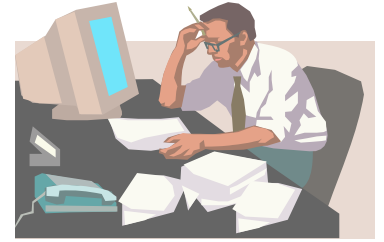


SOME RESEARCH TOOLS ON BUSINESS AT MESA COLLEGE LIBRARY



IF YOU ARE NOT SURE HOW TO USE ANY OF THESE MATERIALS, CONSULT THE HELP SCREENS AVAILABLE ON THE COMPUTERIZED ITEMS OR THE VARIOUS HOW TO USE AIDS AT THE FRONT OF THE PRINT INDEXES.

BARRON'S FINANCE AND INVESTMENT HANDBOOK (REF. HG 173 D66) – Divided into five parts covering stocks, bonds, commodities, insurance, real estate, precious metals, mutual funds, and more; sections on reading annual reports and financial pages; definitions of terms; sources of information and assistance, major financial institutions, historical data, publicly traded companies, and more. Lists of selected further readings, world currencies, abbreviations & acronyms and index.

BUSINESS JOURNALS: EbscoHost and ProQuest both include the full-text of hundreds of business and trade journals including Sales & Marketing Management, Barron's, Business Week, Industry Week, Forbes, The Economist, and the San Diego Business Journal (publisher of The Lists, an annual compendium of information on the most successful businesses in San Diego). The Library also maintains print subscriptions to several business publications.

BUSINESS PERIODICALS INDEX (1970-2003) – A print index to approximately 275 business journals and periodicals, arranged alphabetically by subject. **INDEX TABLE**

CALIFORNIA MANUFACTURERS REGISTER (REF. T 12 D48) - Basic information about California companies arranged in three forms: products and services (main section); alphabetical; and geographical, arranged by city. Latter serve as indexes to main section.

D&B REGIONAL BUSINESS DIRECTORY (REF HG 4057 .C2 D86) - Directory of San Diego businesses broken down by geographic area, SIC, and industry. Includes sales information and rankings.

DATABOOK 200x: ECONOMIC PROFILE OF SAN DIEGO COUNTY (REF HC 108 .S23 D38) - Statistical and narrative information on San Diego County including economic forecasts, trade and labor statistics, and tax and income information.

DICTIONARY OF ACCOUNTING TERMS (REF. HF 5621 S54) – Alphabetically arranged definitions of common and uncommon terms, many with diagrams and tables. List of abbreviations & acronyms and values tables.

DICTIONARY OF BUSINESS & MANAGEMENT (REF. HF 1001 R79) - Over 7500 alphabetically arranged words, terms, and concepts cover traditional and current usages and specialized and general meanings. Foreign words and phrases; historically relevant terms; and commonly used symbols, acronyms, and abbreviations also included.

DICTIONARY OF INVESTING (REF. HG 4513 R67) - Same arrangement as Dictionary of Business & Management but also includes tables of equivalents, simple interest, and foreign exchange at the end.

ECONOMIC INDICATORS (REF HC 101 .A186) - Monthly publication providing current & historical statistics on consumer & business spending, income, & production.

ENCYCLOPEDIA OF ADVERTISING – 3 vols. – Agencies, advertisers, brands, campaigns, market research methods, theory, data gathering, tools, organizations, and important people are covered in alphabetically arranged articles, supplemented by b&w and color photos. Bibliographies are provided for some articles. Appendices (top U.S. advertisers, degree programs, and the Advertising Hall of Fame) and an index are at the end of vol. 3. **REF. HF 5803 A38**

ENCYCLOPEDIA OF AMERICAN BUSINESS (REF. HF 1001 E463) – Principles, concepts, institutions, laws, and issues are covered in alphabetically arranged entries. Further readings at ends of articles and bibliography and index at end of volume augment text.

ENCYCLOPEDIA OF AMERICAN INDUSTRIES (REF. HC102 E53) – 2 vols. – Manufacturing (vol. 1) and non-manufacturing (vol. 2) covered in SIC code order in essays on background and development, current conditions, work force, industry leaders, etc. Sources at end of articles. Graphs in some. Each volume has its own tables of contents: SIC code and industry. Two indexes in each volume: general & by industry.

ENCYCLOPEDIA OF ASSOCIATIONS (REF HS 17 G334) - Provides descriptions of industry, trade, and other types of organizations. Includes address and other contact information, email and web addresses, and lists of association publications.

ENCYCLOPEDIA OF MONEY (REF. HG 216 A43) – Alphabetical entries on money from early barter to credit cards. B&w photos. Bibliography and index.

HISPANIC MARKET HANDBOOK (REF. HC 110 C6 V347) - Information on identifying Hispanic consumers, demographics and trends, cultural aspects and language in marketing, Hispanic media, market research, and case studies. Index at end.

HOOVER'S GUIDES, HANDBOOKS, AND MASTER LISTS (REFERENCE DESK) - Guides and handbooks with alphabetical one-page profiles of U.S. and world companies. Gives company overview, brief history, principal officers, financial information, address, phone & fax numbers, rankings in other sources (e.g. Fortune 500), key competitors, etc. Shorter profiles of other companies filling their criteria and tables of rankings and indexes of brands, companies, people, and places at back. **Master lists** cover basic information on companies, including private and foreign companies doing business in the U.S. Indexes by headquarters location, industry, and stock exchange symbol. Information can also be found online at www.hoovers.com.

MARKET SHARE REPORTER (REF. HF 5410 M35) – Subtitled “An Annual Compilation of Reported Market Share Data on Companies, Products, and Services,” this is topically arranged and quite specialized. A table of Topics” at the front of the volume works like an index by allowing access to the page numbers on which the information being sought appears.

NEW YORK TIMES DICTIONARY OF MONEY AND INVESTING (REF. HG 216 M67) – Subtitled “The essential A-to-Z guide to the language of the New Market,” this is an alphabetically arranged set of definitions supplemented by a “how to use” page at the front and a list of major stock exchanges of the world.

NEWSPAPERS - Wall Street Journal provides business news and information. The New York Times, the Los Angeles Times, and the San Diego Union-Tribune have their own business sections which can be used for supplemental information. Current issues are on the **newspaper display rack**. The Washington Post and the Christian Science Monitor are also good sources of business information on the national, local, and international levels. All these newspapers are available online in **ProQuest Newspapers**. **Passwords** for remote access are available at the Library Reference Desk by showing a current Mesa student ID.

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS) (REF. HC 1041.5 N674 or online at www.census.gov/epcd/www/naics.html) - Provides the code for various industries. See also **Standard Industrial Classification Manual (SIC)**.

NTC'S DICTIONARY OF ADVERTISING (REF. HF 5803 W54) – Terms, abbreviations, and acronyms used in areas like marketing, media, advertising research and planning, copywriting, and publicity and public relations defined.

REAL ESTATE HANDBOOK (REF. HD 1375 H349) - Information on buying and selling, glossary of terms, legislation and regulations, tables, appendices, and index, etc. cover all aspects of real estate.

SAN DIEGO COUNTY BUSINESS DIRECTORY (REF. HC 108 S23z S18) - Divided into 5 sections. Companies alphabetically listed by product or service, including address; company name, providing basic information about each company; city; SIC Code; and product or service, indicating what is imported/exported, if the information is available.

SAN DIEGO COUNTY COMMERCE AND INDUSTRY DIRECTORY (REF HC 108 .S23 S18) - For each business listed, includes detailed company profile, officers, and annual sales and employment information.

SOUTHERN CALIFORNIA BUSINESS DIRECTORY AND BUYERS GUIDE (REF. HF 5065 C2 S66) - Companion to the California Manufacturers Register (above). Basic information about California businesses arranged in three forms: products and services (main section, with its own alphabetical and SIC code indexes at beginning); alphabetical; and geographical, arranged by city. Latter serve as indexes to main section.

STANDARD & POOR'S REGISTER OF CORPORATIONS, DIRECTORS AND EXECUTIVES (REF. HG 4057 A4) - 3 vols. - Alphabetical list of approximately 45,000 corporations, with basic information about each; biographical data on corporations' officers; various indexes arranged by SIC code, geographic location, parent company, etc.

STANDARD & POOR'S INDUSTRY SURVEYS (REF HC 106.6 .S74) - Includes information on over 1200 major companies as well as industry analyses and trends.

STANDARD INDUSTRIAL CLASSIFICATION MANUAL (SIC) - (REF. HF 1042 S73 or online at www.census.gov/epcd/www/naics.html) - Provides the code for various industries. See also **North American Industry Classification System (NAICS)**.

STATISTICS - Library also has wide range of statistical resources that can be used as part of any research for business. American Incomes: Demographics of Who Has Money, the San Diego County Bioscience Directory, Handbook of U.S. Labor Statistics, Business Organization & Agencies Directory, the Statistical Abstract of the United States, and World Chamber of Commerce Directory are among sources available.

SURVEY OF BUYING POWER AND MEDIA MARKETS (REF HC 110 .C6 S85) - Issued annually in September as supplement to Sales and Marketing Management. Includes national, regional, and local market information, market rankings, and 5-yr market projections. Also includes **Buying Power Index (BPI)**. Some years available in Proquest database.

U.S. BUSINESS COMMUNICATIONS DIRECTORY (REF. HF 5035 U16) – Alphabetical listing of over 160,000 large and medium-size companies and important government offices and institutions. Provides addresses, telephone numbers, fax numbers, sales volumes, employee sizes, SIC code and description (where available), and contact names. Related volume is West Coast Business Communications Directory (REF. HF 5050 W47).

U.S. INDUSTRY & TRADE OUTLOOK (REF. HC 106.5 A17) - Analyses of major U.S. industries, industry-specific outlooks for international trade, domestic and global economic activity, and industry trends (illustrated by copious charts and graphs. Some industries covered include electricity production and sales, petroleum refining, construction, textiles, microelectronics, environmental technologies, aerospace, information services, computers, space commerce, telecommunications, entertainment, apparel, automobiles, consumer products, health care, and travel and tourism. Index at end.

VALUE LINE (REF. HG 4530 V3) - Weekly loose-leaf service providing one-page summaries of history and present conditions of companies, evaluations of leading stocks, and economic forecasting. Part I contains stock summaries for week and acts as index to Part III. Part II provides investment advice. Part III, provides most recent "Ratings and Reports" in given industry and individual companies in that industry.

For web sites, see **A Selection of Business Resources on the Web** handout. Use *SANDY PAC* to find all books, periodicals, and audio-visual materials available at Mesa. *PROQUEST* and *EBSCOHOST* list magazine, journal, and newspaper articles in a variety of subject areas.

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