

## Conducting Company Research

<http://www.library.kent.edu/>

### What kind of company is it?

#### Public or Private?

Public companies are corporations whose stock shares are sold to the general public through a stock exchange such as the New York Stock Exchange. Disclosure of financial information is regulated by the Securities and Exchange Commission.

Private companies do not sell stock to the general public. They may exist in the form of sole proprietorships, partnerships, limited liability companies or corporations. Private companies are not required by law to disclose financial information.

Form of ownership is not always easy to guess. Large, well known companies, such as Hallmark Cards or Mars Incorporated, may be private; smaller local companies may be publicly owned.

#### Parent or Subsidiary?

Subsidiary companies or divisions may appear to operate independently, but are owned in whole or in part by a larger company, the "parent". If the parent company is publicly traded, it is only required by law to report financial information on a consolidated basis. Information about a subsidiary is likely to be associated with its parent company.

In general, information on small public companies, private companies and subsidiaries is minimal and difficult to locate.

### Finding the Stock (Ticker) Symbol

<http://finance.yahoo.com/> > Symbol Lookup  
<http://www.marketwatch.com> > Find Symbol

### Profiles / History

#### Print

- International Directory of Company Histories – MAIN Ref. HD2721 .D36x
- Company Profiles for Students – MAIN Ref. HG4057 .A35
- Encyclopedia of Corporate Names Worldwide – MAIN Ref. HD69 .B7 R66 2002
- Notable Corporate Chronologies – MAIN Ref. HG4009 .N68

#### Electronic

- Business Source Premier > Company Profiles
- Standard & Poors NetAdvantage > Companies
- LexisNexis Academic > Business > Company Profiles

## Directories of Public and Private Companies

### Print

- D&B Million Dollar Directory - MAIN Ref. Index Table 2B
- Mergents Handbook of Common Stocks - Ref HG4501 .M59 2004
- Hoover's Billion Dollar Directory – MAIN Ref. Index Table 2B HF5035 .H66
- Ward's Business Directory of U.S. Private and Public Companies - MAIN Ref. Index Table 2B
- Hoover's Masterlist of U.S. Companies - MAIN Ref. Index Table 2B
- Headquarters USA - MAIN Ref. Index Table 2B
- Corporate Yellow Book - MAIN Ref. Index Table 2B
- Directory of American Firms Operating in Foreign Countries – Ref. HG4538 .A1 D5 2003

### Electronic

- Reference USA

## Directories of Subsidiaries

- America's Corporate Families, includes international affiliates. – MAIN Ref. Index Table 2B
- Corporate Affiliations – MAIN Ref HG4057 .A219 2002

## Directories of International Companies

- Directory of Multinationals – MAIN Ref. qHD2755.5 .S78 1998
- Directory of Foreign Firms Operating in the United States - MAIN Ref. Index Table 2B
- Europe's 15,000 Largest Companies – MAIN Ref. Index Table 2B
- Hoovers Handbook of World Business - MAIN Ref. Index Table 2B
- World Business Directory - MAIN Ref. Index Table 2B
- D&B Principal International Businesses - MAIN Ref. Index Table 2B

## Specialized Directories

- Ohio Manufacturers Directory - MAIN Ref. Index Table 2B
- Directory of Service Companies - MAIN Ref. Index Table 2B
- D&B Consultants Directory - MAIN HD69.C6 D86
- World Bank Directory - MAIN Ref. Index Table 2B

There are many other types of directories published. Search KentLINK for these types of materials:

- regional, state, and local business directories
- directories of specialized businesses

## **News Articles**

- Business Source Premier  
Indexes journals and magazines in all areas of business.
- Business and Industry  
Indexes journals, magazines and trade publications in all areas of business
- LexisNexis Academic  
Full text news, business, and legal magazines and journals.

## **Financials**

- Thomson Research  
Financial information for public U.S. Companies
- LexisNexis Academic  
Public companies; Estimated figures for private companies
- U.S. Securities and Exchange Commission  
Public companies  
EDGAR – filings and forms (<http://www.sec.gov/edgar.shtml>)
- Corporate Annual Reports  
Search KentLINK using keyword for: annual report and [company name]

## **Products and Brands**

- Brands and Their Companies – MAIN Ref T223.V4 A22
- Encyclopedia of Consumer Brands – MAIN Ref HF5415.3 .E527