



KENTON COUNTY PUBLIC LIBRARY

Preserve. Enrich. Inspire.

Business Research Resources

<https://www.kentonlibrary.org/research-learning/business>

Access outside the Library requires Library Card Number and PIN

ReferenceUSA

Uses: Creating Company Lists, Identifying Competitors, Creating Marketing Plans, Developing Prospect Lists

Access: Over 24 Million Businesses & 262 Million Consumers

Data Quality: Very good, over 350 database analysts examining records

GETTING STARTED:

Keyword Searching: Similar to yellow pages searching, link from initial keywords to additional topics.

Limit Searching: Limit to specific geographic location by city, state etc. (Metro Area give you city + surrounding area)

Limit by business size or ownership

Browse: Browse Industry Groups if you are not sure where to begin.

Identify SIC & NAICS codes from company name

Identify Headquarters: Click the corporate tree icon for headquarters location

Find Financial Data: Open collapsible indexes for financial data

Download: Download results of 250 items or less. Export to Excel, email or save as a PDF.



PRO TIPS:

Select US Businesses

Advanced Search – for best results

Check the green V button for VERIFIED records (phone & quality checked)

Heat Maps: Add a heat map to spice up your next presentation. (don't forget your RefUSA citation)

Morningstar Investment Research Center

Uses: Access information on companies, stocks, mutual funds, and exchange-traded funds.

Access: 600,000+ investments covered

Quality: Comprehensive and timely data. Large global database with high quality standards.

GETTING STARTED:

Search Box: Enter a Ticker or Name into the search box

View tabs for specific information or download the PDF report for critical information.

Print button is in upper left-hand corner.

PRO TIPS:

Use Articles & Videos tab for recent Morningstar news by date.

Click Help & Education for available live webinars.

SMALL BUSINESS REFERENCE CENTER

Uses: Information on starting a company, operations management and sales to growing or rescuing a business.

Access: 400 full-text periodicals, 450+ full-text reference books and videos.

Quality: Full text content from top magazines, books and journals.

GETTING STARTED:

Search Box: Enter terms in the find field.

Sort: Sort and refine results using limiters in the left column.

Browse Popular Sources: Access the NOLO series for topics like buying businesses, marketing and non-profit management.

Browse Industry Information: Catering, electronics, florists and much more

PRO TIPS:

Create an account to save searches and articles for later.

Go to Startup Information Area and browse small business startup guide for state specific information.

THOMASNET

GETTING STARTED:

Search for suppliers, manufacturers (good for geographic lists).

Search for companies in specific manufacturing areas (ie, textiles, packaging, automobile parts).

PRO TIPS:

Create an account to save information.

No Library card needed.

SMALL BUSINESS REFERENCE CENTER

Uses: Find market research reports, company profiles and SWOT analyses.

Access: Full text articles from business journals and magazines.

Quality: Includes peer reviewed journals.

GETTING STARTED:

Select Search Options to display additional criteria for searching

Check Full Text to get full articles.

PRO TIPS:

Use the column on the left to better target search results.

Create an account to save searches and articles for later.

Need Additional Help?

Call: 859-962-4000

or

<https://www.kentonlibrary.org/ask>