiles

Industry Profiles offer a guide to over 900 industry segments updated quarterly; the summaries include information on trends and factors affecting the industry:

- Competitive landscape
- Products, operations, technology
- Sales and marketing
- Finance and regulation
- Regional & International issues
- Human Resources

- Industry employment growth
- Recent developments
- Quarterly industry updates
- Business challenges
- Trends and opportunities

The database offers a variety of ways to search for industry profiles. See numbers, ①, ②, ③.

Enter the SIC, NAICS, or name of the industry in the search box at the top of the screen if you know it.

Quick search for industries by keyword, SIC Code, or NAICS Code

Click the Browse Industry Profiles link. Enter SIC code, NAICS code or keywords; for example: sic 3711, naics 33611, or the keywords, automobile manufacturing.

View the latest updates

You can also browse an alphabetical list of industry profiles.

You can also click on the blue boxes ④ before a sector to expand the list of profiles in it

Available sectors:
- Construction and real estate
- Government, Education, Recreation
- Finance & Insurance
- Retail
- Food & Agriculture Services
- Healthcare
- Manufacturing
- Technology and Communications
- Transportation, Energy, Storage Wholesale

Click to display industry segments
NAVIGATION TABS:

- **Industries: Your Starting Place**
  Find industry profiles for over 900 industries.

- **North American Regional Information**
  Select a state or Canadian province to access concise industry statistics, employment data, real estate information, and web resources.

- **Sales & Marketing: Customize Communication**
  Access sample templates so you can customize your communication to customers in email, voicemails, and prospect letters.

- **Industry Prospector**
  Rank industries based on key economic and financial metrics. Drill down into industries that best fit your research needs. Industry Prospector gives you the power to select and rank industries based on 34 financial metrics, 2 human resources metrics, 7 industry drivers, forecasted growth, and international trade growth and dollars. Use the following search metrics to find business opportunities and identify risks:

  - **Financial Metrics** – 34 metrics derived from income statements, balance sheets, and financial ratios
  - **HR Metrics** - Employment growth and average worker wages.
  - **Industry Drivers** - 7 industry drivers that have a positive or negative economic impact on an industry
  - **Forecast** - Predicted industry growth for the next two years.
  - **International Trade** - U.S. imports & exports in total $ annual value and % growth

- **International Global Content**
  - Access a list of Canadian industry profiles.
  - Read international news.
  - View top industries for US imports.
  - Explore global web links.
  - Access international acronyms.

OTHER OPTIONS

- **Call Prep Questions**
  Call Prep Sheets are one-page “Executive Summaries” designed to give you strategic insight into your prospect's business issues before you pick up the telephone. Call Prep Sheets are located as a link within of each of our Industry Profiles covering 900 industry segments available to you through your First Research subscription. Just click on the “View Call Prep Sheet” button at the bottom of the Industry Profile chapter list to dig in.

- **MP3 Podcasts** (Located on the bottom of the Industries page under Intelligence On the Go)
  Listen or download industry profiles. Each five-minute podcast provides a quick industry overview.

- **Self-Paced Training Sessions** (under the Tools and Resources heading on the Industry page)
  View detailed modules with search tips on how to make maximum use of the database.
### Food and Agriculture
- Chemical Manufacturing - Agricultural
- Coffee and Tea Manufacture
- Commercial Fishing and Seafood Distribution
- Dairy Products Manufacture
- Distillers
- Farm Equipment Distributors
- Farm Equipment Manufacture
- Fast Food and Quikservice Restaurants
- Food Distributors
- Food Service Contractors
- Fruit and Tree Nut Farming
- Fruit and Vegetable Processing
- Grain Farming
- Grain Milling
- Grocery Stores and Supermarkets
- Hog and Pig Farming
- Meat Products Manufacture
- Nurseries
- Oilseed Farming
- Pest Control Services
- Poultry Processing
- Restaurants
- Sugar Manufacturing
- Timber Operations
- Tobacco Manufacture
- Vegetable and Melon Farming
- Veterinary Services
- Wineries

### Services
- Accounting Services
- Advertising and Marketing
- Architects Offices
- Automobile Rental and Leasing
- Automotive Repair Shops
- Aviation Services
- Bed and Breakfast Inns
- Business and Professional Associations
- Car Washes
- Child-care Facilities
- Commercial and Industrial Equipment Rental
- Consulting Services
- Consumer Product Rental
- Credit Card Processing
- Direct Marketing Services
- Dry Cleaning and Laundry Facilities
- Engineering Services
- Fast Lube / Auto Oil Change Service
- Freight Shipping Services
- Funeral Operations
- Hair Care Services
- Hotel and Motel - Lodging
- Interior Design Services
- Internet Service Providers
- Investment Banking
- Janitorial Services and Carpet Cleaning
- Landscaping Services
- Legal Services
- Linen and Uniform Supply Services
- Personnel Staffing Agencies
- Pest Control Services
- Photo Studios and Commercial Photography
- Photofinishing and Camera Stores
- Professional Services
- Real Estate Brokerage and Management
- Security System Services
- Taxi and Limousine Services
- Telecommunication Services
- Telemarketing Services
- Testing Laboratories
- Trade Show and Event Planning
- Travel Agencies and Services
- Veterinary Services

### Manufacturing
- Abrasives Manufacturing
- Aerospace Products and Parts Manufacture
- Aircraft Parts Manufacture
- Apparel Manufacture
- Audio and Video Equipment Manufacturing
- Automobile Manufacture
- Automobile Parts and Accessories Manufacture
- Battery Manufacture
- Beverage Manufacture and Bottling
- Boat Building
- Breweries
- Candy Manufacturing
- Cement, Concrete and Construction Material
- Chemical Manufacturing - Agricultural
- Chemical Manufacturing - Industrial
- Chemicals
- Coffee and Tea Manufacture
- Commercial Printing
- Computer Manufacture
- Construction Machinery Manufacturing
- Electronic Components & Semiconductor Manufacture
- Electronic Gaming Products
- Fabricated Metal Parts Manufacturing
- Farm Equipment Manufacture
- Fitness Equipment
- Floor Coverings
- Footwear Manufacture, Wholesale, and Retail
- Fruit and Vegetable Processing
- Furniture Manufacturing
- Glass and Fiber Optic Manufacturing
- Gun Manufacturing
- Handtool and Cutlery Manufacture
- Household Appliance Manufacture
- Industrial Machinery Manufacturing
- Lighting Equipment Manufacture
- Machine Shops
- Machine Tool Manufacture
- Manufactured Housing
- Manufacturing Sector
- Medical Supplies and Devices
- Metal Coating, Engraving, & Heat Treating
- Metal Ore Mining
- Metal Valve Manufacture
- Motor, Generator, Pump, and Compressor Mfg
- Motorcycle Manufacturing
- Musical Instrument Manufacture
- Oil and Gas Field Services
- Paint and Coating Manufacturing
- Paper Products Manufacture
- Waste Management
- Water & Sewer Utilities

### Healthcare
- Ambulance Services
- Chiropractor Offices
- Dentists Offices & Clinics
- Drugstores
- Health Fundraising Organizations
- Home Healthcare Services
- Hospitals
- Kidney Dialysis Centers
- Managed Healthcare
- Medical & Imaging Laboratories
- Medical Equipment Distributors
- Medical Supplies and Devices
- Mental Health and Substance Abuse Services
- Nursing Homes and Assisted Living
- Optometrists and Opticians
- Outpatient Surgical Centers
- Pharmaceutical Manufacture and Sale
- Physician Offices
- Rehabilitation Therapy Practices

### Waste Management
- Water & Sewer Utilities
Personal Care Products Manufacturing
Pet Food Manufacture

Manufacturing continued
Petroleum Refining
Pharmaceutical Manufacture and Sale
Plastic and Rubber Products Manufacturing
Plastic Resins & Synthetic Fibers
Primary Metals Manufacturing
Printer Manufacturing
Pulp and Paper Mills
Railroad Equipment Manufacturing
Recreational Vehicle Manufacture
Sawmills and Plywood Mills
Scrap Metals-Recycling
Search, Detection, and Navigation Equipment Manufacture
Soap and Detergent Manufacture
Structural Metals Manufacture
Sugar Manufacturing
Telecommunications Equipment Manufacturers
Textile Manufacturing
Titanium Dioxide Manufacturers
Tobacco Manufacture
Toy Manufacture
Truck and Bus Manufacturing
Wood Flooring Manufacture

TECHNOLOGY AND COMMUNICATIONS
Advertising and Marketing
Biotechnology Sector
Book Publishers
Commercial Printing
Computer and Office Equipment Distributors
Computer Manufacture
Computer Networking Equipment Manufacturers
Computer Software Development
Consulting Services
Direct Marketing Services
Electronic Components & Semiconductor Manufacture
Electronic Components & Semiconductor Wholesalers
Entertainment and Games Software
Glass and Fiber Optic Manufacturing
Graphic Design Services
Information Technology
Internet and Catalog Retailers
Internet Service Providers
Magazine Publishers
Market Research Services
Motion Picture Production and Distribution
Movie Theatres
Music Production and Distribution
Newspapers and News Organizations
Public Relations
Radio Broadcasting and Programming
Sales Promotion Services
Search, Detection, and Navigation Equipment Manufacture
Technology Sector
Telecommunication Services
TV Cable, Pay & Broadcast Networks
TV Program Production and Distribution
Wired Telecommunications Carriers
Wireless Telecommunications Services

Transportation, Energy, Storage continued
Biofuels Production
Boat Building
Coal Mining
Conventional Oil and Gas Exploration and Production
Deep Sea Drilling
Electric Energy Distribution
Electric Power Generation
Fast Lube / Auto Oil Change Service
Freight Shipping Services
Fuel Oil and LP Gas Dealers
Highway and Street Construction
Inland Barge Transport
Local Bus Transportation
Motorcycle Dealers
Moving and Storage
Natural Gas Production and Distribution
Nonferrous Metal Mining and Quarrying
Oil and Gas Exploration and Production
Oil and Gas Field Services
Petroleum Refining
Petroleum Wholesale Distribution
Railroads
Recreational Vehicle Manufacture
Taxi and Limousine Services
Tire Dealers
Trucking
Warehousing and Storage

WHOLESALE
Automobile Parts Wholesale-Retail
Bakeries
Beer, Wine, and Spirits Distributorships
Building Material Supply
Chemicals Distributors
Coffee and Tea Manufacture
Commercial Fishing and Seafood Distribution
Computer and Office Equipment Distributors
Electrical, Plumbing, and Hardware Distributors
Electronic Components & Semiconductor Wholesalers
Farm Equipment Distributors
Floor Coverings
Food Distributors
Industrial Machinery Wholesalers
Industrial Supply Wholesalers
Lumber Wholesalers
Material Handling Equipment Distribution
Medical Equipment Distributors
Nurseries
Office Supply and Paper Distribution
Petroleum Wholesale Distribution
Pharmaceutical Manufacture and Sale
Scrap Metals-Recycling
Steel Distribution
Tire Wholesalers

NB 11
FirstResearchIndustryProfilesho
Walsh College Library

FIS Mergent Online

U.S. Company Data – Financial information on over 25,000 U.S. public companies (active & inactive)
International Company Data – Financial information for over 20,000 non-U.S. companies
U.S. Annual Reports – Current and historical annual reports on 40,000 U.S. public companies
International Annual Reports – current annual reports on over 75,000 non-U.S. companies
Country Profiles - Country statistical data and map (includes GDP)

◆ Go to the library portal page at https://myportal.walshcollege.edu/
◆ click on the Library tab, then on Databases. Select FIS Mergent Online: Company Data from the list of databases.
◆ Click the Enter Mergent Online box on the left of the screen. Enter the company name or ticker symbol. A list will display.

BASIC COMPANY SEARCH

Select one or more of the databases to search

As you enter the company name or ticker symbol, a list of choices will display. Click on the appropriate choice.

USEFUL TABS:
◆ Company Details:
  Synopsis – Directory information, business summary, SIC, NAICs, key executives, key financials, company news
  Highlights – Financial highlights including income statement, balance sheet, cash flow, liquidity indicators, etc.
  History – Important dates in the history of the company
  Business – List of the company’s primary/secondary NAICS and SIC codes and a description of the business
  Property – List of property owned by the company
  Subsidiaries – List of the company’s subsidiaries
  Long Term Debt – Summary list of the company debts
  Capital Stock – issue details, stock splits, voting rights, dividends paid
  Business Segments – business analysis of revenues and earnings before taxes, as well as geographic analysis
◆ Executives – Individual executive details on the company’s officers and directors, including biographies, compensation, committees, and executive insider trading
◆ Ownership – Institutional and insider holdings on the specific company
◆ Company Financials – Historical as reported and standardized financials, as well as ratios, restated financials, prelims, and business analysis. Financials go as far back as 15 years and can be downloaded to a spreadsheet.
◆ Filings – Government documents filed by the company
◆ Reports – View and/or download company annual reports (back to 1995), industry reports, buy/sell/hold reports, and Mergent pre-defined reports which includes a Full Company Report, Company Details Report, Financial Details Report, and Executives Report.
◆ Filings – Government documents filed by the company
◆ News – Recent updated company news stories, including joint ventures
◆ Competitors – View and/or create company competitors based on industry codes and financial highlights; included are news items about your selected company, as well as its competitors.
FIS Mergent Online: Easy Search for Companies by Industrial Classification:
(SIC, NAICS, or MIC (Mergent’s Industrial Classification))

Use Code Lookup
SIC CLASSIFICATION
Click on the + box to expand the contents. Drill down to the specific code you need.
0  +AGRICULTURE, FORESTRY & FISHING
    1  +MINING & CONSTRUCTION
    2  +MANUFACTURING (CODES 20-29 OUT OF 20-39)
    3  +MANUFACTURING (codes 30-39 out of 20-39)
    4  +TRANSPORTATION, COMMUNICATION & UTILITIES
    5  +WHOLESALE & RETAIL TRADE
    6  +FINANCE, INSURANCE & REAL ESTATE
    7  +SERVICES (Codes 70-79 OUT OF 70-89)
    8  +SERVICES (Codes 80-89 out of 70-89)
    9  +PUBLIC ADMINISTRATION & NON-CLASSIFIABLE

You will get a list of companies based on your search criteria
Create a company analysis list by entering check marks before the company name.

NAICS CLASSIFICATION
Click the + box to expand the contents
11  +Agriculture, Forestry, Fishing, Hunting
21  +Mining
22  +Utilities
23  +Construction
31  +Manufacturing (31-33)
32  +Manufacturing
42  +Wholesale Trade
44  +Retail Trade
45  +Retail Trade
48-49  +Transportation and Warehousing
51  +Information
52  +Real Estate and Rental and Leasing
54  +Professional, Scientific & Technical Management of Companies & Enterprises
56  +Administrative and Support & Waste Management & Remediation Services
61  +Educational Services
62+Health Care and Social Assistance
71  +Arts, Entertainment, & Recreation
72  +Accommodation & Food Services
81  +Other Services
92+Public Administration

Click on a company link to go directly to its report
Select the classification; enter the SIC or NAICS number if you know it or use the Code Lookup feature.
REPORT BUILDER with FIS Mergent Online

Three reports can be built:

**Custom report** – select criteria from a list to include in the report

**Report Wizard or Pre-defined Reports** – Drag, drop, and reorder icons (Company Description, Executive Compensation, Subsidiaries, Financials, Insider Transactions, Institutional Holdings, History, 3 Year of End of Day) and place in the Report Preview box.

**Company Comparison Report** – create a report that compares a selected company against the industry or the company against a selected group of companies

### CUSTOM REPORTS

Select from the List of 5 categories by clicking the + sign to expand a list of subcategories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Details</td>
<td>Synopsis, Financial Highlights, Property, Subsidiaries, Long Term Debt, Capital Structure, Earnings Estimates, Business Segment</td>
</tr>
<tr>
<td>Pricing Information</td>
<td>Closing Price, Dividend yield, EPS, DPS, Market Cap, 52 Week Range, PE Ratio, Price Change %</td>
</tr>
<tr>
<td>Company Financials</td>
<td>Type (Prelims, As Reported, Restated), Frequency (Annuals, Quarters), Currency (As reported or choose foreign currency), Scale (As reported, no scale, in thousands, in millions, in billions), Select Period (Past Year, Last 2, 3, 5, 10, or 15 Years/Quarters), Years (present – 1997), Income Statement, Balance Sheet, Cash Flows, Ratios</td>
</tr>
<tr>
<td>Executives</td>
<td>Officers, Directors, Committees, Compensation, Insider Holdings, Insider Trades</td>
</tr>
<tr>
<td>News</td>
<td>Recent News, History, Joint Ventures, Business, Corporate Events</td>
</tr>
</tbody>
</table>

Click on the item(s) you want in the report and click on the > to add the item(s) you want.
Click < to remove the item from the report. Choose >> to automatically add all available data to the report.
Select the format for the report: HTML, Word, Excel, PDF.
Click the Create Company Report button.
Report Builder Comparison Reports: Compare Company Against the Industry

Create reports which compare your currently selected company against a number of competitors within the same industry.

Click on the **Report Builder** tab. Select the **Comparison Reports** link.

### 3 Data Items to Select from

<table>
<thead>
<tr>
<th>Corporate Information</th>
<th>Address, Email Address, CIK, Auditor, Fax number, Legal Counsel, MIC, NAICS Codes, SIC Codes, State of Incorporation, Country of Incorporation, State/Province, Stock Exchange, No. of Employees, Region, Shareholders, Ticker, Transfer Agent, Web Site, Year Incorporated/Founded, Telephone, Zip Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financials</td>
<td>Advertising, Current liabilities, Current Assets, Current Liabilities, Earnings before Tax, EBITDA, Inventories, Net Interest (Banks), Net Loans and Leases (Banks), Net Property Plant &amp; Equipment, R&amp;D, Selling General and Admin, Total Deposits (Banks only), Cash Flow from Operations, Long-term Debt, Net Income, Operating Income, Stockholders Equity, Total Assets, Total Liabilities, Total Revenue</td>
</tr>
<tr>
<td>Ratios</td>
<td>Advertising % TR, Calculated Tax Rate %, Current Ratio, Earnings Before Tax Margin %, EBITDA Margin %, Gross Margin %, Interest Coverage, Inventories % TA, Inventory Turnover, Loans to Deposits (Banks Only), Long-term Debt/Equity, Loss Ratio % (Insurance Only), LT Debt to Equity, Net Current Assets % TA, Net Interest Margin % (Banks only), Net PPE % TA, Net PPE Turnover, Net Profit Margin %, Operating Margin %, Quick Ratio, R&amp;D % TR, Revenue per Employee, ROA % (Net), ROE % (Net), ROI % (Operating), Selling Gen &amp; Admin % TR, Total Asset Turnover, Total Debt to Equity</td>
</tr>
</tbody>
</table>

1. Select NAIC or SIC number. Choose Worldwide or Target Country (U.S.)
2. Choose the group of companies against which you will compare the currently selected company: Top 10, 25, 50, or Bottom 10, 25, 50 Companies or All Companies
3. Organize report by individual items or by company
4. Click on the + sign to display subcategories, select an item and click on the > to add it to the report; repeat to add more items
5. Select a format: HTML, Word, Excel, PDF
6. Select a year
Comparison Reports: Compare Company Against a Custom Group

You have to create a list of companies before you can build this report. One way is to go to the competitors tab and click on the companies you want. When you select a company, in the quick intro at the top of the page you will see the company name followed by a + sign; for example: Toyota Motor Corp (NYS: TM) + to Company Analysis List. Click on the + sign to add the company to your Analysis List. Repeat for all the companies you want in the report. Then click on My Mergent Tools+/Company Analysis List.

Select from the Data Items:

Corporate Information – Directory information, NAIC codes, SIC codes, ticker, state of incorporation

Financials - Advertising, Cash Flow from Operations, Current Assets, Current Liabilities, Earnings Before Tax, EBITDA, Inventories, Long Term Debt, Net Income, Net Interest (Banks Only), Net Loans & Leases (Banks Only), Net Property Plant & Equip, Operating Income, Research & Development, Selling General & Admin, Stockholders Equity, Total Assets, Total Deposits (Banks Only), Total Liabilities, Total Revenue

Ratios - Advertising % TR, Calculated Tax Rate %, Current Ratio, Earnings Before Tax Margin %, EBITDA Margin %, Gross Margin %, Interest Coverage, Inventories % TA, Inventory Turnover, Loans to Deposits (Banks Only), Long-term Debt/Equity, Loss Ratio % (Insurance Only), LT Debt to Equity, Net Current Assets % TA, Net Interest Margin % (Banks Only), Net PPE % TA, Net PPE Turnover, Net Profit Margin %, Operating Margin %, Quick Ratio, R&D % TR, Revenue per Employee, ROA % (Net), ROE % (Net), ROI % (Operating), Selling Gen & Admin % TR, Total Asset Turnover, Total Debt to Equity
FIS Mergent PREDEFINED REPORTS for the Currently Selected Company

There are two types

☑ Predefined Reports: Select Data Items
Click on the Reports tab.
Select the Mergent Reports link.

Four Available Reports:
Click on the + icon next to each of the report titles to expand a list of all of the topics, headings, subheadings, and data covered within the report

🔹 Full Company Report: Complete Quantitative and Qualitative Report on the company. All financial data cover the last 3 years.
🔹 Company Details Report: Includes all the quantitative and qualitative information on five years of annual & quarterly financial statements
🔹 Financial Details Report: Includes five years of quantitative "as-reported" data.
🔹 Executives Report: Includes three years of quantitative "as-reported" data

Formats for Viewing Reports:
Word Excel
PDF HTML

☑ Second Predefined Report: Click and Drag Icons
Click on the Report Builder tab.
Select the Report Wizard link.
Drag one or more of the icons into the Report Preview Screen. Reorder the icons, if desired.
FIS Mergent Multiple Company Reports (Competitors)

You must first do a company search. Then click on the Competitors tab.
Click here to create a competitor report. Click on the X before a company to remove it from the list.
You can also click Add all to company Analyst List.
If you choose this option, click on My Mergent Tools.
Select Company Analyst List.
Select companies in company analyst list by clicking on the company name and then on the > sign.
Select items from the Data Items and click >. Data items include Company Details, Pricing Information, Company Financials, Executives, and News.
Click Create Multiple Company Report.
The report you generate will have all the companies with the selected data items, one after the other.

Create a Company Analysis List Using Basic Search

Click on the + to Company Analysis List link to add a company to your Company Analysis. Use this method when you are comparing companies with different SIC or NAICs numbers.
The link is at the top of the company report after the company name.
Do another basic company search and repeat the procedure to add other companies.
When you finish selecting companies, click on the My Mergent Tools button.
Select Company Analyst Link. The screen shown above will display.

Saving for Later Retrieval

Save your report by clicking on Save Report Template List.
You will be asked to enter your email address and then a name for your report.
Select Load Report Template to view a template you previously created.
FIS Mergent Industry Reports

Industry Reports are available for the following industries:

- Automotive
- Aviation
- Banking
- Biotechnology
- Chemicals
- Construction
- Construction - Public Infrastructure
- Consumer Services
- Electricity
- Energy
- Food & Beverage
- Health
- Metal Works
- Mining
- Non-Precious Metals
- Oil and Gas
- Pharmaceuticals
- Precious Metals
- Property & Development
- Retail
- Retail - General
- Telecommunications
- Textiles

The regions covered are **North America, Asia Pacific, and Europe**.

If you have done a company search, click on the **Reports** tab or if you are at the initial search screen, click on the **Report Search** tab.

Then click on the **Industry Reports** link.

**DISPLAY OPTIONS:**

**View** link
View opens up an html page with the following information: sector overview, sales, sector performance, leading companies in the industry, mergers, acquisitions & divestments.

**PDF** file
The PDF file opens up a detailed report (over 30 pages) on the automotive industry in North America and covers the current environment, industry profile, market trends and outlook.
General Business File ASAP: Gale Group

With this database you can research practical business issues, the latest in business theory, investment analysts' reports on major companies and industries, and timely news on products, industries and executives. Generally, coverage for indexing, abstracts, and full text runs from 1980 to the present; the beginning date of full text coverage for each journal title varies.

Sources for the database include business and management journals, industry/trade journals, newswire releases, international economics titles, company directories, investment reports (ValueEngine, Pechala Reports, Reuters Investment Profiles, The Street.com, etc. To view a complete list of journal titles, click on the Title List link in the blue navigation frame once you have accessed the database.

1. Click on the General Business File ASAP link at any library terminal.
2. From a remote location, go to the library portal page at https://myportal.walshcollege.edu/, enter your email name and password, choose the Library Tab/Databases/General Business File ASAP.
3. Select a Search Type:
   - Subject Guide – Search by listings of subjects, companies, people, products, locations and organizations.
   - Relevance Search - Ranks results according to relevance to search terms.
   - Keyword Search - Search by keyword(s).
   - Advanced Search - Search with indexes such as author, title, etc.

Subject Searching

4. Type subject
5. Click to activate search.
6. Choose from the list of subject headings:
7. To view the full text, click on the View text link:

8. Or click on the Read about this company link:
9. View directory type information with linked documents to expand your search.

You may have to also select Company profile to get the list of choices shown at the left of this page.
General Business ASAP  

**Keyword and Relevance Searching**

Type search words in the search box.

Use radio buttons to switch between searching only in titles, citations, and abstracts, or anywhere in the text of the article.

Search tips

Look up words in dictionary

Type of search is highlighted

History displays previous searches

Logical Operators: **and**, **or**, **not**

- **and**  
  *ford motor and foreign investment*  
  finds documents with both terms

- **or**  
  *ford motor or general motors*  
  finds documents with one or the other or both words

- **not**  
  *profits not loss*  
  finds documents with the word profits, and excludes those that contain the word loss.

**Wildcard** *

- stands for any number of characters including none
- *market* matches market(s), marketer, marketed, marketing, etc.

**Relevance Search: Special Characters**

- Double quotes, plus sign, minus sign
  - “supply chain management”  
    finds all words as a phrase
  - + advertising  
    article must contain the word advertising
  - +“market share”  
    article must contain the phrase -marketing  
    article must not contain the word marketing

**Acceptable Date Formats**

<table>
<thead>
<tr>
<th>Format</th>
<th>Date</th>
<th>File</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 10, 2000</td>
<td>7/17/00</td>
<td>2000</td>
</tr>
<tr>
<td>Aug 14 1999</td>
<td>june 1997</td>
<td>990428</td>
</tr>
</tbody>
</table>

**Printing**

Click on View text to bring in the document.

Click on the Print icon in the blue frame.

Click OK.

To print the article as originally published, click on the Email or Retrieval link. Click Retrieve to bring in the article in pdf format. Click File/Print.

**Saving**

Click on View text to bring in the article.

Click the cancel button.

Go to File/Save as.

Save in 3 ½ floppy (A); enter a file name, and save as type: plain text.

**Email**

Click on View text to bring in the document.

Click Email or Retrieval in blue navigation frame.

Type in the email address and subject.

Click the Submit E-mail Request button.

**Useful Links in Blue Navigational Menu**

- **Title List**  
  View all periodical titles in database

- **Link**  
  View other articles linked to your current search or view subjects in the articles you are viewing

- **Library**  
  Return to library home page

- **Start Over**  
  Clear all searches

- **Mark**  
  Mark an article for later viewing; click the View mark list link to see your list.

- **Citations**  
  Return to the list of search results

- **Search**  
  Go back to the search screen

- **Gale Group**  
  Return to original menu screen

- **Databases**  
  NB
General Business File ASAP

Advanced Searching with Indexes

Searching by Index for Investment Reports:
1. Click on the **Investext** link.
2. Select **Company (co)** from the drop down box.
3. Enter a company name. Click **Search**.
4. Select from the list of reports.

You can combine more than one index:
Example:
**au jeff green and ti taste of japan**
*Searches for the title “A Taste of Japan” written by Jeff Green*
Type the 2 letter abbreviation or click on the drop-down menu and make your selection.

**Index Searching: Abbreviations**

(Ke) **Keyword**
Searches for words in the title, author, subject, and annotation fields

(Ti) **Title**
Searches by words for a specific title

(Tx) **Text Word**
Finds words in the body of articles

(Su) **Subject**
Searches for articles on a topic (LC subject headings), people, companies, products, organizations, geographic locations, events, published works, statutes, case numbers.

(Au) **Author**
Searches for article written by the author named

Ab **Abstract**
Searches for terms in article abstracts

(re) **Refereed**
Locate records from peer-reviewed publications. Select **re** and enter **ref**.
Ex.: **ref and su automobiles**

(si) **SIC Code**
Search by standard Industrial classification code

**Index Browsing (List=)**

Subject List (**su**)Browse a list of subjects matching the word(s) you typed.
Ex.: **su=automobiles**

SIC Code List (**si**) enter all or the beginning of an SIC Code to view a list of Sic Codes starting with the first that matches. (37?? Finds a general SIC code and all more specific codes under it)

**Proximity Operators**

Nn **management and 5 general motors**
The two search terms must occur within 5 or fewer words of each other in any direction.

Wn **investment and 1 opportunities**
**2nd** search term must occur within 1 word after the first search term.

**Date Range Operators**

Da and since or after **da since may 8 2000**
Da **after may 8, 2000**
Published after 5-8 2000

Da before **da before 6/12/00**
Published before 6/12/00

To or – (hyphen) **da July 3- July 31**
Between 2 dates published between July 3 and 31 of the current year

An InfoMark at the top of a page indicates that an article or list of search results can be bookmarked for later viewing.
Pratt’s Stats/Biz Comps

Pratt’s Stats™ is used by a wide variety of merger and acquisition professionals including, business appraisers, business brokers, investment bankers and venture capitalists. Primarily, the data found in Pratt’s Stats™ is used to conduct the market approach to valuing a business in an effort to determine a business' fair market value or to perform financial research on the pricing of similar companies. Additionally, Pratt’s Stats™ data is used in price discovery by entrepreneurs, investors, advisors and business owners that are considering a business purchase or sale. A significant benefit of the data found in Pratt’s Stats™ is its ability to remove marketplace uncertainty and provide the user with detailed, meaningful financial and transactional information about "real world" business sales.

Pratt's Stats™ contains details on approximately 9,070 private and closely held business sales from 1990 to present ranging in deal price from under $1,000,000 to $7,300,000,000. The industries represented in Pratt’s Stats™ are no less diverse, as evidenced by the roughly 690 unique SIC Codes and 830 unique NAICS Codes. Additionally, Pratt's Stats™ has approximately 200 SIC and 220 NAICS Codes with ten or more transactions reported. As a result, users are sure to find business sales involving companies substantially similar to their subject company.

Pratt's Stats™ has data collected from intermediaries across the country and from SEC filings. Pratt's Stats™ data is updated monthly with approximately 100 transactions added per month. If the Pratt's Stats™ transactions are captured from SEC filings, versus from business intermediaries, Pratt's Stats™ subscribers may receive additional details on the transactions. Contact our West Coast offices for details.

The BIZCOMPS® database is designed for accountants, business appraisers, business intermediaries and their clients. BIZCOMPS® contains transactional information on "Main Street" businesses (service station, restaurant, convenience store, print shop, travel agent, florist, coin laundry, beauty salon, auto repair shop, video rental, day care center, etc.) for the past 12 years. Jack Sanders, who is located in San Diego, California, publishes this study. Historically, transaction data on small business transfers has been virtually nonexistent, leaving the investor or advisor to speculate about the fair market value of the small business enterprise. This database removes the marketplace uncertainty and provides the user with detailed, meaningful financial information about these "real world" transactions. Whether you are a subscriber or a visitor, with the click of a mouse, you can search the database by specifying any of the following variables:

- individual four-digit SIC (Standard Industry Classification) code
- individual six-digit NAICS (North American Industry Classification System) code
- a keyword from a business description
- a range of annual gross revenue
- a range of sale date and sale price
- location of the transaction

Biz Comps User Guide

Instructions for Accessing Pratt Stats:
Log into the portal, select Databases from the Library Tab; scroll down to Pratt’s Stats.
Select the third link, Pratt’s Stats and BV Market Data.
On the next screen, click login (at left).
At the Subscriber Login: enter the user ID and the password (call library for User ID and password).
Click the Logon button.
Click the Proceed button only. Under no circumstances ever click an “I Agree” button.
Select either Pratt’s Stats or Biz Comps (blue navigation area) to search.
Net Advantage is an online database which provides access to S&P’s Industry Surveys, Sub-Industry Reviews, Stock Reports (including closed-end funds), Stock Guide, Earnings Guide, Dividend Records, Bond Guide, Mutual Fund Reports, The Outlook, Security Dealers of North America, Register of Corporations (including private companies), and Register of Executives.

Click on the Companies Tab.

1. Select a publication from the drop-down menu.
2. Search by ticker or company name.
3. Click the Go button.

The next screen displays the Stock Report in pdf file format. Reports are usually 8 pages in length.

Company Profile:
Overview – Business summary and fact sheet.
Quote – Current stock quote
News – Current news headlines about company
Chart – Stock chart (1 day to 5 years)

Stock Reports
Statistics – News Headlines
Sub-Industry Outlook
Wall Street Consensus with Analysts’ Recommendations

Vital Statistics
Valuation – Key stock statistics, per share data, relative standing by calendar year
Financials – Revenues, EPS, income statement, other financial data
Corporate Actions – Dividend data, stock splits
Industry Information – Brief industry information for the company researched
Competitors (All) – Complete list of competitors for the company researched
Competitors (Covered by S&P) – Competitors found in the S & P database
Industry News – News headlines and press releases by date

Stock Reports – View in html or pdf format

Available Publications
Company Profile
Bond Reports
Corporation Reports
Global Reports
Register Executives
Register Public Co.
Register Private Co.
Stock Reports

Beta
Recommendation on whether to buy/hold/sell the stock
Choose the View/Printer friendly version to maximize the screen
Links to follow for additional information
View the industry survey for your company
Investment Ideas and Stock Picks and Pans change daily
Choose the View/Printer friendly version to maximize the screen

**STANDARD & POOR’S NET ADVANTAGE**

*Net Advantage* is an online database which provides access to S & P’s Industry Surveys, Sub-Industry Reviews, Stock Reports (including closed-end funds), Stock Guide, Earnings Guide, Dividend Records, Bond Guide, Mutual Fund Reports, The Outlook, Security Dealers of North America, Register of Corporations (including private companies), and Register of Executives.

- **Industry Surveys** - Provides in-depth economic and business information on 55 major U.S. industries, including trends and key industry ratios and statistics
- **Sub-Industry Reviews** - Provides a half-page review of 137 industries.
- **Search Industry by Company Name or Ticker** – Use this option if you are unsure what industry or sub-industry your company is in.

### Industry Surveys

1. Click the **Industries** box at the top of the screen.
2. You will get a list of industries. You can view the report in HTML or PDF format or download to a spreadsheet.
3. Select one of the 55 industries. Choose the HTML or PDF versions.

#### 55 Industries

- Advertising
- Aerospace & Defense
- Agribusiness
- Airlines
- Alcoholic Beverages & Tobacco
- Apparel & Footwear
- Autos & Auto Parts
- Banking
- Biotechnology
- Broadcasting Cable
- Chemicals: Basic
- Chemicals: Specialty
- Communications Equipment
- Computers: Software
- Computers: Storage & Peripherals
- Computers: Consumer – Services & the Internet
- Computers: Commercial Services
- Computers: Hardware
- Computers: Networking
- Electric Utilities
- Environmental & Waste Mgt.
- Financial Services: Diversified
- Financial Services: Managed Money
- Financial Services: Real Estate
- Healthcare Facilities
- Healthcare: Managed Care
- Healthcare: Pharmaceuticals
- Healthcare: Products & Supplies
- Heavy Equipment & Trucks
- Homebuilding
- Household Durables
- Household Nondurables
- Industrial Machinery
- Insurance: Life & Health
- Insurance: Property-Casualty
- Investment Services
- Lodging & Gaming
- Metals: Industrial; Metals: Precious
- Movies & Home Entertainment
- Natural Gas: Distribution
- Oil & Gas: Equipment & Services
- Oil & Gas: Production & Mktg.
- Paper & Forest Products
- Publishing & Advertising
- Restaurants
- Retailing: General
- Retailing: Specialty
- Semiconductors
- Semiconductor Equipment
- Supermarkets & Drugstores
- Telecommunications: Wireless
- Telecommunications: Wireline
- Thrifts & Mortgage Finance
- Transportation: Commercial

If you do not know what industry your company is in, enter the ticker symbol or company name to go to the correct industry.
Sub-Industries
Advertising
Aerospace & Defense
Agricultural Products
Air Freight & Logistics
Airlines
Airport Services
Alternative Carriers
Aluminum
Apparel Retail
Apparel, Accessories & Luxury Goods
Application Software
Asset Management & Custody Banks
Auto Parts & Equipment
Automobile Manufacturers
Automotive Retail
Biotechnology
Brewers
Broadcasting
Building Products
Cable & Satellite
Casinos and Gaming
Catalog Retail
Coal & Consumable Fuels
Commercial Printing
Commodity Chemicals
Communications Equipment
Computer & Electronics Retail
Computer Hardware
Computer Storage and Peripherals
Construction and Engineering
Construction Materials
Construction, Farm Machinery, & Heavy Trucks
Consumer Electronics
Consumer Finance
Data Processing and Outsourced Services
Data Processing Services
Department Stores
Derivatives
Distillers and Vintners
Distributors
Diversified Banks
Diversified Capital Markets
Diversified Chemicals
Diversified Metals and Mining
Diversified Real Estate Activities
Diversified REIT’s
Drug Retail
Education Services
Electric Utilities
Electrical Components & Equipment
Electronic Equipment Manufacturers
Electronic Manufacturing Services
Employment Services
Environmental & Facilities Services
Fertilizers & Agricultural Chemicals
Food Distributors
Food Retail
Footwear
Forest Products
Gas Utilities
General Merchandise Stores
Gold
Health Care Distributors
Health Care Equipment
Health Care Facilities
Health Care Services
Health Care Supplies
Health Care Technology
Heavy Electrical Equipment
Highways & Railroads
Home Entertainment Software
Home Furnishings
Home Improvement Retail
Homebuilding
Homefurnishing Retail
Hotels, Resorts & Cruise Lines
Household Appliances
Household Products
Housewares & Specialties
HR & Employment Services
Hypermart Markets & Super Centers
IT Consulting & Other Services
Industrial Conglomerates
Independent Power Producers & Energy
Industrial Gases
Industrial Machinery
Insurance Brokers
Integrated Oil & Gas
Integrated Telecommunication Services
Internet Retail
Internet Software & Services
Investment Banking & Brokerage
Leisure Facilities
Leisure Products
Life & Health Insurance
Managed Health Care
Marine
Marine Ports & Services
Meat, Poultry & Fish
Metal & Glass Containers
Mortgage REIT’s
Motorcycle Manufacturers
Movies & Entertainment
Multi-Sector Holding
Multi-line Insurance
Office Electronics
Office REIT’s
Office Services & Supplies
Oil & Gas Drilling
Oil & Gas Equipment & Services
Oil & Gas Exploration & Production
Oil & Gas Refining, Marketing, Transportation
Other Diversified Financial Services
Packaged Foods & Meats
Paper Packaging
Paper Products
Personal Products
Pharmaceuticals
Photographic Products
Precious Metals & Minerals
Property & Casualty Insurance
Publishing
Railroads
Real Estate Development
Real Estate Services
Real Estate Operating Companies
Regional Banks
Reinsurance
Restaurants
Retail REIT’s
Security Alarm Services
Semiconductor Equipment
Semiconductors
Soft Drinks
Specialized Finance
Specialty Chemicals
Specialized Consumer Services
Specialty Stores
Steel
Systems Software
Tech Distributors
Textiles
Thrifts & Mortgage Finance
Tires & Rubber
Tobacco
Trading Companies & Distributors
Trucking
Water Utilities
Wireless Telecommunication Services

Additional Links
Global Industry Reports
Access reports from Europe in Autos & Auto Parts, Banking, Foods & Beverages, Media, Oil & Gas, Pharmaceuticals, Telecommunications, Tobacco; also reports from Asia in Airlines and Telecommunications

Industry Focus
One page analyst commentary on various industries

Stovall’s Sector Watch
Sam Stovall, S&P Chief Investment Strategist, offers his commentary on industry sector information

Economic Insight
Short commentary on some aspect of the economy such as the employment picture, GDP, wholesale prices, and more

Economic Calendar
A list of dates for upcoming economic events

Trends & Projections
An 8 page summary of the economy including charts on retail activity, consumer confidence, consumer finance, interest rates, economic indicators etc.

Printing
It is best to print the pdf version, rather than the html.
• Choose the PDF link.
• Select the print icon in Adobe Acrobat.
• Click OK.

Saving in PDF
• Display the format.
• Click the save icon in the toolbar of Acrobat.
• Enter a file name in the File Name box: For example: restaurants
• Save as type: Acrobat (*.pdf).
• Click Save.
• You must view your document with Adobe Acrobat Reader.

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Value Line Online: Company & Industry Information

To quickly find a company stock report, click on the Standard Edition, Small & Mid-Cap, or Plus Edition link under Quick Index. The Plus Edition combines the first two editions plus an additional 4,000 reports.

Company Report

After Lookup Company enter either the name of the company or the ticker symbol.

Next choose either the PDF or HTML version

Click on the company name or the PDF file to bring in a one-page summary of the company’s financials.

Click on the Industry link to display a list of companies in the same industry as your company.

Display the company report in HTML.
Industry Reports (these vary according to the Edition you selected)

Choose Lookup Industry to get a one-page industry report. Click on the pdf icon for the report or click on the name of the industry to get a list of companies in that industry:

- Advertising
- Aerospace/Defense
- Air Transport
- Apparel
- Auto & Truck
- Auto Parts
- Bank
- Bank (Canadian)
- Bank (Foreign)
- Bank (Midwest)
- Beverage
- Biotechnology
- Building Materials
- Cable TV
- Canadian Energy
- Cement & Aggregates
- Chemical (Basic)
- Chemical (Diversified)
- Chemical (Specialty)
- Coal
- Computer Software/SVCS
- Computers/Peripherals
- Diversified Co
- Drug
- E-Commerce
- Educational Services
- Electric Util. (Central)
- Electric Util. (East)
- Electric Util. (West)
- Electrical Equipment
- Electronics
- Entertainment
- Entertainment Tech
- Environmental
- Financial SVCS. (Div.)
- Food Processing
- Food Wholesalers
- Foreign Electronics
- Funeral Services
- Furn/Home Furnishings
- Grocery
- Healthcare Information
- Heavy Construction
- Homebuilding
- Hotel/Gaming
- Household Products
- Human Resources
- Industrial Services
- Information Srvs
- Insurance (Life)
- Insurance (Prop/Cas.)
- Internet
- Investment Co.
- Investment Co. (Foreign)
- Machinery
- Manuf. Housing/RV
- Maritime
- Medical Services
- Medical Supplies
- Metal Fabricating
- Metals & Mining (Div.)
- Natural Gas (Distrib.)
- Natural Gas Utility
- Newspaper
- Oil/Gas Distribution
- Oilfield Svcs/Equip
- Packaging & Container
- Paper/Forest Products
- Petroleum (Integrated)
- Petroleum Producing
- Pharmacy Services
- Power
- Precious Metals
- Precision Instrument
- Property Management
- Public/Private Equity
- Publishing
- R.E.I.T.
- Railroad
- Recreation
- Reinsurance
- Restaurant
- Retail (Special Lines)
- Retail Automotive
- Retail Building Supply
- Retail Store
- Securities Brokerage
- Semiconductor
- Semiconductor Equip.
- Shoe
- Steel (General)
- Steel (Integrated)
- Telecom. Equipment
- Telecom Services
- Thrift
- Tobacco
- Toiletries/Cosmetics
- Trucking
- Utility (Foreign)
- Water Utility
- Wireless Networking

Survey Issues

Click on Survey Issues in the left navigation screen to get the following reports:

**Summary and Index** – The front cover contains a Table of Contents, three important market statistics, and a list of all the industries VL follows in alphabetical order with their industry rank relative to the other 90 industries next to the name of the industry. The page number is to the right. The market statistics are found in 3 boxes. The first box (a) has the median of estimated price/earnings ratios of all stocks with earnings covered in The Value Line Investment Survey (around 1,700). The second box (b) shows the median of estimated dividend yields (total dividends expected to be paid in the next 12 months divided by the recent price) of all dividend-paying stocks in the Survey. The third box (c) contains the estimated median price appreciation potential 3 to 5 years into the future for the 1,700 stocks in The Survey, based on VL’s hypothesized economic environment 3-5 years hence. On page 2 you will find an alphabetical listing of all stocks in the publication with references to their location in Ratings and Reports. Information about companies includes: recent stock price, VL’s Timeliness, Safety and Technical Ranks, beta, 3-5 year target price range and % appreciation potential, each stock’s current P/E ratio, each stock’s % estimated yield for the next 12 months, 12 month earnings (6 months historical and 6 months estimated), estimated dividends for the next 12 months, VL’s industry rank, latest earnings and dividend declarations, etc.

Beginning on page 24 there are a list of useful screens: industries in order of timeliness, stocks moving up or down in timeliness rank, timely stocks in timely industries, conservative stocks, highest dividend yielding stocks, stocks with the highest estimated 3 to 5 year price appreciation potential, best and worst performing stocks in the past 13 weeks, stocks with the lowest and highest P/E ratios, stocks with the highest estimated annual total returns (next 3 to 5 years), stocks with the highest projected 3 to 5 year dividend yield, highest growth stocks.

**Ratings and Reports** – This section has one-page reports on approximately 1,700 companies and one or two page reports on over 70 industries. The company reports contain Timeliness, Safety and Technical Ranks, Value Line’s 3 to 5 year forecasts for stock prices, income and balance sheet data, as much as 17 years of historical data, and analysts’ commentaries. There are also stock price charts, quarterly sales,
earnings, and dividend information, etc. Each page is updated every 13 weeks. Important news occurring during these 13 week intervals will be published in a Supplementary Report. Every week, there will be a new edition of Ratings & Reports with approximately 135 company reports grouped by industry and a smaller number of one or two page industry reports. Over a 3 month period, revised reports will be issued on approximately 1,700 companies and over 90 industries.

**Selection and Opinion** - contains the latest economic and stock market commentary and investment advice, along with one or more pages of research on interesting stocks or industries, and a variety of pertinent economic and stock market statistics. It also includes 3 hypothetical stock portfolios (Stocks with above-average year-ahead price potential, stocks for income and potential price appreciation, and stocks with long-term price growth potential).

**Useful Links**

How to Read a VL Stock Report page at

**Flash Tutorials: View this two part tutorial**

http://www.walshcollege.edu/upload/flash/Library/ValueLinepdfreport/ValueLinepdfreport.swf

http://www.walshcollege.edu/upload/flash/Library/Valuelinehtml/Valuelinehtml.swf

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