SEARCH ICONS:

Company Search – Search for companies by name or ticker symbol, industry code, etc.

Industry Search – Search for industries by SIC or NAICS code or by industry description.

Articles Search – Search for articles using keyword, subject guide, or limit by peer-reviewed journals.

Publication Search – Search for specific publications and view the editions and articles included.

Advanced Search – perform more complicated searches with limiting options

COMPANY SEARCH

Click the Search Now link under Company Search or enter the company name or ticker symbol in the Quick Search box.

Choose the appropriate link for the company.

Download a SWOT Analysis (strengths, weaknesses, opportunities, threats)

Select a link to view articles on that subject
Content-Specific Tab Navigation
Available after you click on one of the links resulting from your search

NAVIGATION TABS

**Company Profile** - detailed contact and company information
**News/Magazines** – relevant periodical articles
**Histories** – detailed company history and chronology
**Investment Reports** – Full text reports from Reuters, ValueEngine, The Street.com, Pechala’s Reports, etc.
**Financials** – in-depth detail on the company’s financial standing
**Rankings** – company rankings within their industry and market share

FINANCIALS TAB/FUNDAMENTALS ANALYSIS SUB-TAB

**Suits and Claims** civil claims filed against the company in the area of human resources
**Products** – complete list of products and/or brands that a company owns or sells
**Industry Overview** – essays from Gale’s *Encyclopedia of American industries, Encyclopedia of Global Industries,* and *Encyclopedia of Emerging Industries*
**Associations** – contact information on relevant associations within the company’s industry

FINANCIALS TAB/FINANCIALS DASHBOARD SUB-TAB

Export report to Excel

Compare a company’s financials across time, to other companies, and to major competitors

**Elements to include in your report:**
Income Statement  Cash Flow
Balance Sheet  Ratios

**Three Comparison Options:**
Compare company to prior periods
Compare to major competitors
Compare to specific companies

FINANCIALS TAB/FINANCIALS DASHBOARD SUB-TAB

Second Sub-tab under the Financials Tab
Locate stock information for a publicly traded company. Find business news (press releases, podcasts, conference calls), charts, SEC Filings and historical data.
ARTICLES SEARCH
Use this option to locate business news, journals, and press releases. Search by Subject Guide, Keyword, and Full Text.

ADVANCED SEARCH
Use this option to search for information found within specific sources.

INDUSTRY SEARCH
Use this option to search for industry information: industry snapshot, organization & structure, market structure, background and development, current conditions, industry leaders, further readings.