Resources for LaunchU (WT 2015)
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Encyclopedias, Directories, Handbooks

Gale Virtual Reference Library, relevant titles include:
- Business Plans Handbook
- Encyclopedia of Global Industries
- Encyclopedia of American Industries

Encyclopedia of Associations: Gale 2011
Directory listings for national organizations of the U.S. and for int’l organizations; search by keyword; listings include founding, description, awards, membership, conventions, publications, committees, budget, contact information, etc.

Europa World Year Book, 2014
Print: Main Ref Desk JN1.E85 (2014)
Profiles for every country, includes population, climate, language, religion, contemporary political history, and directories of government, media, and business and commerce.

Business Information (Company Info., Market Research, Industry Analysis)

Business Source Complete

- Comprehensive research database for all types of business research;
  - Trade journals
  - Company profiles
  - Country reports
  - Financial data
- Industry reports
- Market research
- Entrepreneurship
- Analysis

Tip: Use tabs on the left to limit results by document type

Factiva - Company / Industry info.
In the top menu, choose Companies/Markets; search by company or choose an industry snapshot, stock quotes and custom stock price charts.

LexisNexis Academic - Business
“Company Dossier” searches a large directory of companies; identify competitors, affiliates, etc; create a customized exportable list of companies based on your criteria (geographic, specific industry or sub-industry (by NAICS / SIC code) sales, revenue, number of employees

Small Business Administration
US Federal Government portal to government information supporting small businesses
Statistics / Data / Demographics

*Business Statistics of the United States*, Bernan Press
  Data for national economic trends, state-level data, and profiles of industries
  Main Reference HC101.A13122
  ebook available for old 2004 edition

*Patterns of economic change by state and area: income, employment, & gross domestic product*, Bernan Press, 2014
  Main Reference HC106.84.P38

*Statistical Abstract of the United States* 2015 (web)
  ProQuest Statistical Abstract of the United States (began in 2013)
  Print: Main Reference HA202.U5

*Social Explorer*
  Demographic and socio-economic data; can be used to create custom charts and maps

US Census Bureau data
  *American Factfinder* (demographic data by geographic area, incl. city, zip code, state, county and state)
  *State and County QuickFacts*

*Data-Planet* (Campus-wide trial through Feb 27, 2015, please provide feedback; jstarkey@oberlin.edu)
  Repository of statistical content with more than 5,000 datasets from hundreds of sources, US and International, containing billions of data points presented in different views (maps, trends, tables, rankings). All of the data have been standardized, structured, and described.

*ProQuest Statistical Insight*
  Search engine for published data, and data analysis, from US government sources, states, private organizations and intergovernmental bodies

*Statistical Yearbook* (United Nations)
  Main Reference HA12.5 .U63 (current ed. covers 2011 data)
  PDF version
  Population, production, energy, social stats, health, nutrition, gender, communications, labor, agriculture, manufacturing, finance, environment, economic relations

*Economic Census*
  Conducted every 5 years; parts of 2012 Economic Census have released, 2007 data is available.
  This data can be used to compare businesses, find economic and industry data for communities, and identify potential markets. (Further info on how to use economic census)
News

Factiva
Search engine of aggregated news stories from thousands of news sources around the world; includes filters for company, industry, country, state, city, region, subject, news source, subject

New York Times (full access paid for by Oberlin College)
If you are new to campus or have not previously registered for Oberlin's institutional NYTimes access
* While on campus and connected to the Oberlin’s network, visit [http://www.nytimes.com/grouppass](http://www.nytimes.com/grouppass)
* Create an account (claim a Pass) using your Oberlin.edu email address.
* You have successfully claimed a Pass when you see the Start Your Access screen.
* The Pass will be good for 364 days (at which time you can reactivate your Pass).
Once registered you’ll be able to access NYTimes.com by logging into your account from any computer/tablet/device you use.

Wall Street Journal

The Economist

Inc. Magazine

Researching Funding Sources

Foundation Center Directory Online
Online directory that includes profiles of grantmakers by geography, subject/issue, type of support. To get access, contact a reference librarian: reference@oberlin.edu or stop by the Research Desk. A reference librarian will log you in.

Foundation Grants to Individuals / Foundation Center (23rd ed., 2014)
Main Reference LB2336 .F59
Information about foundations that provide funding opportunities for individuals in the areas of: Education, Arts and Culture, and Research. It contains seven different indexes: Subject Index, International Giving, Geographic Index, Specific School Index, Grantmaker Index, Type of Support, and Company Name Index.