Resources for LaunchU (WT 2016)
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3-minute brainstorm: what information do you need?

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* = Resources licensed by the library for campus use, not free on the web

Business research databases

Business Source Complete*
Comprehensive research database for all types of business research;

Trade journals	Market research
Industry reports	Company profiles / SWOT Analyses
Country reports	Entrepreneurship
Financial Data	Business Analysis

Factiva*
News: search engine of thousands of news sources around the world includes filters for company, industry, country, state, city, region, subject, news source, subject
Company and Industry info: - in the top menu, choose Companies/Markets; search by choose an industry snapshot, stock quotes and custom stock price charts
**NOTE: Factiva subscription allows only 3 simultaneous users from Oberlin

Lexis-Nexis Academic – Company Dossier*
Company Dossier is a large directory of companies , organized by industry and sub-industry;
Identify competitors, affiliates, etc;
Find executives (some profiles connect to LinkedIn)
Create customized list of companies by criteria (geography, industry or sub-industry, by NAICS / SIC code, sales, revenue, number of employees)

News Resources

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. Includes **Wall Street Journal** back to 1984

NYTimes.com * Full access paid for by Oberlin College) If you are new to campus or have not previously registered for Oberlin's institutional NYTimes access

> **Instructions to create an free account:** While on campus and connected to the Oberlin's network, visit http://www.nytimes.com/grouppass . Create an account (claim a Pass). 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.

New York Times Historical * (searchable page scans, 1851-2012)

The Economist * Economist.com access is unlimited on campus via library subscription

Readers Guide Abstracts * – Search articles in popular newsstand magazines

Data and Statistical Resources

UNITED STATES

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

Statistical Abstract of the United States *
Selected commonly used statistical tables, organized by topic, the site is searchable by keyword

American Factfinder
United States demographic data by geographic area: city, zip, state, county and state
	see also: **State and County QuickFacts**

Economic Census of the United States
Conducted every 5 years; most of the 2012 Economic Census has 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 the economic census)

INTERNATIONAL

Data-Planet *
Largest harmonized repository of data 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) -- Includes LOTS of consumer spending data for the United States.

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

[UN Statistical Yearbook](#)
International statistics covering population, production, energy, social stats, health, nutrition, gender, communications, labor, agriculture, manufacturing, finance, environment, economic relations

[Google Trends](#)
Visualization tool of aggregate google searches, tracking relative search frequency back to 2004

[Statista.com](#)
Subscription based web site with lots of market research data, tables and analysis.   A Limited amount of content is available for free. If you use this resource and are interested in the full version, please let me know. This is a resource we might be able to consider adding, and if we hear from our library users that builds the case for it.

Encyclopedias / Directories

[Encyclopedia of Associations](#) *
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](#), 2015 *
Profiles of every country, includes population, climate, language, religion, contemporary political history, and directories of government, media, and business and commerce.

Researching Funding Sources

[Foundation Center Directory Online](#) *
Online directory that includes profiles of grantmakers by geography, subject/issue, type of support. To get access a reference librarian will enter our login information for you (can only be used in person, when a reference librarian is available)

Foundation Grants to Individuals / Foundation Center (23rd ed., 2014)
PRINT BOOK location: Main Reference LB2336 .F59 Information about foundations that provide funding opportunities for individuals in the areas of: Education, Arts and Culture, and Research