INDUSTRY PROFILES

NAICS & SIC Codes
http://www.census.gov/eos/www/naics/index.html

Encyclopedia of American Industries
330.973 S637 2nd Floor Mansfield Library

Databases
The following databases are available at the library’s website under the “Search Everything” tab, “Databases A to Z” or “Databases by Subject > Business”: http://www.lib.umt.edu/

  - Standard & Poor's NetAdvantage
  - MarketLine Business Information Centre
  - Mergent Online
  - Business & Company Resource Center
  - Statistical Abstracts of the USA: http://www.census.gov/compendia/statab/

NEWS AND TRENDS

The following databases are available on the library’s website under “Databases A to Z” or “Databases by Subject > Business”: http://www.lib.umt.edu/

  - Business Source Complete
  - Business & Company Resource Center
  - Factiva with access to the Wall Street Journal
  - MarketLine Business Information Centre
  - NewsBank NewsFile Collection

STATISTICS

US Bureau of Labor Statistics
http://www.bls.gov/
Includes the following specific surveys of interest:

United States Census Bureau

The Federal Reserve Board Survey of Consumer Finances
338.0021 B979 2nd Floor

Market Share Reporter (2005)
381.05 M3455 2nd Floor Q Oversized Shelves

Databases
The following databases are available on the library's website under “Databases A to Z” or “Databases by Subject > Business”: http://www.lib.umt.edu/

LexisNexis Statistical

Business & Company Resource Center

ReferenceUSA: includes limited statistics on local, national, and international businesses

StatUSA: US Government publications

Survey of Current Business (Bureau of Economic Analysis)

Mansfield Library Catalog and 360 Search


“Search Everything” on the library’s website: try combining the below with keywords:

“market segmentation”

“consumer behavior”

“consumer attitude”

“demographics”

“Psychological Aspects”

“Decision Making”

“Attitudes”

“Perceptions”

“Lifestyles”

ASSOCIATIONS

Encyclopedia of Associations
061.3 E56 2nd Floor

World Guide To Trade Associations (2002)
380.1025 W92752 2nd Floor

Database: Business & Company Resource Center – find associations by searching for an industry and then selecting the “associations” tab.