

Researching Companies Online RT Library June 2009

CASE STUDY #1: Snack Factory, NJ

Google search of company name

Analyze company website (about us, mission, investor relations)

Company Insight Center

Business Week Search 42,000 public and 322,000 private companies worldwide. Find stock quotes and news, financials and key competitors. Research compensation figures, biographies

HOW TO SEARCH—On *Companies* tab, scroll to bottom of webpage to alphabetical listing. Select letter, region, enter company name, Public or Private

<http://investing.businessweek.com/research/company/overview/overview.asp>

Vault <http://www.vault.com/index.jsp>

Best 1st stop for large company, industry and salary info, plus message boards and blogs. Free or paid upgrade

1) Search alpha company name; 2) Search Food & Beverage Firms in NJ

Reference USA

Free Business Database Access from Library or from Home with Library Card

Go to www.rtlibrary.org Research Tools page, Click Reference USA

1) Do a **Quick Search** entering company name and NJ

Thomas Register Online Free Basic Listing of Manufacturers, Distributors

<http://www.thomasnet.com/>

NJ Biz.com <http://www.njbiz.com/default.asp>

Search archives by keyword for full-text articles from magazine back to 1998- **Free**

Inc 500 5000 List (2008) Fastest Growing Private companies
<http://www.inc.com/inc5000/>

Search for Newspaper Articles

EBSCO online database

Go to www.rtlibrary.org Research Tools, Need Library Card # from Home
Select Business Source Elite, Regional Business news, Master File Premier
1) Enter keyword as company or industry name
2) Enter "Snack Factory" AND NJ

Industry Info (Snack Food Manufacturing)

Hoover's <http://www.hoovers.com>

Good free industry and company overviews, but fees for full info

CASE STUDY #2 Johnson & Johnson \$62B

Yahoo Finance <http://finance.yahoo.com/>

Good for financial trend and current info

WetFeet <http://www.wetfeet.com>

Profiles of industries, careers and companies with targeted info for new grads, MBAs, and experienced hires

Check Pharmaceutical Industry profile info for Johnson & Johnson

Free online copies of Annual Reports

IRIN Investor Relations Information Network

search by symbol or company name

<http://www.irin.com/cgi-bin/main.cgi?index=main>

TRY Ticker Symbol JNJ for Johnson & Johnson and click link above

Largest Private Companies list (Nov. 2008) Forbes Annual

http://www.forbes.com/2008/11/03/largest-private-companies-biz-privates08-cx_sr_1103private_land.html

Try Bloomberg #59 in NJ (page 11 in above article)

Search for Non Profit organization information

www.guidestar.org Research Bridges of Summit, NJ aka Outreach, Inc.

How to Sleuth a Job Ad

What if there's no company name or website listed in the ad?

If there's a telephone or fax number, go to Google and type it in the Search Box

Try 973-625-0567 and 973-983-0888

Try Fax 973-983-1333

Try faxing a blank paper to the number and watch fax receipt for info on the recipient

If you have the Street Address

Free Reverse Phone or Address Lookup from White pages or 411

<http://www.whitepages.com/>

<http://www.411.com/>

U.S. Postal Service PO Box –Public Information if registered to a company
Need to request information via form filed with postmaster

<http://www.usps.com/foia/faq.htm>

If a Private PO Box, Need a Paid Investigator to research PO

How to find an Email address for free

http://www.ehow.com/how_4902834_email-address-free.html

http://www.emailaddresses.com/email_find.htm

More Practice on Reference USA

Do Look up for these 2 NJ Companies

Atlantic Health

Panther Technologies

HOW TO SEARCH on Reference USA Using a SIC Code

How to find Standard Industrial Classification codes (SIC)

<http://www.census.gov/epcd/www/sic.html>

Lookup by keyword to get SIC <http://www.osha.gov/pls/imis/sicsearch.html>

Sleuthing Information on Employer Contacts

Job Search Intelligence

<http://jobsearchintelligence.com/jobseekers/index.php>

Information on People

Zoom infoFree in-depth profiles on 45 million people and 5 million companies worldwide

<http://www.zoominfo.com/>

Using Networking Sites, eg. LinkedIn

How to Use LinkedIn to Research a Prospective Employer

www.ehow.com/how_2030933_use-linkedin-research.html

For More Information

INFO ON NJ BASED COMPANIES

NJ Top 100 Private Companies

http://www.njbiz.com/db/docs/NJBIZTop100_2007.pdf

163 on Inc top 500 list from NJ

<http://www.inc.com/inc5000/2008/advanced-search.html?state=NJ&year=2008&name=Company+Name>

Top 100 NJ Companies based on # of NJ Employees (annual Star Ledger list)

<http://careerservices.rutgers.edu/pdf/Top100Employers.pdf>

NJ.com Employer Directory (93 companies) and industry info

<http://jobs.nj.com/careers/employerDirectory>

NJ Biz: Best Places to Work annual survey

<http://bestplacestoworkinnj.com/>

100 Best Companies to work for: Fortune's 2009 List for NJ

<http://money.cnn.com/magazines/fortune/bestcompanies/2009/states/NJ.html>

<http://money.cnn.com/magazines/fortune/bestcompanies/2008/states/NJ.html>

Morris County Library is an Excellent Resource for Business Reference Research

<http://www.gti.net/mocolib1/company.html>

<http://www.gti.net/mocolib1/ref/companyjob.html>