



Cybertour: Top Tips for Business Research

**Mary Ellen Bates
Bates Information Services
BatesInfo.com / extras**



**Cybertour at
Computers in Libraries
April 11, 2011
Washington, DC**


2



Where to start

- "Investor Relations"
- "Financial Information"
- "Shareholder Information"
 - Even if private

3



Private or public

- They all have stakeholders
 - Customers
 - Vendors / suppliers
 - Dealers / distributors
 - Partners / joint ventures
 - Contractors / outsourcers

4



I ♥ Edgar

- Not just for insomnia
- Use 10K to learn about *private* competitors
- Risk factors ("MARTHA STEWART WILL CONTROL OUR COMPANY")
- The straight dope on financials
- Red flags


5



Monitoring who's talking

- What are company employees saying?
 - Monitor association web sites, to see conference speaker lists
 - Glassdoor.com, vault.com
- Where is the company exhibiting?
 - Can someone pick up literature for you?

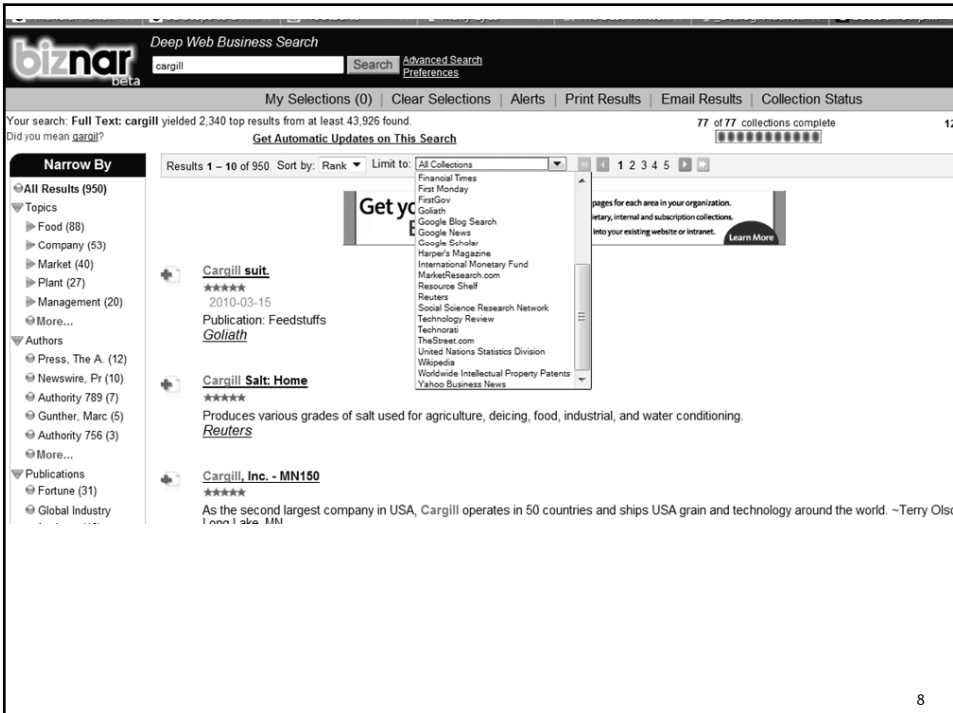
6



Biznar.com

- Business portal
- Federated search of blogs, publications, web sites, SEC, USPTO, etc.
- Free, fee and registration

7



biznar Deep Web Business Search

cargill Search Advanced Search Preferences

My Selections (0) Clear Selections Alerts Print Results Email Results Collection Status

Your search: Full Text: **cargill** yielded 2,340 top results from at least 43,926 found. 77 of 77 collections complete 124

Did you mean [garqil?](#) Get Automatic Updates on This Search

Narrow By

- All Results (950)
- Topics
 - Food (88)
 - Company (53)
 - Market (40)
 - Plant (27)
 - Management (20)
 - More...
- Authors
 - Press, The A. (12)
 - Newswire, Pr (10)
 - Authority 789 (7)
 - Gunther, Marc (5)
 - Authority 756 (3)
 - More...
- Publications
 - Fortune (31)
 - Global Industry

Results 1 - 10 of 950 Sort by: Rank Limit to: All Collections

- Financial Times
- First Monday
- FirstGov
- Goliah
- Google Blog Search
- Google News
- Google Scholar
- Harper's Magazine
- International Monetary Fund
- MarketResearch.com
- Resource Shelf
- Reuters
- Social Science Research Network
- Technology Review
- Technorati
- TheStreet.com
- United Nations Statistics Division
- Wikipedia
- Worldwide Intellectual Property Patents
- Yahoo Business News

Carqill suit.

2010-03-15
Publication: Feedstuffs
[Goliah](#)

Carqill Salt: Home

Produces various grades of salt used for agriculture, deicing, food, industrial, and water conditioning.
[Reuters](#)

Carqill, Inc. - MN150

As the second largest company in USA, Cargill operates in 50 countries and ships USA grain and technology around the world. ~Terry Olson
L... I... aka MN

8



BestBizWeb.com

- Free e-newsletter and archive
- Reviews 3 web resources / month
- Can't search archive directly
 - Google: `site:bestbizweb.com`

9

SITE: How to Research an Unknown Online Retailer

URL: <http://consumerist.com/2008/04/how-to-research-an-unknown-online-retailer.html>

CATEGORY: Company Research

PURPOSE: This site includes tips, sources, sites, and strategies for finding information about an unknown company.

FEE/FREE: FREE

SOURCE CHECK: The consumerist is part of Consumer Media, LLC, a subsidiary of Consumers Union, the publisher of *Consumer Reports* and ConsumerReports.org.

OUR VIEW: We really like this site. While the tips and sites are geared toward digging up and checking into shopping-related sites on the web, many of the sources and methods can be used to help verify the reliability and reputation of other types of businesses. Be sure to pay attention to all the useful "comments" as well, as there are additional interesting ideas passed along by the readers. *Consider this site if you need to learn about an unknown firm, especially those you find on the internet.*

10



Look for company groups

- **Official, alumni, fan/yuck groups**
- **LinkedIn, FaceBook, Ning, etc.**

- **Company profile sites**
- **Vault.com**

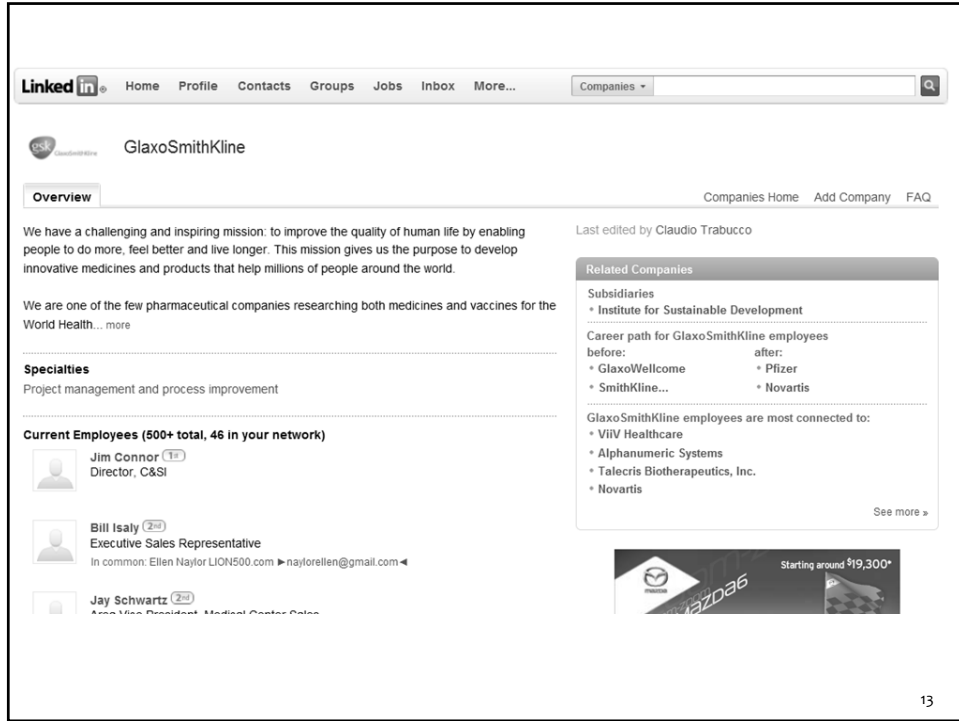
11



LinkedIn.com

- **Search by company name to learn:**
 - **Employee demographics**
 - **Who's in your network**
 - **Former employees**
 - **New hires**
 - **Recent promotions/changes**
 - **Who employees are networked with**
 - **Where people were hired from**
 - **Where people go after working there**

12



LinkedIn Home Profile Contacts Groups Jobs Inbox More... Companies

GlaxoSmithKline

Overview Companies Home Add Company FAQ

We have a challenging and inspiring mission: to improve the quality of human life by enabling people to do more, feel better and live longer. This mission gives us the purpose to develop innovative medicines and products that help millions of people around the world.

We are one of the few pharmaceutical companies researching both medicines and vaccines for the World Health... more

Specialties
Project management and process improvement

Current Employees (500+ total, 46 in your network)

- Jim Connor** (1st)
Director, C&SI
- Bill Isaly** (2nd)
Executive Sales Representative
In common: Ellen Naylor LION500.com ▶ naylorellen@gmail.com ◀
- Jay Schwartz** (2nd)
Assoc. Vice President, Medical Center Sales

Last edited by Claudio Trabucco

Related Companies

Subsidiaries

- Institute for Sustainable Development

Career path for GlaxoSmithKline employees

before: after:

- GlaxoWellcome • Pfizer
- SmithKline... • Novartis

GlaxoSmithKline employees are most connected to:

- Viiv Healthcare
- Alphanumeric Systems
- Talecris Biotherapeutics, Inc.
- Novartis

See more »

Starting around \$19,300*



Not-so-common sources

- **Market research reports**
 - Browse the ToCs for valuable info

Global Biometric Forecast to 2012
 RNCOS
 September 1, 2008
 100 Pages - Pub ID: CICQ1875544

US \$2,000.00 Online Download

Abstract | **Table of Contents**

1. Analyst View
 2. Introduction to Biometrics
 2.1 Overview
 2.2 How it Works?
 2.3 Key Growth Factors

3.3 Biometric Technologies
 3.3.1 Fingerprint Recognition
 3.3.2 Facial Recognition
 3.3.3 Iris Recognition
 3.3.4 Hand Geometry
 3.3.5 Voice Recognition
 3.3.6 AFIS
 3.3.7 Multimodal Biometrics

3.4 Biometric Applications
 3.4.1 Civil Identification
 3.4.2 Criminal Identification
 3.4.3 Consumer Identification
 3.4.4 Access Control/Attendance
 3.4.5 Device/System Access
 3.4.6 Surveillance

3.5 Biometric Verticals & Country Level Initiatives
 3.5.1 Law Enforcement
 3.5.2 Government
 3.5.3 Banking & Finance
 3.5.4 Healthcare
 3.5.5 Transportation
 3.5.6 Retail
 3.5.7 Others

Home > Search Results > Report Information Email a colleague | Printer format

The Global Biometrics Market
 BCC Research
 December 15, 2007
 165 Pages - Pub ID: WA1645109


United States Dollars

Abstract | **Table of Contents** | **Search Inside this Report** | **Related Reports**

INTRODUCTION
 STUDY GOALS AND OBJECTIVES
 REASONS FOR DOING THIS STUDY
 CONTRIBUTIONS TO THE STUDY AND FOR WHOM
 SCOPE AND FORMAT
 METHODOLOGY
 INFORMATION SOURCES
 RELATED BCC RESEARCH REPORTS

COMPANY PROFILES
 AUTHENTEC
 BIOMETRIKA
 BIOSCRYPT, INC
 COGENT SYSTEMS
 COGNITEC SYSTEMS GMBH
 CROSS MATCH TECHNOLOGIES
 DAON
 DIGITALPERSONA
 FUJITSU
 IMAGWARE SYSTEMS, INC
 L-1 IDENTITY SOLUTIONS, INC.
 LUMIDIGM
 MOTOROLA
 NEC
 NITGEN CO.
 NUANCE
 PAY BY TOUCH
 PAY BY TOUCH (CONTINUED)
 PRECISE BIOMETRICS AB
 SAFLINK CORP.
 SAGEM MORPHO
 UNISYS CORP
 UPEK, INC

16



Not-so-common sources

- **Government agencies**
 - Economic Census, Fedstats, Intl Trade Administration, etc.
 - Fed govt "RSS Library" at snurl.com/ifbg
 - US Statistical Abstract (!)
- **LoC has fabulous biz portal**
 - www.loc.gov/rr/business/

17

The Library of Congress >> Especially for Researchers >> Research Centers

Business Reference Services

SCIENCE, TECHNOLOGY & BUSINESS DIVISION

Home >> Indexes, Bibliographies, and Guides Find in Business Reference Pages

Indexes, Bibliographies, and Guides

[Guide to Finding Business Information at the Library of Congress](#)
This publication describes selected print resources in accounting, company and industry information, entrepreneurship, international trade, statistics, business education, regional economic information, non-profit organizations and trade associations, and the federal budget and expenditures. For more in-depth treatment of these and other topics, and for information on related Internet resources see the specialized guides below.

[Specialized Business Guides](#)
Guides to print publications, subscription databases, and selected freely available Internet sites which are useful for researching a variety of business topics.

[Subscription Databases for Business and Economics Research](#)
Use of the subscription resources listed in this guide is limited to users on site at the Library of Congress.

[Subject Guides to Internet Resources](#)
Links to freely available Internet resources on business and economics topics arranged by subject.

Specialized Business Guides

[A - Z Index of the Business Reference Services Web Site](#)

[Accounting \(A BRS Assist Guide\)](#)
A short bibliography listing selected resources for starting your research. See also the more extensive BRS Accounting & Auditing guide.

[Accounting & Auditing](#)

[African American Business Resources](#)

[African Business Guide](#)

[Asian Business Information Sources](#)

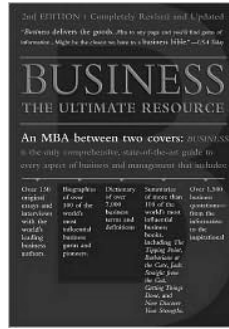
18



Books I rely on



**Encyclopedia of
Business Information
Sources, 27th edition**



**Business: The Ultimate
Resource, 2nd edition**

Mary Ellen Bates

Mary Ellen Bates is the owner of Bates Information Services, providing business research to business professionals and special librarians, and consulting and training services to the information industry. She provides half- and full-day workshops on effective online research, adding value, and other topics related to knowledge work.

She is a frequent keynote speaker, and is the author of six books and innumerable articles on the information industry.

Mary Ellen offers two free email monthly newsletters:

“Bates InfoTips” (BatesInfo.com/tips) and

"Info-Entrepreneur Tip of the Month" (BatesInfo.com/ie-tips)

If you would like to subscribe to either, just ask (mbates@BatesInfo.com)

She also blogs, at [www.Librarian Of Fortune.com](http://www.LibrarianOfFortune.com)

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