



KENTON COUNTY PUBLIC LIBRARY

Business Research Resources

How to Get Started:

www.kentonlibrary.org/research-learning/business

Access outside the Library requires Library Card Number and Pin

Data Axle

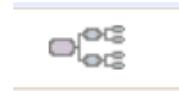
data axle · reference solutions

USING DATA AXLE

- Creating Company Lists, Identifying Competitors, Creating Marketing Plans, Developing Prospect Lists
- Access over 24 Million Businesses & 262 Million Consumers
- Excellent data quality. Over 350 database analysts examining records

GETTING STARTED

- Keyword 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 your next presentation. (Don't forget your DataAxle citation)

ThomasNet



USING THOMASNET

- Search for suppliers, manufacturers (good for geographic lists)
- Search for companies in specific manufacturing areas (ie, textiles, packaging, and automobile parts)

PRO TIPS

- Create an account to save information.
- No Library card needed



USING MORNINGSTAR

- 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

PRO TIPS

- Use Articles & Videos tab for recent Morningstar news by date.
- Click Help & Education for available live webinars.

Small Business Reference Center



USING THE SMALL BUSINESS REFERENCE CENTER

- 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.
- 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.

Need Additional Help?

859-962-4002(ERL), 859-962-4071(COV)

or 859-962-4031(IND)

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

