

ACCESSING COMPANY PROFILES ON CARRIER LIBRARY WEBSITE

Main Office: 3rd Floor Wilson Hall – 540-568-6555
 Recruiting Services: 1st Floor Sonner Hall – 540-568-7379
<http://www.jmu.edu/cap/>

- To access Business Source Premier, a research database that provides company profiles, visit JMU's Carrier Library website at: <http://www.lib.jmu.edu/>.
- Click on the link "Research Databases and Resources" (see Figure 1).

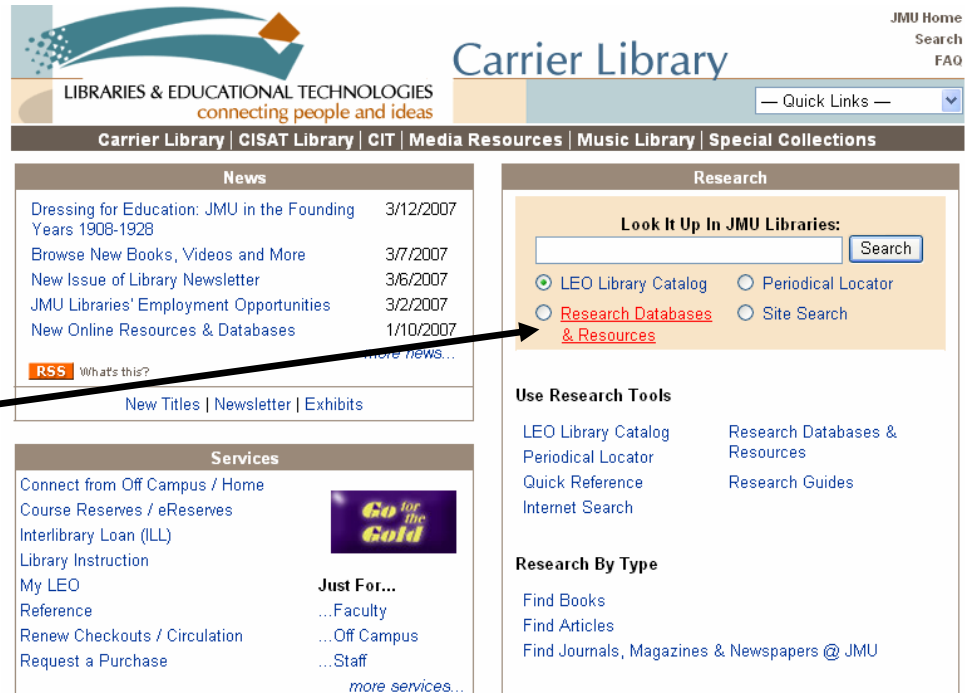


Figure 1. Screenshot of Carrier Library Website

- Select the letter "B" (see Figure 2).



Figure 2. Screenshot of Research Databases and Resources, Carrier Library Website

4. Scroll to the bottom of the page and select the link “Business Source Premier” (see Figure 3).

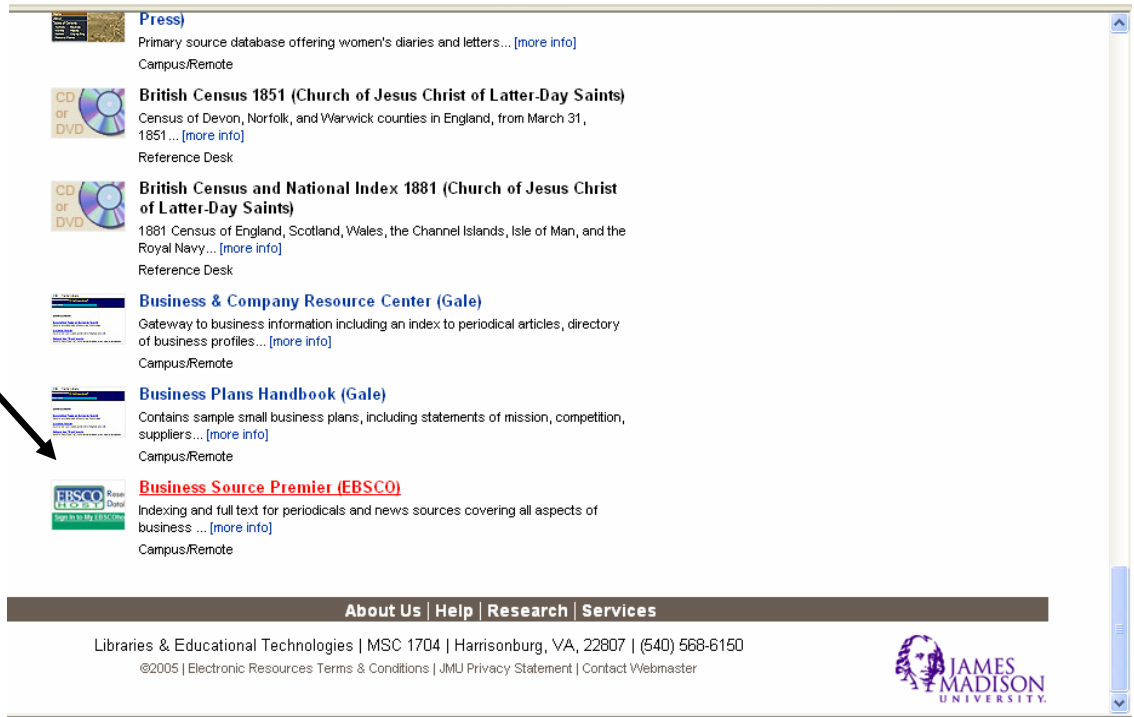


Figure 3. Screenshot of Research Databases and Resources under B listing

5. Type the name of the business or organization in the field next to “Find:” and select the box “Full Text.” Then click on the search button (see Figure 4).

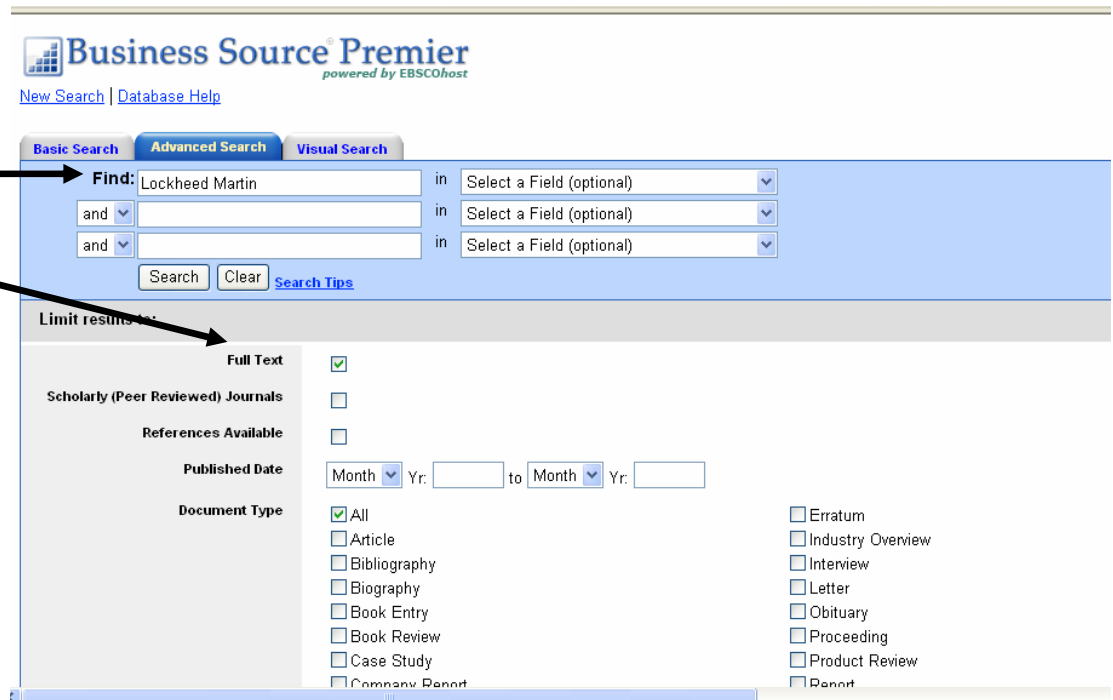


Figure 4. Screenshot of Business Source Premier

6. Filter the results by selecting one of the fields, such as company profiles, market research reports, trade publications, SWOT Analyses, Product Reviews, or Industry profiles (see Figure 5). The SWOT Analysis provides readers with a PDF of the current company profile and an analysis (see Figure 6).

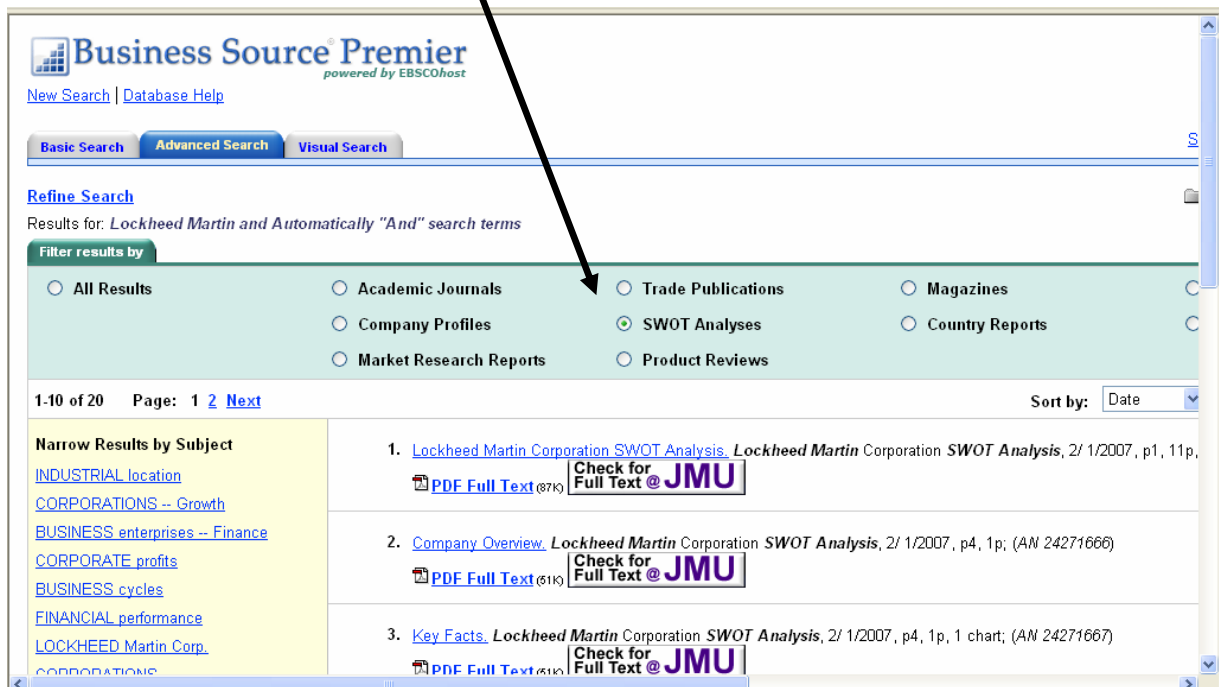


Figure 5. Screenshot of Business Source Premier Results Filter

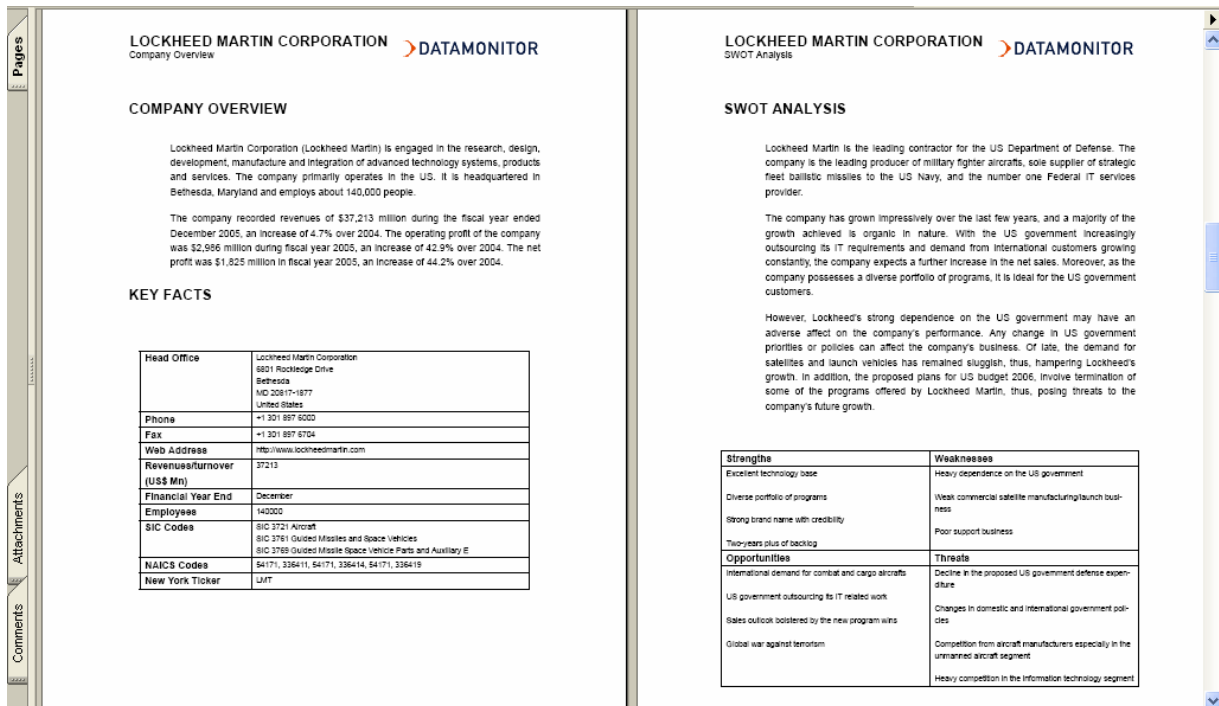


Figure 6. SWOT Analysis for Lockheed Martin (available in PDF format)

Other Useful Databases Available on the JMU Career Website (Research Databases and Resources Link)

Associations Unlimited (Gale)

Information about associations and professional societies, listings for nonprofit membership organizations of U.S. national, regional, state, and local, or international scope; in addition to 144,000 listings of the Encyclopedia of associations (EA) series, nearly 300,000 additional nonprofit organizations have been added to this database. *Campus/Remote access.*

Business & Company Resource Center (Gale)

Gateway to business information including an index to periodical articles, directory of business profiles, industry overviews, and more. Includes directory listings for over 300,000 companies as well as company profiles, industry rating, product brands, company performance ratings, investment reports and ratings, industry statistics, financial overviews, financial ratios, etc. *Campus/Remote access.*

Hoover's Online Pro

Online directory of public and private company information in the United States and the world including financial information and key personnel. Includes company news. *Campus/Remote access.*

Factiva (Factiva)

Gateway to business resources including full text of periodicals, news photographs, company reports, and financial data. Company reports include overviews of companies from Media General, investor analyst reports and comparisons of companies to industry groups. Factiva news pages allow users to browse current contents of major business and news sources including the *Wall Street Journal*, *Washington Post*, *New York Times*, *Barrons'*, *Financial Times*, *Newsweek* and *Business Week*. Quotes on stocks, bonds, funds and currency exchanges are available in Factiva's Quote's library. *Campus/Remote access.*

FedStats (Federal Interagency Council on Statistical Policy)

Provides access to statistics and information produced by more than 70 U.S. government agencies. Subject index, keyword searching of agency web sites, "fast facts" links to frequently requested tables from the Statistical Abstract of the United States. *Unrestricted access.*

Reference USA

Directory of U.S. companies and households. The business section includes key personnel, including officers and purchasing agents, addresses, phone, credit rating, estimated sales, type of business, subsidiaries, and related SIC codes. *Campus/Remote access.*