

ENTERPRISING RURAL FAMILIES INDUSTRY RESOURCE LIST

Source: public libraries; Small Business Administration resource center; Small Business Development Center libraries; university libraries; U.S., state, local governmental offices; trade and industry associations; Internet websites, etc.

ABI/Inform. Journal index. An excellent database covering the literature of management and marketing. It has many full text records, and an extensive indexing system. Available through FirstSearch Basic from 1971.

Academic Universe. Journal index. Choose Industry and Market News.

Advertising Age. Special issue in September of each year called *100 Leading National Advertisers*. Includes information on products, expenditures and return on advertising expenditures.

Almanac of Business and Industrial Financial Ratios. Provides industry-wide ratios for comparison.

American Statistics Index. Congressional Information Service. Indexes statistical publications of federal agencies. A useful starting point for obtaining market data.

Ayer Directory of Publications. Ayer Press. Comprehensive listing of newspapers, magazines, and trade publications for the United States, Canada, Bermuda, Panama, Philippines, and Bahamas.

Business & Industry Index. Journal index. Accessed through FirstSearch Premium. B&I has excellent abstracts and advanced searching capabilities.

Business Conditions Digest. Bureau of the Census. Indicators of business activity in table form. Monthly.

Business Cycle Developments. Bureau of the Census - Seventy business activity indicators key to general economic conditions. Monthly.

BusinessFile ASAP. Journal index. It is excellent for general business, company and industry information. Some full-text.

Business Periodicals Index. May be in hard copy or computerized. A cumulative subject index to articles on business topics found in magazines.

Census of Construction Industries. U.S. Government Printing Office. Contains data on employees, payroll, receipts, expenditures, assets, depreciation, project locations, and ownership of firms with 10 or more employees.

Census of Manufacturers. U.S. Government Printing Office. Contains data on employment, hours, payroll, inventories, assets, expenditures, costs, contract work, product shipments, and selected characteristics of manufacturing industries with 10 or more paid employees.

Census of Retail Trade. U.S. Government Printing Office. Contains data on kind of business, sales, payroll, organization, employees, and specialized data for different business classifications that sell merchandise to the general public for personal or household consumption.

Census of Service Industries. U.S. Government Printing Office. Contains data on revenue, payroll, expenses, employment, organization and specialized data for services such as hotels, motion picture industry, legal services, health services, engineering and architectural services.

Census of Transportation. U.S. Government Printing Office. Contains information on physical and operations characteristics of the nation's private and commercial truck resources, use, annual mileage, year, model, vehicle size, etc. Data on volume and characteristics of commodity shipments, including type, weight, and value of products shipped by means of transport, and areas of origin and destinations. Data on employment, expenditures, payroll, expenses, etc. for motor carriers not subject to ICC regulation and public warehousing as defined by Standard Industrial Classification (SIC) codes.

Chamber of Commerce. Chambers of commerce may have research information concerning the local area.

County Business Patterns. Useful for analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas and budgets, analyzing the industrial structure of regions, and making basic economic studies.

County and City Data Book.

Current Business Reports. Provides the most current statistics available on retail and wholesale trade, sales, inventories, and accounts receivable.

D & B Business Rankings. You can roughly calculate market share by dividing a company's sales by the total market sales.

Data Sources for Business and Market Analysis. Marketing information available from and/or relating to trade associations, advertising media, mailing lists, periodicals, abstracts and indexes, information centers, and business firms.

Demographics USA. County Edition. This is put out by *Sales & Marketing Management* as a summary for the year.

DIALOG @ CARL Journal index. Over 300 databases, choose Business & Industry then Industry & Markets. Great source for newspapers.

Directories in Print. Directories can help you find companies, industry information, products and other information on a wide variety of subjects.

Directory of Business Periodical Special Issues. Many journals have special issues dealing with industries or products.

Economic Indicators. U.S. Government Printing Office. Lists key economic indicators of general business conditions, such as Gross National Product and personal consumption. Monthly.

Encyclopedia of Associations. Lists names, addresses, officers, activities, publications of national offices of trade associations. Trade associations frequently have all the market research information a business owner might need.

Entrepreneur. This magazine has business news and features for entrepreneurs. Articles feature new ventures and management of small businesses.

Fand's Index. Detailed index on business-related subjects. Info on companies, industries and products from business-oriented newspapers, trade journals, financial publications and special reports.

Hoover's Guide to Private Companies. One page per company, with statistics and a list of major competitors.

How To Find information About Companies. Guide to company information sources, including federal and state agencies, trade and professional organizations, industry sources, and services and databases.

In-Business. This magazine specializes in helping business owners manage a smaller, environmentally sound, company successfully, plus "how-to" articles and people profiles.

INC. This magazine is dedicated to growing companies.

Industry Norms and Key Business Ratios. Provides industry-wide ratios for comparison.

Journal of Small Business Management. This magazine is the official publication of the International Council for Small Business and the Small Business Directors Association. It is dedicated to development of small business.

Key Business Sources of the U.S. Government. A clear guide to the most commonly used documents for business, written by librarians.

Lifestyle Market Analyst. Combines demographic characteristics with consumer behavior patterns.

Market Analysis: A Handbook of Current Data Sources. Nathaniel Frank. Sources of secondary information.

Market Share Reporter. A compilation of charts and lists of market share information from a wide variety of sources. It always cites the source of the information.

Markets of the U.S. for Business Planners. Profiles of 183 U.S. urban economies.

Measuring Markets: A Guide to the Use of Federal and State Statistical Data. U.S. Government Printing Office.

Million Dollar Directory. Lists information about companies with gross sales of \$1,000,000 or more. Includes address, names and titles of key executives and gives a general description of the company.

Moody's Industrial Manual. Information on selected companies' products, history, merger and acquisition records, principle plants, offices and properties. Seven years of financial and statistical records.

National Trade and Professional Associations. Lists trade associations which may have specific information about the industry.

Nation's Business. This magazine is designed to provide information on health, finance, business trends and management techniques.

Newspapers. Many of the large newspapers have marketing research departments which may sell publications applicable to the local areas.

Patent Depository Library. The Wyoming Patent Library is located at the Natrona County Library.

Predicasts. Predicasts, Inc. Abstract on products and industries, giving forecasts and market data from business and financial publications.

Rand McNally Commercial Atlas and Marketing Guide. Gives demographics, transportation routes and much more.

Robert Morris Annual Statement Studies. Provides industry-wide ratios for comparison.

Sales & Marketing Management This journal publishes several special issues each year. The July issue has geographic sales information; October deals with projections of population, income and sales.

Simmons Reports. Provides demographic customer profiles for purchasers of consumer products.

Small Business - An Information Sourcebook. Contains a list of various literature for entrepreneurs and brief summaries of the content of each.

Small Business SourceBook. Contains information on various types of business, including start-up information, trade associations, organizations of interest, educational programs, reference works, sources of supply, statistical sources, trade periodicals, consultants, and other sources of information.

Small Business Tax Review. This magazine provides information on a variety of tax issues and developments affecting small businesses. It contains a brief review of the month's tax news, an analysis of law changes, and tax tips.

The Source. Publication of the National Small Business Development Center Research Network. Maintains SBDC library of resources and a data base. National SBDC Research Network, State University of New York.

Sourcebook of Zip Code Demographics. Arranged by state, then zip code. Includes housing profile, income data.

Standard and Poors Industry Survey. Current surveys of industries and a monthly "Trends and Projections" section useful in forecasting market factors.

Standard Directory of Advertising Agencies. Commonly known as the "Red Book." Gives background on advertising agencies and who they represent.

Standard Rate and Data Service. Multiple volume set which gives information on costs, readership, advertising rates, demographic information and more about media outlets.

Statistical Abstract of the United States. U.S. Government Printing Office. Good initial reference for other secondary data sources. Data on social, economic, industrial, political and demographic subjects.

Statistics Sources. Provides sources for industrial, social and other statistics.

SuperBrands. America's top 2000 brands by industry categories.

Survey of Buying Power. Sales and Marketing Management Magazine. Reports population, effective buying income, and retail sales estimates. Gives metro market projections.

Survey of Current Business. U.S. Government Printing Office. Presents indicators of general business, personal consumption expenditures, industry statistics, domestic trade, earnings, and employment by industry. Monthly.

Thomas Register of American Manufacturers. Annual national directory of manufacturers. Includes price lists, catalogs, and cross-references.

Ulrich's Index of specialized newsletters and trade journals.

U.S. Industrial Outlook Overview of the nation's industries presenting basic current data on most manufacturing and non-manufacturing industries, with expert analysis, inter-industry comparison, and five to ten year forecasts. Useful in forecasting specific marketing factors of a market analysis.

Value Line. Discussion of current developments in the industry, composite statistics and an assessment of investment opportunities in the industry.

Wall Street Journal Index. General news by subject as it occurred in the Journal. Monthly.

Wards Business Directory. Lists companies by SIC, ranks them and provides sales by company and industry.

Wyoming Business Directory. Directory of the manufacturing and mining firms in Wyoming. Listed alphabetically by geographic location and by Standard Industrial Classification (SIC) code, giving the name of the firm, address, phone, number of employees, and brief description of the firm. Useful to determine competitors or potential customers.

INTERNET RESOURCES

Advertising Age. <http://www.adage.com>

American Demographics Marketing Tools. <http://www.marketingtools.com>

Institute of Management and Administration. <http://www.ioma.com/>

Penn Library. <http://www.library.upenn.edu/resources/subject/business/subject-business.html>

University of Texas Advertising World. <http://advertising.utexas.edu/world/>

U.S. Census. <http://www.census.gov/>