

Goizueta Business Library

Creating Bridges to Knowledge

Business Intelligence Short Takes: A Research Series

Creating Targeted Company Lists

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Developing a Target List of Companies

The resources below will help you develop company lists by industry, geographic location, sales, or number of employees.

Books of Lists

Location: CAREER RESOURCES – Woodruff Library

Each book contains industry lists for a specific metropolitan area. More than 60 U.S. metro area books are available.

Dun & Bradstreet Million Dollar Database

Provides directory information for approximately one million leading U.S. public and private businesses. Information includes type of ownership; primary and secondary SIC codes, number of employees, amount of sales, names of principal executives, and some brief executive biographies.

Hoovers

Includes larger U.S. and non-U.S. public and private companies. Company profiles include industry description, history, products and operations, subsidiaries, and competitors.

To build a target list: click on Build Company Lists>Hoover's In-Depth.

Select from a variety of criteria, including: geography (metro area, area code, state, zip code, region); sales; # of employees; sic code/industry description.

Vault Reports

Wetfeet.com

These two e-resources both offer 100-300+ page PDF reports on industries, companies, types of careers, and interview strategies. Also contains lists of top companies across a large number of industries.

Tip: make sure you're using Adobe version 7 to download the guides.

<http://business.library.emory.edu>

Gary Price's List of Lists (<http://www.specialissues.com/lo/>)

Contains links to business and industry trade journals and their annual special lists. For example, Business Week's "Fastest Growing Small Companies." Includes link to list if available free on publisher web site; if not, use ejournals@emory.edu to locate an e-resource containing the publication or a print copy at Emory's Woodruff library.

Special Directories

The BUS REF collection in the business library contains industry and specialty-focused directories, many of which include geographic indexes.

Examples: *Directory of Buyout Financing Sources*, *Nelson's Information Directory of Pension Fund Consultants*, *Corporate Finance Sourcebook*, *Dun & Bradstreet's Consultants Directory*, *Directory of Management Consultants*, *Pratt's Guide to Private Equity Sources*, and more.

Networking Resources

In addition to the resources available through the CMC, industry directories, professional associations*, and news articles can help develop a list of contacts within a company or industry.

Associations Unlimited

Contains detailed listings for over 460,000 international and U.S. national, regional, state, and local membership organizations in all fields.

Important Library Web Resources

Information Guides... Careers – The Basics

<http://business.library.emory.edu/info/career/basics/index.html>

Information Guides... Company – The Basics

http://business.library.emory.edu/info/company_basics/index.html

Information Guides... Rankings

<http://business.library.emory.edu/info/rankings/index.html>

Need More Help?

Send an email to ***bus librarians*** in First Class.