

INDUSTRY ANALYSIS

Online resources are underlined. Click on *Databases* on the Murphy Library web page to connect to these resources.

An *industry* is a group of manufacturing or service businesses within a common category. The companies within that industry provide similar products or services.

1. DETERMINE INDUSTRY CLASSIFICATIONS

Search the [North American Industry Classification System](http://www.census.gov/epcd/www/naics.html) (Ref or Govt Documents Ref HF1042 .N67, or <http://www.census.gov/epcd/www/naics.html>)
NAICS has officially replaced the SIC code system.

Search the [Standard Industrial Classification](http://www.osha.gov/oshstats/sicser.html) (Ref HA37 .U4S8, or www.osha.gov/oshstats/sicser.html)
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2. GET AN OVERVIEW

Business Week examines industry outlook annually in a January issue. (**Current Periodicals**)

[Career Guide to Industries](http://www.bls.gov/oco/cg/) (Govt Docs Ref HF5382.5.U5 C316, or <http://www.bls.gov/oco/cg/>)

Encyclopedia of Emerging Industries (Ref HD2324 .E528)
Describes over 100 newly flourishing U.S. industries

Handbook of North American Industry (Ref HF1746 .H36)
Economics of NAFTA and its member nations

[MarketLine Business Information Center \(Datamonitor\)](#)
Includes information on over 2,000 industries

[Standard and Poor's NetAdvantage: Industry Surveys](#)
30-40 page overviews of many industries

Value Line Investment Survey, Standard Edition (Ready Reference HG4501 .V26 and Reserve)
Has one or two page industry commentaries in the beginning of each industry section.

3. FIND STATISTICS AND DO COMPARATIVE ANALYSIS

Almanac of Business and Industrial Financial Ratios (Ref HF5681 .R25 A44)
Statistics obtained from corporate Federal income tax returns. Arranged by IRS industry classification

[American FactFinder](http://factfinder.census.gov) (<http://factfinder.census.gov>)
Economic statistics from the U.S. Census Bureau, including the Economic Census data.

Business Rankings Annual (Ref HG4050 .B88)

[Current Industrial Reports](http://www.census.gov/cir/www/) (<http://www.census.gov/cir/www/>)

Industry Norms and Key Business Ratios (Ref HF5681 .R25 I525)
Industry norms and key business ratios calculated from data obtained from financial statements.

Manufacturing, mining, and construction statistics from the US Census Bureau (<http://www.census.gov/mcd/>)

Market Share Reporter (Ref HF5415.2 .M35)

Mergent's Industry Review (Ref HG4961 .M68)

Arranged by industry groups. Comparative data on companies, key financial information, operating data, and ratios on approximately 3,5000 companies.

RMA Annual Statement Studies (Ref HF5681 .B2 R6)

Contains composite data including 16 financial and operating ratios calculated from financial statements on manufacturing, wholesaling, retailing, service, and contracting lines of business

STAT-USA/Internet (Access on the Statistics/Geography and Business workstations in the reference area)

includes:

NTDB (National Trade Data Bank) - Provides access to Country Commercial Guides, Market Research reports, Best Market reports and other programs.

International Trade Library

4. FIND ARTICLES ON CURRENT TRENDS AND DEVELOPMENTS

[ABI/INFORM Global \(ProQuest\)](#) (1971-present)

2,800 business periodicals indexed with many full text articles

[Business & Industry \(FirstSearch\)](#) (1994-present)

Business and industry facts, figures, and key events. Updated Daily.

[Business Source Premier \(EBSCOhost\)](#)

2,300 business periodicals indexed with many full text articles

[LexisNexis Academic](#)

Select Business then Industry & Market to find information limited to specific industries.

[Newspaper Source Plus \(EBSCOhost\)](#)

Full text articles from national, regional, and international newspapers

5. FIND BOOKS ON IN-DEPTH ANALYSIS

Search the **[Library Catalog](#)** for subject headings such as:

industries

economic forecasting

_____ *industry* (example: *construction industry*)

*Conduct a Boolean search in the library catalog for keywords such as:

industry and international

industries and global

industry and automobile and analysis

*Use keyword search tips for accurate searching