

Where to get additional information

This document summarizes some sources of information and links that might help you to focus your efforts more effectively. It does not include all the information that is available and some of the items listed may have been superseded by more up-to-date sources. I hesitated including this appendix because I know that as soon as it is in print, some of it or, at least, some of the descriptions will be obsolete. Keeping that in mind, use the list as a place to start and as a way to help you focus on what you want to know. I've listed the information for the US first, followed by Canada and the UK.

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A. Research Companies and Industries

One of the most important things that you will need to do is to find information about companies or industries. This is an area where you can spend a lot of time not finding what you really want to know. The summaries below will help you to focus your time more effectively.

1. *Company websites*

Start by going to a company's website and browse around looking for information that is of particular interest to your job or career search objectives. This helps you to get a feel for the company because what they put up on their website is important to them and what they think should be important to you.

If it is a publicly-held company, check out the Investor Relations or Investor Information section on their website. You often will find a link to their annual report and their SEC annual Form 10K.

Check out their Newsroom or Public Relations section and read press releases.

Go to the Site Index. It enables you to find information quickly that you may not find easily by browsing around on the website.

2. *Search engines*

Search engines are general information portals. They are the starting points to find information that is on the Internet. Enter the name of the company or industry and search for information about them. Each search engine uses some form of search logic, like Boolean, that you can use to narrow your search by adding qualifiers. For example, using the search term *jobs* returns 43,300,000 hits (website addresses). Using the phrase *executive jobs* returns 2,530,000 hits (meaning that both executive and jobs must be present). The phrase *executive job search* returns 2,280,000 hits (meaning that executive, job, and search must be present), and if you use "*executive job search*" with quotations (meaning that the website must use the exact phrase), you will get 7,640 hits.

Read the instructions on each of the search engine portals so that you understand their particular search logic. You will save a lot of time if you understand the logic before you start running search queries.

The following search engines are the most popular ones:

- <http://www.google.com>

- <http://www.yahoo.com>
- <http://www.msn.com>
- <http://www.metacrawler.com> – If you do not find what you are looking for using either Google or Yahoo!, try Metacrawler. It searches all of the following search engines: Google, Yahoo!, MSN, Ask Jeeves, About, MIVA, LookSmart, and more.

Canada:

- <http://www.Google.ca>
- <http://ca.yahoo.com>

UK:

- <http://www.google.co.uk>
- <http://uk.yahoo.com>

Caution! While these search engine websites may be free for you to use, the search results may not be unbiased. Most sites charge companies a fee to have their websites listed on top and/or in small highlighted sponsored sections on the first page. They often charge the site on a fee per click basis so the more the company pays per click, the more likely they will appear higher on the sponsored list.

How a search engine ranks websites in the search results is a closely guarded secret. Companies want to be as near the top of the list as possible because statistics show that people tend not to look beyond the first thirty. When you are searching for information, be careful to observe whether you are only seeing the “sponsored links” or an unbiased list.

3. Company filings or registrations with governmental organizations

- <http://www.FreeEdgar.com> – If the company you want information on is a publicly held company, go to Free Edgar where you can access the company’s SEC reports for viewing and download financial schedules in an Excel format. SEC reports include the annual 10K report (which can easily exceed fifty pages), quarterly financial reports, reports detailing significant buy/sell agreements, or other significant information that the SEC requires of companies. You are required to register and must pay a fee for a fixed number of months’ usage but there is no charge to download reports. There is a link for free downloads for a limited number of companies who have participated in a free service.

Canada:

- <http://www.sedar.com> – The Canadian Securities Administration website where you can obtain information on companies and download copies of their annual reports.

UK:

- <http://www.companieshouse.gov.uk> – The website for Companies House. You can download financial accounts and other information for a fee.
- <http://www.carol.co.uk> – CAROL Ltd. enables you to download copies of company annual reports, some for free.

4. *Company research on the Internet*

- <http://www.corporateinformation.com> – Wright Investors' Service provides limited company information and news about companies around the world.
- <http://www.hoovers.com> – Lists publicly-held or significant privately-held companies. There are different pricing options for different levels of service. (Many libraries will give you access to the information. See the section on Library below.)

UK:

- <http://www.management.org.uk> – The Chartered Management Institute has an excellent list of sources of information.
- <http://www.hemscott.com>
- <http://www.kompass.com>

5. *Media publications with Internet versions of their print publications*

Go to the websites of information publishers and various print and online media and do a search on an industry or a specific company. Most of the websites require that you register but there is no charge for a basic level of service. If you want more details, you will have to pay a fee to get some more but not always current information. Some of these sites are excellent sources of information on topical issues. The sites that might be worth a try are:

- <http://www.businessweek.com> – BusinessWeek Online
- <http://www.marketwatch.com> – CBS MarketWatch
- <http://www.cnn.com> – CNN.com
- <http://www.money.cnn.com> – CNN and Money Magazine co-developed this site.
- <http://www.fastcompany.com> – Fast Company Magazine
- <http://www.forbes.com> – Forbes Magazine

- <http://www.fortune.com> – Fortune Magazine
- <http://www.nytimes.com> – New York Times newspaper

Canada:

- <http://www.canadaone.com> – Canadian business resources and directory
- <http://www.en.canoe.ca> & <http://www.fr.canoe.ca> – Canadian business news source in English and French
- <http://www.strategis.gc.ca> – Canadian business and consumer site

UK:

- <http://www.economist.com> – Publisher of The Economist, the UK business magazine
- <http://www.ft.com> – Publisher of The Financial Times (UK), the UK business newspaper

6. *Library*

You might ask, “Go to the library! Why would I go to the library to do research any more now that I have the Internet and can do it all from the comfort of my home?” Well, you can’t do it all from the comfort of your home. The library was and is still the best source of research information. And, it is even better with the Internet.

The library has a wealth of information in the Business reference section and in the International Business section. You can find reference books that allow you to select companies by industry, product, and location. You can also find lists of companies grouped by their SIC code (the NAICS codes replaced the SIC coding system in 1997. NAICS stands for North American Industry Classification System).

You are still able to use the books to gather the information you want at no cost. Better yet, libraries subscribe to a large amount of research material online that you can only access from the library, most at no cost to you (the library pays the fee). Some information you might need to pay to access and you usually need to pay photocopy costs to print the information. But these are small compared to the cost for you to subscribe to only one source online yourself.

The real bonus to going to the library is that you want a library card. With it, you can access quite a lot of information from your home computer by logging on to the library’s website and, using your library card number, directly access the information you want. Check out the New York Public Library online resources at <http://www.nypl.org> and the Los Angeles Public Library online resources at <http://www.lapl.org> to get a feel for the type of information that might be available to you at the library and at home. As a university alumni, contact the university to see if alumni can access the university’s

library system.

The reference numbers in parentheses below, e.g., (R338.09), reflect the Dewey Decimal Classification system that was conceived by Melvin Dewey in 1873 and is the US standard of classification for the US Library of Congress and all public, private, and university libraries in the US. Some of the reference books you will find helpful are (not all libraries carry all the books)

- American Business Disc (Reference USA) – Search for over 12 million companies and 120 million residences. Like a giant yellow pages, the information is limited. Available online through a link to your library from home with a library card access code.
- America's Corporate Families (R338.09) by Dun & Bradstreet. A print version is usually available and may be accessible online through some library systems. It lists companies by parent and subsidiaries, divisions and major branches with cross references from a known name. This is still an excellent way to find all the companies associated with a parent.
- Business & Company Resource Center by Infotrac/Gale – Available online through a link to your library from home with a library card access code. Reflects brief company profiles, brand information, rankings, investment reports and other company information.
- Corporate Affiliations.com (R338.7) by Lexis-Nexis – Some libraries carry this in print version instead of the Million Dollar Directory because it is a lower cost guide. Available online at the library only. It comes in 8 volumes and includes an alphabetical listing by company name reflecting officers and key functional heads. Has cross-reference for who owns whom, regional groupings, brand names, and SIC codes.
- The Directory of Business Information Resources (R016.65) by Grey House Publishing – Lists industry associations alphabetically by business description and includes an SIC cross-reference. Also lists industry newsletters, trade shows, directories and databases, with reference to Web sites. This is an excellent source to find where to network, prepare articles for a trade publication, or to obtain copies of the publications to research an industry.
- Dun & Bradstreet Industrial Guide (R338.0025) – Lists companies alphabetically by city and state. More libraries will have this because it contains most businesses in every community. It only lists company contact details. No size, SIC, or management information is included.
- Gale Business Resources (Thomson - Gale) – Available online through a link to your library from home with a library card access code. Contains detailed information on 200,000 U.S. companies including essays for 54 industrial categories.

- Hoovers Handbook of American Business (R338.74) by Hoovers – A five-volume print version available in many libraries. This is the same information that is available online but you must pay a significant fee to access the material online. Includes alphabetical listings, profiles of most exciting companies, growth enterprises, major global enterprises, and major US private companies.
- Million Dollar Directory (R338.09) by Dun and Bradstreet – Many libraries have this in print. Accessible online at the library only. Probably the most comprehensive listing. A five-volume set that lists over 1 million of America's leading public companies including 136,000 private companies, if they have 180 or more employees, or 900 if a branch and they have \$9 million or more in annual sales. Volumes 1 – 3 list companies alphabetically showing contact details, sales, employees, bank and accountants, SIC code with description, and officers and directors. Volume 4 lists companies by city within states. Volume 5 lists companies by SIC code and grouped by industry. If you want companies in a particular industry or industry segment, this is the place to look.
- Regional Business Directory (R338.7) by Dun & Bradstreet – Many libraries carry this three-volume series in print. It includes business rankings by employees and sales, cross-references by city and SIC codes.
- Standard & Poors Industry Studies (R338) – Provides descriptions of 52 industries including recent developments, industry basics, and summary financial and statistical data for major companies in that industry. Great starting point if you are looking to change fields (industries) and you want to get some basic information before you start networking.
- Standard & Poors Register of Corporations, Directors and Executives (R332.67) – Most libraries have print version. Accessible online at the library only. Three volumes include SIC and NAICS codes, alphabetical, a separate directory of directors and executives, and cross-references by SIC, NAIC, and city and state.
- United States Business Directory (R338.702) by InfoUSA – Lists 12 million companies with 20 or more employees by city and state, including SIC codes, contact details, number of employees and sales (uses a code to define a range).
- Who Owns Whom (R338.025) by Dun & Bradstreet – Most libraries carry the print edition and it may be available online at the library. Alphabetical listing of companies worldwide showing subsidiary operations in other countries. Sorted by parent and sub and sub by parent. Great reference if you are an expatriate looking to make a job or career change or if you are trying to find subsidiaries of major companies that operate in a specific country. Includes names and contact details of senior management, although the information is typically two years old.

UK:

Go to the Reference Desk at your local library and explain what you want to find. If the librarian seems unclear, mention some of the sources listed below. That should get them started.

- Britain's Top Foreign Owned Companies by Jordan & Sons Ltd. Lists 3,000 foreign owned companies with rankings for various criteria. Includes name, address, phone/fax, business description, chief executive and foreign affiliates.
- Britain's Top Privately Owned Companies by Jordan & Sons Ltd. Lists 10,000 companies alphabetically, by sales volume, and by net tangible assets. The top 2,000 companies are listed by various other categories. Alphabetical listing includes name, address, phone/fax, business description, and chief executive.
- Directory of Directors by Hemscoff PLC. Section 1 lists 50,000 directors of major British companies showing company name, address and other company affiliations. Section 2 lists director names by business code (US SIC), and Section 3 lists the details of 16,000 companies listed alphabetically with contact details and limited financial information for the last three years.
- FAME (Financial Analysis Made Easy) is a company information database that most libraries access through Business Insight. You must use this service at the library and there is a fee for use depending on the type of information retrieved.
- Key British Enterprises by Dun & Bradstreet. Annual four-volume reference set listing company information on over 50,000 major companies in the UK. Includes director and other key management contacts, lines of business, SIC (US) codes, sales, profits, number of employees with cross-references by SIC codes, town or county, alphabetical listings, and rankings for top 5,000 in the same categories. The print edition should be available in most libraries and the online version will be at most larger ones.
- Kompass published annually in 5 volumes by Kompass UK (Reed Business Information). Includes corporate information on over 100,000 industrial companies.
- Major Companies of Europe by Graham & Whiteside (Thomson - Gale) is published annually in 4 volumes. Includes alphabetical listing of companies showing contact details, principal activities, products and services, parent, subsidiaries, and other information. Most libraries carry the print edition.
- Who Owns Whom (United Kingdom and Republic of Ireland) by Dun & Bradstreet. Published annually in 2 volumes and updated quarterly. Includes information on UK companies with parent ownership and subsidiaries.

The library will have what you are looking for or they can suggest another reference book that they have in print version. Ask about what reference material they have online and

have them show you how to access their material using the library's computers. In addition to just looking at the information, you will be able to get lists sorted on pre-defined criteria and be able to print them for your own use. Perform some searches to see what is available and what information you can get. The listings should also indicate whether the resource material is available at another more central library, a regional or local library, or from your home computer.

B. Salary Information

- <http://www.salary.com> – You can make individual searches for salary, bonuses, and benefits.
- <http://jobstar.org> – Part of the California job search database. Links to other national sites.
- <http://www.homefair.com> – Part of Realtor.com has a very quick salary calculator.
- <http://www.salaryexpert.com> – Limited salary capability. CareerJournal.com uses this site.

C. Career Resource Portals

These anchor sites will link you to other sites where you can get a wide range of career-type information.

- *What Color is Your Parachute* – <http://www.jobhuntersbible.com>. Author, Richard N. Bolles, created and maintains this website where you will find a wide range of career-related information with links to sites he has researched. There is something for everyone on his site, but you may find very limited information specific to executives and managers. No advertising.
- The Riley Guide – <http://www.rileyguide.com>. This site is maintained by Margaret F. Dikel (formerly Riley), who initially created this site with the support of Drake Beam Morin, an international outplacement firm. It is now supported by CareerJournal.com. She and others who volunteer their time review sites for inclusion and provide an abstract of the site.
- Quintessential Careers – <http://www.quintcareers.com>. This is a good source of links to other Web sites with some commentary about what you will find. This is a more commercial site so expect advertisements and promotion of their products and services.
- <http://www.ceoexpress.com> is a site that contains links to a large amount of information of interest to executives, but not career-related.

D. Self-Employment Options

1. General information

You can find helpful information about self-employment or starting a new business at:

- US: Inc. Magazine – <http://www.inc.com>
- US: Entrepreneur Magazine – <http://www.entrepreneur.com>

Canada:

- Business Services for Canada – <http://www.businessgateway.ca>

UK:

- Business Link – <http://www.businesslink.gov.uk>

2. Consultancy

You can get help and information on starting a consultancy by beginning your search at the following Web sites:

- Search Google using *management consulting* with and without quotes as your search term
- Institute of Management Consultants – <http://www.imcusa.org>

Canada:

- Canadian Association of Management Consultants – <http://www.camc.com>

UK:

- Institute of Management Consultancy – <http://www.imc.co.uk>

3. Small business

You can get help and information on starting a small business by beginning your search at the following Web sites:

- Google search using keywords “*Small business*” with and without quotes
- U. S. Small Business Administration – <http://www.sba.gov>
- The Small Business & Entrepreneurship Council – <http://www.sbsc.org>
- SCORE (Service Corps of Retired Executives), a resource partner with the U.S. SBA – <http://www.score.org>

- Venture capital sources – <http://www.nvca.org> – The National Venture Capital Association’s Web site allows you to click on links to VC sources but does not provide abstracts so you can evaluate if they would be appropriate for you. Check out some to see what advice they give entrepreneurs about their investment process and business plans. Check out their Resource Links, which contain VC sources in your area and those in other countries.

Canada:

- The Canadian Business Service Centers – <http://www.sbinfocanada.about.com>
- Small Business Canada Magazine – <http://www.smallbusinesscanada.ca>
- The Canadian Venture Capital Association – <http://www.cvca.ca> includes a list of members with an abstract for each.

UK:

- The Department of Trade and Industry – <http://www.dti.gov.uk/>
- Companies House – <http://www.companies-house.co.uk>
- The Institute of Directors (IOD) – <http://www.iod.com>
- The British Venture Capital Association - <http://www.bvca.co.uk> includes a comprehensive resource for help to entrepreneurs and provides lists of VC sources.

4. Franchise

You can get help and information on starting a small business by beginning your search at the following Web sites:

- Google search using the keyword *franchise*
- U. S. Federal Trade Commission – <http://www.ftc.gov/bcp/franchise/netfran.htm>
- Franchise.com – <http://www.franchise.com>
- Franchise Handbook Online – <http://www.franchisehandbook.com>
- International Franchise Association (IFA) – www.franchise.org

Canada:

- Canada Franchise Opportunities.com – <http://www.canada.franchiseopportunities.com>

UK:

- British Franchise Association – <http://www.thebfa.org>
- Franchise UK – <http://www.whichfranchise.com>