

2020

# Best of the Best of the Business Web



Robert Berkman, Editor

Best of the Business Web



# **Best of the *Best of the Business Web* 2<sup>nd</sup> ed. 2020**

## **A Note from the Editor**

Thank you for your interest in the 2<sup>nd</sup> edition of *The Best of the Best of the Business Web* directory. Here you will find an edited compilation of all of the “best” business research sites that I have found, contacted, analyzed and reviewed over the last five years. This guide, then, is twice as large as our first edition published in 2017 with over 200 sites included. Each source and link has been checked since it was first published, and each item’s description updated where need be. Any sites that were in last year’s edition are no longer available have been eliminated from this version. The original month and year that each site was chosen as a “Best of the Business Web” selection is listed at the end of each entry.

The reason for creating this directory was to make it as easy as possible for you to find these best of the business web sites in a very convenient manner, organized by key subject. This way, you can quickly and efficiently scan a critical mass of top, free sources just within the particular area you are most interested in, whether it’s company financials, market research reports, statistical trade data, or one of the other dozens of topics listed in this directory.

Note that there is a site name index too at the end of the book, so you can also look up what you need by checking by that listing as well.

If you have comments, concerns, suggestions for a new site, or questions, please feel free to contact me at any time.

*Bob Berkman*

Bob Berkman

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# Advertising

**SITE:** adbrands.net

**URL:** <http://www.adbrands.net>

**CATEGORY:** Advertising

**PURPOSE:** Provides news of recent advertising campaigns, profiles of leading advertisers by sector and geography, recent popular ads, new campaigns and other information of interest to those following the global advertising industry.

**FEE/FREE:** FREE and FEE-BASED

**SOURCE CHECK:** Adbrands is published by Mind Advertising Ltd, a small privately held firm located in the U.K. The company first launched the site in 1997 under its original name, Mind-Advertising.com.

**OUR VIEW:** Although Adbrands is primarily geared for its paying subscribers, there is a wealth of valuable and detailed data on advertisers, the advertising industry, and advertising campaigns available at no charge. You can sample a range of profiles of major advertisers (by sector or geography), view a mini-directory of the largest consolidated agency networks, keep up with industry news, and more. It's timely, easy to use, and published by a long-time provider of advertising agency information. Subscribers also get access to the Adbrands accounts assignment database, which consists of over 30,000 account assignments for over 7,000 individual brands. A paid subscription costs \$45 per month or \$220 per year. *Consider this site if you need up to date data, news, and profiles on key players in the global advertising industry.* **March 2015**

# Big Data

**SITE:** My Favorite Public Data Sources

**URL:** <https://www.jenunderwood.com/2016/01/14/my-favorite-public-data-sources/>

**CATEGORY:** Big Data

**PURPOSE:** A collection of free and valuable public data sets.

**FEE/FREE:** FREE

**SOURCE CHECK:** This list was compiled by Jen Underwood, the founder of Impact Analytix LLC, a firm that specializes in business intelligence and analytics, market strategy, content marketing, industry analysis, web development, and more. It is located in New Tampa, FL.

**OUR VIEW:** Big data, data analytics, and predictive analytics remain a hot topic in the business world, and researchers are increasingly turning to available data sets to download, manipulate and analyze them. But where can one find good free public data? Underwood identifies several collections here, many from the government, but others from private vendors. This listing can serve as a nice entry for those who are new to using data sets and want easy and free collections to explore and “play with” as they learn. *Consider this site if you need public data sets or want sample data to begin learning how to use big data as a research source.* **April 2016**

# Brexit

**SITE:** Brexit's Winners and Losers: How the UK Decision Will Impact Europe's VC Ecosystem

**URL:** <http://tinyurl.com/zjtov4m>

**CATEGORY:** Brexit

**PURPOSE:** Analyzes how the U.K. Brexit decision will change how venture capital operates in Europe

**FEE/FREE:** FREE

**SOURCE CHECK:** This article was made available by CB Insights, a major provider of news, databases, and analysis on emerging industries, venture capital, startups and innovation. CB Insights is located in New York City.

**EXCERPT/KEY POINTS:** The UK has held a pivotal position in European venture capital as a hub for both investors and startups. Key concerns explored in this article include: European vs. UK funding and deals; VC funds, LPs, and talent; London's status as a financial-technology hub; and regulatory uncertainty over biotech. **JULY 2016**

**SITE:** Out and Down: Mapping the Impact of Brexit

**URL:**

[https://www.eiu.com/public/topical\\_report.aspx?campaignid=Brexit](https://www.eiu.com/public/topical_report.aspx?campaignid=Brexit)

**CATEGORY:** Brexit

**PURPOSE:** This special report by the Economist Intelligence Unit, which was published right before the Brexit vote was taken provides data, charts, and analysis to forecast the impact of the leave decision on key industries such as finance, retail, automotive, healthcare, energy and telecommunications

**FEE/FREE:** FREE

**SOURCE CHECK:** The U.K.-based Economist Intelligence Unit is one of the world's leading provider of economic news, reports and analysis, and is the publisher of the *Economist* magazine

**EXCERPT/KEY POINTS:** *Financial Services:* The UK financial services would lose access to its economic hinterland in Europe causing firms to shift away from London to ensure access to the single market. *Retail:* UK retailers will face greater supply chain complexity and regulatory divergence as domestic sales slump while consumers wait

on the outcome of negotiations. *Automotive*: The UK is a sizeable market in its own right. In fact an EU exit may create opportunities for locally based carmakers. However, supply chains would experience disruption. *Healthcare*: Pharmaceutical exports, access to medicines, and research grants could all be at risk if the UK leaves the EU. Any economic downturn would also affect NHS spending. *Energy*: Regardless of Brexit the UK will need to remain intrinsically linked to the European energy market and the frameworks which govern it. *Telecommunications*: Investment and revenue in the UK would only see a slight fall but uncertainty over the future of pan-European roaming charges could put consumers at risk. **JULY 2016**

**SITE:** UK House of Commons Library Research Notes

**URL:** <http://tinyurl.com/zjq7xol>

**CATEGORY:** Brexit

**PURPOSE:** This is a continuously updated site published by the library reference site InfoDocket listing links and offering a short description to the latest U.K. House of Commons research notes on the various impacts of the Brexit vote.

**FEE/FREE:** FREE

**SOURCE CHECK:** InfoDocket, which is part of *Library Journal* magazine, provides regular updates of substantive and valuable reports and documents of value to libraries and researchers. Its editor, Gary Price, is well known in the library and information industry. The reports themselves are published by the U.K government.

**EXCERPT/KEY POINTS:** Titles of recent reports listed and linked to on this site include: What Next for UK fisheries? How Will it Affect Transport?; EU Budget and the UK's Contribution; Tax After the EU Referendum; Pensions After the EU Referendum; Financial Services After the Referendum; Brexit and IP: a Primer (via Managing Intellectual Property). **JULY 2016**

# Business News

**SITE:** Business Information Industry Association: Industry Library

**URL:** <https://www.biiia.com/category/business-information-2>

**CATEGORY:** Business News

**PURPOSE:** Provides abstracts and short articles related to news and developments impacting the business information arena, including new resources and databases, mergers and acquisitions among vendors, conference presentations, and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is a creation of the Business Information Industry Association, a non-profit association based in Hong Kong. The BIIA was formed in 2005 as a membership organization for business information vendors, as well as users, regulators, as well as government and public information workers.

**OUR VIEW:** We were pleasantly surprised to come across this business information membership group which we had not encountered before. Although much of its information and resources are restricted to its members, a good deal of news, charts, graphs, industry summaries and other data compilations and analyses about the business information industry is available for free, via this Industry Library and on other segments. It's an intriguing site for keeping up with new business information vendors that you may not know about, and learning of new products, features, capabilities and news in the industry. *Consider this site when you want to find news and developments in the business information industry.* **November 2017**

**SITE:** CNBC: Search

**URL:** <https://www.cnbc.com/search>

**CATEGORY:** Business News

**PURPOSE:** The search function at the online site for the CNBC television network allows users to search the CNBC archive for news, stock quotes and video clips.

**FEE/FREE:** FREE

**SOURCE CHECK:** CNBC is part of NBC Universal Network, which itself is owned by Comcast. CNBC's headquarters is located in Englewood Cliffs, NJ.

**VIEW:** CNBC is one of the most prominent business news sites in the world, and this is one of the best news network search sites we've come across. When you enter a word or phrase, the search engine automatically narrows your search with

each term, and refreshes and displays the current results. The results page highlights your key words in the headline; surfaces the ticker of the company or companies mentioned, and shows you the general subject area that your results are categorized under so you can do further targeted searches. You can also choose your results to focus on news, articles, reports, videos, reports, or press releases and have them ranked either by newest or by relevance. Perhaps the most impressive part of the search function is its archive—we found results going back over 10 years, which makes this site not just valuable for current news searching, but deeper archival as well. *Consider this site if you want to find media and press coverage of companies and business news topic, both timely and historical back up to 10 years.* **October 2018.**

**SITE:** Daily Dispatch

**URL:** <https://datausa.io/>

**CATEGORY:** Business News

**PURPOSE:** This site allows the visitor to sign up to receive an email newsletter from the *Economist* magazine. That newsletter allows the subscriber to choose three articles to read at no cost on the Economist.com each week. Subscribers also have the option to download special reports.

**FEE/FREE:** FREE

**SOURCE CHECK:** *The Economist* is one of the world's leading business news magazines and it reports and analyzes news, events, and trends in business, society, economics, culture and technology. It has been published and operated independently since 1843 and is headquartered in London.

**OUR VIEW:** As a researcher, you certainly know about the *Economist* and likely also know of its reputation as a leading objective, evidence-based, source for probing (and witty!) analyses of news, events and trends from around the globe. You probably also know that it is an expensive publication. But you may not know of the appealing possibility to read three articles online each week at literally no cost! As a big fan of this publication ourselves (it is one of our most trusted information sources), we highly recommend taking advantage of this offer. *Consider this site if you need succinct, cogent, fact-based analyses of world events but do not want or cannot afford a full subscription to the magazine.* **May 2018**

**SITE:** The Economist: Radio

**URL:** <https://www.economist.com/podcasts/>

**CATEGORY:** Business News/Podcast

**PURPOSE:** A series of downloadable podcasts covering a wide range of timely

and interesting international business news stories, developments, trends and feature stories.

**FEE/FREE:** FREE

**SOURCE CHECK:** The podcasts are part of The Economist's website (economist.com), the publisher of the highly regarded Economist magazine.

**OUR VIEW:** The Economist is one of our own favorite trusted sources for top notch, credible and deep analysis on matters about global business, economics, society, technology, culture and politics, news and features. It is an expensive journal to subscribe to though, and while some of it is free on the Web, much of it is behind a paywall. This "radio" section is one more place to tap into the Economist's highly regarded reporting and analysis at no cost at all. *Consider this site if you enjoy podcasts and want to hear high quality "BBC-like" analyses of world business news and events.* **January 2019.**

# Business Research

**SITE:** BRASS Business Guides

**URL:** <http://brass.libguides.com>

**CATEGORY:** Business Research

**PURPOSE:** An annotated listing of curated and recommended free and fee-based business research resources, covering hundreds of topics, with links to the listed sites.

**FEE/FREE:** FREE

**SOURCE CHECK:** The listing was created by "BRASS," the Business Reference and Services Section division of the American Library Association.

**OUR VIEW:** There are various resources available where you can get recommendations on the "best" business resources (including our own *Best of the Business Web* of course!), and this site is particularly noteworthy and worth spending time browsing. Not only are the sites selected by some of the best business research experts around, the scope of topics covered is extensive, it is simple to use—you can either browse categories from accounting to taxation, or conduct a keyword search on the fulltext—and it is all very timely as well! Note that the criteria employed for selection is: quality of content; ease of use; and technical execution. *Consider this site if you want to learn of new resources that may be useful to your current or anticipated business research projects.* **January 2016**

**SITE:** Case Center

**URL:**<http://www.thecasecentre.org/educators/casemethod/resources/reecasesoverview/>

**CATEGORY:** Business Research

**PURPOSE:** Provides access to dozens of business case studies from business schools and institutions from around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Case Center is a non-for-profit membership organization with headquarters in the U.K. at Cranford College and in the U.S. at Babson college. Its stated mission is to be "dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe."

**OUR VIEW:** Very often a business research project requires locating case studies,

and while these can be found here and there on the Web, it is extremely convenient to have some of the most authoritative and respected publishers of business case studies all in one place. The Case Center attempts to do just that, providing access to what it claims to be the largest collection of business case studies. While many are free-based there are lots of free ones too, available from leading business schools like Stanford, Copenhagen Business School, MIT and others. While valuable for potentially any type of business research, the site is particularly well suited for business professors and graduate students. *Consider this site when you are looking for business case studies.* **January 2017**

**SITE:** China Business

**URL:** <https://www.library.hbs.edu/Find/Guides/China-Business>

**CATEGORY:** Business Research

**PURPOSE:** An annotated listing (LibGuide) of a curated selection of the best data sources for doing business research on or about China. Key segments of the guide are: country overview/statistics; environment; financial markets; in the news; historical sources; and socio-demographics.

**FEE/FREE:** FREE (though includes many fee-based sources)

**SOURCE CHECK:** The guide is a creation of the librarians at the Baker Library/Bloomberg Center at the Harvard Business School.

**OUR VIEW:** There are lots of lists of links on business resources on China on the Web, but we like this list because it is curated by authorities in doing research on China, and from one of the world's leading business schools. It can be useful not only for locating free resources, but identifying which fee-based databases to either purchase or find access to that provide sought after company, market, financial and other important business information on China. *Consider this site if you need to find top resources of business information on China.* **June 2017**

**SITE:** Cottrill Research Blog

**URL:** <https://www.cottrillresearch.com/blog/>

**CATEGORY:** Business Research

**PURPOSE:** This blog was created and written by Jeanette Jones, the founder and principal of Cottrill Research, a business research, advisory, information monitoring and consulting company, with a special focus on serving procurement professionals.

**FEE/FREE:** FREE

**SOURCE CHECK:** Cottrill research was founded in 2013 and is located in Las Vegas, NV. Jones' experience includes establishing libraries for Arthur Anderson and JP Morgan Chase; providing research services for Wachovia's Strategic Sourcing Group; authoring books on market intelligence and research for procurement professionals; and teaching library science at Ohio Dominican University. Jones has an MLS from Kent State.

**OUR VIEW:** We only know of a handful of substantive business research bloggers, and we are delighted to add Jones' site to our list of favorites. Although focused on sources and strategies for procurement pros, much if not most of her succinct and useful posts are valuable for any kind of business research professional. Some recent blog entries include: Interest is Growing for Privacy Minded Search Engines in Europe; Google is Building a Search Engine for Fact Checking; Two Procurement- Related Offerings That Are Examples of Trends Disrupting Market Research; GovShop is a Welcome Research Resource for Government Procurement; and Data- Rich FAO Launches Open Access for All Publications. *Consider this site when you need to keep up with business and competitive intelligence news, products and resources, particularly those related to procurement.* **November 2018**

# Business Valuation

**SITE:** BVR Market Data: Free Resources

**URL:** <http://www.bvresources.com/defaulttextonly.asp?f=downloads>

**CATEGORY:** Business Valuation

**PURPOSE:** Links to free news, sites, and reports on the topic of business valuation

**FEE/FREE:** FREE (Registration required)

**SOURCE CHECK:** BVR stands for Business Valuation Resources, a company that produces newsletters, databases, webinars and a range of information services devoted to business valuation. It is headquartered in Portland OR.

**OUR VIEW:** We recently came across this organization and was impressed by the breadth and detail of its coverage of topics related to business valuation. These range from databases on mergers and acquisitions, to in-depth newsletters, financial evaluation instruments and more. Although most of its offerings are fee-based, it does offer sample data sets and various free resources that appear substantive and worth reviewing. *Consider this site if you are interested in learning about how to value one or more businesses.* **March 2016**

# Company Information

**SITE:** The 100 Most Sustainable US Companies

**URL:** <https://www.barrons.com/articles/these-stocks-are-winning-as-ceos-push-for-a-sustainable-future-51549657527?mod=barpkt19>

**CATEGORY:** Company Information

**PURPOSE:** Provides a ranking of the most sustainable companies in the US.

**FEE/FREE:** FREE

**SOURCE CHECK:** Barron's is the popular and prominent newspaper and online site, which is published by The Wall Street Journal, and part of Dow Jones Inc.

**OUR VIEW:** There are several things we like about this particular list-it is from an authoritative source, it is quite timely, the methodology is clearly explained, data is compared from the previous year, and there is a great deal of explanatory text with the chart. We also liked the fact that the lists are broken into a variety of sub-categories. *Consider this site if you need to find out which companies are doing the best job in the area of sustainability. July 2019*

**SITE:** The 2019 Inc 5000

**URL:** <https://www.inc.com/nick-devlin/interactive-map-growth-revenue-2019-inc5000.html>

**CATEGORY:** Company Information

**PURPOSE:** An interactive listing of the 5,000 fastest growing privately held companies in the US

**FEE/FREE:** FREE

**SOURCE CHECK:** The list is a creation of *Inc.* magazine, and the publication describes its methodology as follows (excerpted): Companies on the 2019 Inc. 5000 are ranked according to percentage revenue growth from 2015 to 2018. To qualify, companies must have been founded and generating revenue by March 31, 2015. They must be U.S.-based, privately held, for-profit, and independent--not subsidiaries or divisions of other companies as of December 31, 2018. The minimum revenue required for 2015 is \$100,000; the minimum for 2018 is \$2 million.

**OUR VIEW:** First, a shout out to our friend and colleague Gary Price at Library Journal's InfoDocket who highlighted this source earlier this month. Not only does this site cover hard to research privately held firms, it was compiled by a well-known and credible source, and is free as well. In addition, you can also perform

a range of custom sorting and interactive manipulation. For instance, there is an interactive heat map visualization of the US that shows where the fastest growing firms are, and that map is clickable so if you want to bring up information on specific firm, you can do so and then link to that company's web site. You can also view the entire list of 5,000 firms, and sort it in several ways: by industry, state, city, and number of times on list. *Consider this site when you need information on fast growing privately held companies in the US. August 2019*

## Where Business Is Booming in America: An Interactive Map

Across the U.S., innovators are finding new ways to prosper and expand. As our map shows, growth can happen anywhere.

in f t



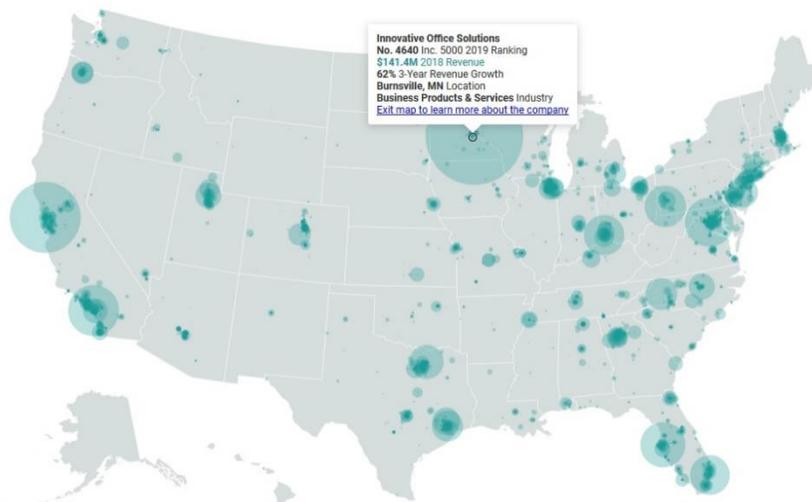
By Nick Devlin *Data reporter, Inc.com* @nickdevlin

Inc.'s annual ranking of America's top businesses is here. These 5,000 companies, representing 49 states, Puerto Rico, and the District of Columbia, combined generated \$237.7 billion in revenue last year. With their average 2018 revenue of \$47.5 million and median three-year growth rate of 157.4 percent, there are any number of success stories to be told about Inc. 5000 businesses across the U.S. Check out the map below, sorted by 2018 revenue and three-year growth rate, to get an in-depth look at this year's Inc. 5000.

3-YR REVENUE GROWTH

TOTAL REVENUE 2018

Hold down **⌘** on Mac or **Control** on PC + use mouse or trackpad scroll to zoom. On mobile, use two fingers to zoom.



**SITE:** Analyzing Analyst Recommendations

**URL:** <https://www.sec.gov/tm/reportspubs/investor-publications/investorpubsanalystshtm.html>

**CATEGORY:** Company Information

**PURPOSE:** A guide for readers of investment analyst reports that provides advice

and guidance on how to be an informed, skeptical and critical reader of recommendations and analyses found in investment analyst reports.

**FEE/FREE:** FREE

**SOURCE CHECK:** This advisory brief was created by the US Securities and Exchange Commission (SEC)

**OUR VIEW:** One of the most highly sought-after types of company and industry analyses sources are detailed reports written by investment analysts. While prepared primarily for investors, these are also excellent sources for obtaining all types of insights, and insider type analyses of a business's strengths, challenges, positioning and strategy within its industry. However, because these represent an analyst's (informed but) subjective views, it can be hard to determine how to evaluate a report for value, accuracy, and reliability. This is a great source, then, particularly for beginners or those new to investment analysis reports. *Consider this site if you use investment analysts reports to evaluate and understand individual companies, as well as the broader industries they operate in.* **August 2018**

**SITE:** Bloomberg: Investing and Stock Research

**URL:** <http://www.bloomberg.com>

**CATEGORY:** Company Information

**PURPOSE:** Snapshot profiles on thousands of private and public companies in the United States and around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** Bloomberg.com is one of the largest and most prominent providers of business information in the United State

**OUR VIEW:** Not only is the data here provided by a top-notch source (Bloomberg with data provided by McGraw-Hill Financial's S&P Capital IQ), but it is extremely comprehensive. It covers companies large and small; public and private; and those in the U.S and globally. While the data provided for any individual company varies, you can often find, for certain private companies you will find a short textual description, when founded, the names of key executives and recent developments; while for public companies you will typically see news, financials, earnings, ownerships, people, and various charts. This site also provides general rankings such as best and worst performing companies and industries by region. *Consider this site if you need to get some basic and key data on any company in the world.* **September 2015**

**SITE:** Buzzfile

**URL:** <https://www.buzzfile.com/home/basic>

**CATEGORY:** Company Information

**PURPOSE:** Buzzfile provides a searchable database of over 17 million public and privately held companies, not-for-profits, governmental agencies, schools and other institutions in the United States. All publicly traded companies are covered, and, according to the company's President and founder, so are "virtually all private companies" in the US as well. The site is updated every other month.

**FEE/FREE:** FREE and FEE-BASED

**SOURCE CHECK:** Buzzfile was launched in November 2011 by Aziz Akin, who currently is the President. Akin had previously been Vice President of Business Development for a leading commercial real estate market data company, and previous to that position, served in key management roles at major information industry firms such as ProQuest, Dow Jones and Thomson Reuters. The actual data itself on Buzzfile is licensed from Dun & Bradstreet, as well as the US Census Bureau and the Department of Labor.

**OUR VIEW:** This site was a real find, as it is difficult to locate truly new, innovative and valuable company search sites. While Buzzfile seems to be geared primarily for Academic career centers, it has great value for all company researchers, and offers greater coverage, more search capabilities and more types of data than others we have seen in recent memory. There is also additional complementary information such as demographics data for the area where the target firm is located; the name and contact for one or more key executives; names of nearby businesses; revenue/employee count and more. Note that there is a fee- based premium service (Buzzfile Professional) for more precise marketing and prospecting screening type uses. *Consider this site when you need to find data on U.S.-based companies, particularly smaller, privately held ones.* **March 2018**

**Buzzfile** The Most Advanced Company Information Database  
 Search by Company Name

Home My Favorites Lists List Builder Employers by Major Employ Veterans

**Mars, Incorporated**  
 Mars

**Contact Information**  
**Mars, Incorporated**  
 6885 Elm St  
 Mc Lean, VA 22101  
**Contact:** Grant Reid  
**Title:** President  
**Phone:** (703) 821-4900  
**Website:** www.elfem.com

There are 5 Companies located at 6885 Elm St, Mc Lean, VA 22101

**Business Description**  
 Mars, Incorporated, which also operates under the name Mars, is located in Mc Lean, Virginia. This organization primarily operates in the Enriched Rice (Vitamin and Mineral Fortified) business / industry within the Food and Kindred Products sector. This organization has been operating for approximately 66 years. Mars, Incorporated is estimated to generate \$35 billion in annual revenues, and employs approximately 300 people at this headquarters location and 80,000 total employees across all locations. This organization is engaged in manufacturing, importing and exporting activities at this facility.

**Sector:** Food and Kindred Products  
**Category:** Rice Milling  
**Industry:** Enriched Rice (Vitamin and Mineral Fortified)  
 Ice Cream, Packaged: Molded, On Sticks, Etc.  
 Chocolate Candy, Solid  
 Candy and other Confectionery Products  
 Caterers  
**SIC Code:** 2044, 2024, 2066, 2064, 5812

**Name:** Mars, Incorporated  
**Year Founded:** 1952  
**Engaged In:**  
 Manufacturing  
 Importing  
 Exporting

**Location Type:** HQ  
**Revenue:** \$ 35,000,000,000  
**Employees Here:** 300  
**Employees Total:** 80,000  
**Facility Size:** 30,000 sqft  
*\* Revenue & Employees are estimates*

**Map**  
 38°56'16.3"N 77°10'57.3"W  
 View larger map

**Demographics for Zipcode 22101**

Percentage	Population
83.8%	White
5.2%	Hispanic
2.2%	Black
15.9%	Asian
0.5%	Native American
0.1%	Hawaiian
1.1%	Other

**SITE:** Companies House

**URL:** <https://beta.companieshouse.gov.uk/>

**CATEGORY:** Company Information

**PURPOSE:** This site permits free searching and viewing of the official documents and data that U.K. companies have filed with the government. There are about 170 million records in the database.

**FEE/FREE:** FREE

**SOURCE CHECK:** Companies House is the official UK agency that incorporates and dissolves companies; and collects and makes available data that those companies are legally required to make available to the public.

**OUR VIEW:** Until very recently it was not possible to conduct a search of U.K. company filings at no charge and retrieve detailed data. But in the middle of 2015, Companies House announced a free search service. While still in beta, we found the site works perfectly well and is easy to use. Researchers can locate key details on all UK companies required to file (in the U.K. these are called "limited"

companies) and can review data such as financial accounts, and details on directors and secretaries throughout the life of the company. Additional information such as archival reports are available too, but on a paid subscription basis. *Consider this site if you need to find data on companies located in the U.K.*  
**September 2016**

**SITE:** Competition Policy International (Newsletter)

**URL:** <https://www.competitionpolicyinternational.com>

**CATEGORY:** Company Information

**PURPOSE:** This email-based newsletter provides news and updates from competition authorities and courts around the world.

**FEE/FREE:** FREE [But other portions of site are fee-based]

**SOURCE CHECK:** Competition Policy International (CPI) provides news, reports, analysis and commentary on matters related to global antitrust and competition. It is headquartered in Boston, though run by an editorial board of professors and antitrust experts and analysts from around the country.

**OUR VIEW:** While CPI's focus is academic and often used by business school professors, it also provides data of value to any kind of business researcher who needs news, trends and analysis on global competition and antitrust. While this is primarily a fee-based site, there is a lot of good and detailed free information here too, including the email-based newsletter, news alerts, and various updates on what is happening globally in competition policy. *Consider this site if you want to keep up with news and obtain analysis on governmental policy and trends in anti-trust and competition from a global perspective.* **February 2017**

**SITE:** Consumer Complaint Database

**URL:** <https://tinyurl.com/yb5jqquc>

**CATEGORY:** Company Information

**PURPOSE:** This site permits consumers to make public complaints about bad experiences they have had with companies and provides a variety of advanced search operators and filters to make all of the complaints searchable. The site, which is still in Beta, currently includes over 998,000 searchable customer complaints and is updated on a daily basis.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Consumer Financial Protection Bureau (CFPB) is a U.S.

governmental federal agency that regulates the offering and provision of consumer financial products or services, launched in 2011 as part of the Dodd-Frank Wall Street Reform and Consumer Protection law. The agency has focused on assisting consumers in areas such as “abusive debt collection practices...mortgage lending...complaints from customers of financial institutions” and related consumer issues.

**OUR VIEW:** This is a fabulous and unique resource we had not come across before and it can make an excellent complementary alternative resource to many company research projects. We were very impressed with all of the advanced search features and filters, (even providing sophisticated search options like proximity, fuzzy and boost searching; and pre-post search filters like date received; type of complaint; type of product/sub-product identified in the complaint; if/how company responded and more); its clean and intuitive interface; and how well it performed in our searches. The results retrieved are clear, detailed and informative, and sometimes includes the response from the company as well. One caution: the federal administration has been making changes to the leadership and mission of this bureau, so it is possible that this section of the agency’s web page may undergo major changes in the near future, or potentially be eliminated altogether. *Consider this site if you need to find out which companies’ consumers are dissatisfied with and what they are saying.*

**March 2018**

**SITE:** Corporate Office Headquarters.com

**URL:** <http://www.corporateofficeheadquarters.com>

**CATEGORY:** Company Information

**PURPOSE:** Provides contact information for the headquarters of companies around the U.S., along with supplementary information such as strategies for getting through a company’s voicemail menus to get to a live person, solicitation of consumer comments and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** Corporate Office Headquarters.com is a product of Customer Service Numbers LLC, of Palm Beach Gardens, FL, and run by Internet Entrepreneur Eric Strand.

**OUR VIEW:** While it’s true that plugging a company’s name into Google will usually turn up the organization’s headquarters along with key contact information, in other cases the main office contact data is buried, not promoted, hidden behind a general 800 number customer affairs line or otherwise hard to find. There are actually several “company headquarters” type look up sites on the Web, but we found this one, while not perfect, to be the most reliable, useful, and

interesting one we've tried. *Consider this site if you are having trouble locating the headquarters and associated contact information for a company you are researching.* **June 2015**

**SITE:** FormDs.com

**URL:** <http://formds.com/>

**CATEGORY:** Company Information

**PURPOSE:** This site indexes, in near real-time, "Form D" documents filed with the SEC: this is the form that the majority of startups and investment firms file when raising money. Users can browse and search both recent and archived Form D filings on this site.

**FEE/FREE:** FREE

**SOURCE CHECK:** FormDs.com was created by Robert H. Hunt, a technology entrepreneur based in San Francisco.

**OUR VIEW:** If you are not familiar with them, Form Ds are filed by companies who qualify under the SEC's "Regulation D" exemption, a regulation that allows (typically) smaller companies to raise capital through the sale of equity or debt securities without having to register their securities with the SEC.

This is an intriguing site, as Form D filings include nitty gritty data such as the amount of money raised, industry, names of executives and directors, contact information and other details. This site not only allows users to search by company or individual name, but to filter by region, date and various technical categories that make up a Form D. *Consider this site if you are researching startup and investment firms and need to know about their money raising activities.* **October 2015**

## Newest Filings

Company	Newest funding	Date	Type
Desktop Metal, Inc. (Other Technology)	\$13,852,337	2015-11-02	New Form D
Equity Group Partners, LLC (Pooled Investment Fund)	\$200,000	2015-11-02	Amended Form D
BKON Connect, Inc. (Computers)	\$905,000	2015-11-02	New Form D
Cycle Reapers Holdings, LLC (Retailing)	\$1,900,000	2015-11-02	New Form D
Curtis Blvd Investment, LLC (Commercial)	\$740,000	2015-11-02	New Form D
Oak Ridge SGS Healthcare Fund LLC (Pooled Investment Fund)	\$9,730,000	2015-11-02	Amended Form D
FSC AS Jonesboro AR DST (Other Real Estate)	\$100,000	2015-11-02	New Form D
Eden Arc Capital Partners, LP (Health Insurance)	\$15,849,225	2015-11-02	New Form D
WILSON RESOURCES INC (Oil and Gas)	\$61,666	2015-11-02	New Form D
Shoeless Wonders LLC. (Other)	\$75,000	2015-11-02	New Form D
Scandy, LLC (Other Technology)	\$40,000	2015-11-02	Amended Form D
RIGHT BEE, LLC (Manufacturing)	\$110,000	2015-11-02	New Form D
Wattage Finance-OH, LLC (Pooled Investment Fund)	\$131,612,334	2015-11-02	New Form D
Grand Junction SNF LLC (Commercial)	\$965,340	2015-11-02	New Form D
Visium Healthcare Partners ASP Fund, a series of Alternative Strategies Private Equity Platform, LLC (Pooled Investment Fund)	Yet to Sell	2015-11-02	New Form D
Super League Gaming, Inc. (Other)	\$3,250,000	2015-11-02	New Form D
Tute Genomics, Inc. (Other)	\$868,532	2015-11-02	New Form D
SEQUOIA CAPITAL INDIA V LTD. (Pooled Investment Fund)	Yet to Sell	2015-11-02	New Form D

**SITE:** The Global 5000

**URL:** <http://theglobal5000.com/>

**CATEGORY:** Company Information

**PURPOSE:** The Global 5000 provides basic directory and financial information on the largest 5000 companies in the world. Data provided in the directory includes company name, city, country, industry group/industry, and—where available—the number of employees and total revenue for the two most recent years.

**FEE/FREE:** FREE (Need to sign up and register to obtain directory)

**SOURCE CHECK:** The Global 5000 is produced by a single individual, Harry Henry, of Harwich, MA, who provides marketing & social media expertise to organizations on Cape Cod. Henry is also an affiliate analyst for Outsell Inc., the leading industry analysis firm for the information industries. The data itself comes from his own independent research.

**OUR VIEW:** We were very pleased to discover that anyone can conduct searches for free and view up to 50 matches without paying on this site. It's an excellent resource for target marketing and list generation, as you can search by company name, region/country; industry and minimum/maximum range of employees and revenue. We also like that it includes both private and public companies; is very fast, and that there are no limits on the number of free searches. *Consider this site when you want to quickly find key data on targeted large corporations around the world.* **December 2017**

**SITE:** Historic Corporate Reports

**URL:** <http://www.library.hbs.edu/hc/collections/hcr/>

**CATEGORY:** Company Information

**PURPOSE:** A searchable collection of original company documents, ranging from annual reports and prospectuses to proxies, registrations and more from 1820 to the present.

**FEE/FREE:** FREE (to have a librarian search up to 10 company names; \$25 per hour charge for more searches)

**SOURCE CHECK:** The collection was compiled by Harvard University's Baker Library.

**OUR VIEW:** There aren't many places to turn when you need to find really old original corporate documents, and Harvard's Baker Library is renowned for having one of the largest collections of annual reports and other original reports in the world. The really cool thing here too is that the librarians at Baker will actually do some free searches for you, with very reasonable charges for more extensive searching. The staff can be contacted directly to perform these searches here: <http://www.library.hbs.edu/forms/hceref/>. *Consider this site if you need to locate very old annual reports or other original corporate documents.* **February 2016**

**SITE:** Last10k.com

**URL:** <https://www.last10k.com/>

**CATEGORY:** Company Information

**PURPOSE:** This site permits users to search and view a company's financial and other filings with the SEC. It provides up to 10 years of US public company's 10-K annual reports, 10-Q quarterly reports, press releases, and other data.

**FEE/FREE:** FREE

**SOURCE CHECK:** Last 10K was created by a single programmer, Amar Kota of Idea Edge Industries, located in Irvine, CA. Kota has served as a technology officer and CTO for various companies as well as a University and has a background in building and directing software engineering, infrastructure, QA, cyber security and support services team.

**OUR VIEW:** While there are many free SEC filing search services available on the Web, this one offers several noteworthy features that makes it stand out from the others. The biggest is a "sentiment detection" feature where statements in the filings are rated as either positive or negative—typically this kind of feature is only available from premium fee-based stock analysis services. There are also additional

value-added features such as financial ratios for the target company, data on its financial stability and intrinsic value. Finally, Last10K permits the user to annotate and highlight text on the documents too! *Consider this site when you want to get official financial filings from a public company, particularly if you want to analyze the tone of any textual narratives. August 2018*

**SITE:** Owler

**URL:** <http://www.owler.com>

**CATEGORY:** Company Information

**PURPOSE:** Provides a wide range of directory, financial, and operations data on thousands of public and private companies in the United States and around the world.

**FEE/FREE:** FREE (must register with company email address to use)

**SOURCE CHECK:** Owler is a small venture backed private company located in San Mateo, CA founded in 2011. It employs its own researchers as well as employs crowd sourced contributions from verified members to collect its data.

The screenshot displays the Owler website interface for Nike Inc. At the top, there is a search bar with the text "Search for a company" and an "Advanced Search" button. The Nike logo is prominently displayed on the left. The main content area is titled "Nike Company Profile" and includes several sections: "Nike At-a-Glance" with a photo of Mark Parker, Chairman & CEO, and an approval rating of 80%; "Key Stats" showing Revenue of \$33B and 70,700 Employees; and "Nike Top Competitors" listing Puma, Reebok, Asics, New Balance, Under Armour, Vans, Adidas Group, and Saucony. There are also buttons for "Update this profile" and "Add a new competitor".

**OUR VIEW:** We actually found this site while researching this issue of Best of the Business Web when we were having trouble locating any source that identified the headquarters of Competition Policy International (CPI), highlighted above—but did locate it from Owler. We were intrigued, did some searching and were very, very impressed with the amount of detail available on so many private and public, global companies available for free in this database. It also had a fairly sophisticated company screening tool, and all was intuitive to use and worked well. This looks to be an outstanding addition to the free, hybrid-crowd sourced company directory arena. *Consider this site when you need free and detailed information on public or private companies in the U.S. or around the world. February 2017*

**SITE:** Seeking Alpha: Earnings Transcripts

**URL:** <https://seekingalpha.com/symbol/FB/earnings> [Facebook's Earnings Information]

**CATEGORY:** Company Information

**PURPOSE:** Seeking Alpha provides a wide range of news, financials, and analyses on public companies; and one of its most valuable but lesser known features is its access to transcripts of 4,500 companies' quarterly earnings calls.

**FEE/FREE:** FREE

**SOURCE CHECK:** Seeking Alpha is one of the largest destination sites on the Web for data, news and discussion on stocks, companies and financial information, providing data on 8,600 stock tickers and about 8,500 articles. It was founded in 2004 by David Jackson, who was previously a technology research analyst for Morgan Stanley. It has an editorial team of 53 and relies on over 15,000 individual and corporate contributors. The company is headquartered in New York City.

**OUR VIEW:** You can find conference and earnings transcripts on individual companies' Web sites or financial aggregators, but Seeking Alpha does an outstanding job of making these valuable documents available from thousands of companies instantly and easily. It even permits searching for keywords across multiple transcripts. The company claims that it works to publish the transcripts 6 hours after the call has been completed (for a one-hour call) and with an accuracy rate of 99.5%. One very nice feature is a key word email alert option to get updates every time a transcript is published on a company or companies you are tracking. *Consider this site if you need to get timely news about a company's financial performance, challenges, strategies, and plans directly from the company itself.* **July 2018**

**SITE:** TipRanks

**URL:** <https://www.tipranks.com/analysts/top>

**CATEGORY:** Company Information/Investment Analysts

**PURPOSE:** Rankings of top investment research analysts, based on performance, both overall for all industries, and for specific sectors.

**FEE/FREE:** FREE AND FEE

**SOURCE CHECK:** TipRanks was launched in 2012 and introduced its ranking feature in 2014. It is a venture funded privately held firm located in Tel Aviv, Israel.

**OUR VIEW:** Although geared to the investment community, business researchers can use this site too to help qualify and filter Wall Street company and industry reports found on Investext or other analyst databases. Some

information professionals may already be familiar with *Institutional Investor*, a leading trade journal that does a similar kind of ranking. However, unlike that publication which utilizes more human analysis and judgement to make its rankings, TipRanks relies heavily on algorithms to rate and rank performance. *Consider this site when you need insights into which investment analysts stock picking performance has been determined to be the highest. October 2019*

**SITE:** RankandFiled

**URL:** <http://rankandfiled.com>

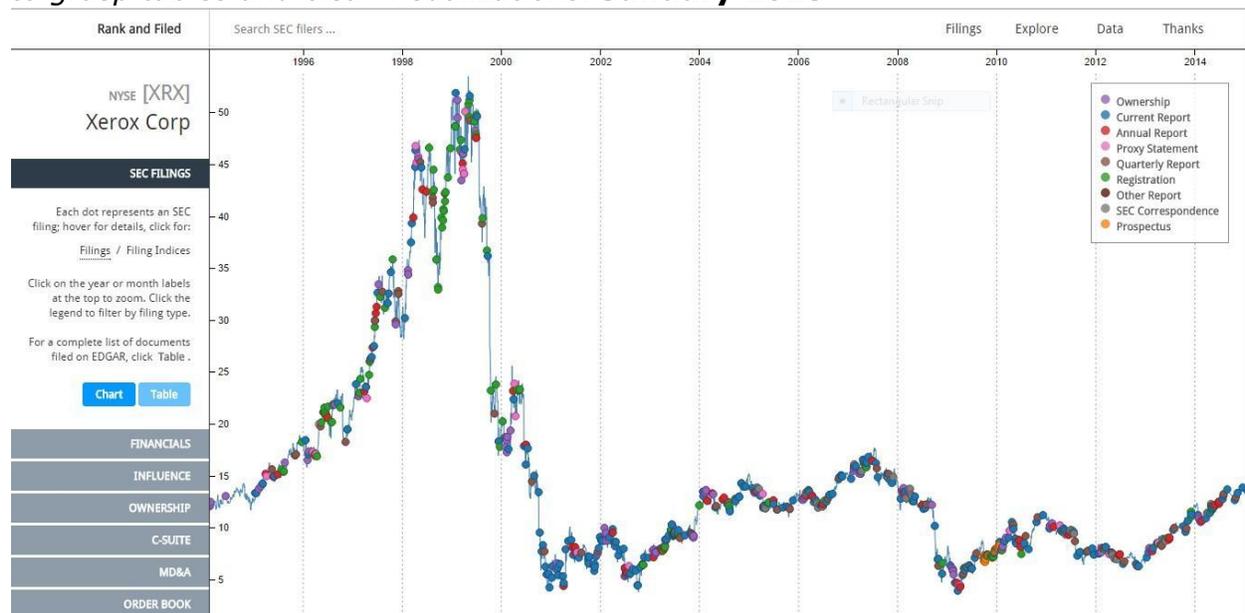
**CATEGORY:** Company Information

**PURPOSE:** A collection of tables, charts, and visualizations of key data culled from recent SEC document filings from public companies in the U.S.

**FEE/FREE:** FREE

**SOURCE CHECK:** The creator of this site, which was launched in late 2013, is Maris Jensen, a former SEC Analyst. Her work to create this site has been chronicled in several articles in the business and financial press.

**OUR VIEW:** There is a tremendous amount of valuable data extracted and displayed on this wonderful site. You can browse by industry and exchange or search by company name, insider, broker-dealer, private issuer and then view crisp and clear tables and charts on financial, influence, ownership or other data sets. The site makes it simple to hover over a filing date and then instantly pull up the full filing. It's updated near real time too, and free as an open source project. It's one of the best SEC search systems we've come across in a long time! *Consider this site if you need to pull key data out of recent SEC filings and view the data in easy to grasp tables and clear visualizations. January 2015*



**SITE:** SECfilings.com

**URL:** <https://secfilings.com>

**CATEGORY:** Company Information

**PURPOSE:** This site lets users specify a company, industry, or person, and then will send an RSS or email alert whenever that entity is in a document filed with the SEC.

**FEE/FREE:** FREE (though need to register)

**SOURCE CHECK:** The site is a creation of TDM Financial, a financial media company based in Whitefish, MT. The company also apparently goes by the name Emerging Growth Corporation.

**OUR VIEW:** SECfilings, which covers over seven million filings dating back to 1994, offers a very convenient way to keep up with those companies you may be tracking when they have just filed a document with the SEC, (as well as whenever industries or people you are monitoring as well). *Consider this site if you want to keep up with filings by a certain company, by a certain industry or that list a specific person.* **November 2016**

**SITE:** Secretaries of State

**URL:** <http://www.coordinatedlegal.com/SecretaryOfState.html>

**CATEGORY:** Company Information

**PURPOSE:** A listing and links to Secretaries of State offices in all 50 states, along with links directly to online services in those state offices that facilitate querying and searching its database.

**FEE/FREE:** FREE (though certain of the state search sites charge a fee)

**SOURCE CHECK:** This site was created by Coordinated Legal Technologies, a privately held firm based in Fresno, CA that specializes in software training and support for the legal community.

**OUR VIEW:** Depending on the particular state, any company that launches or maintains its offices in that state must file certain documents with the state government, and many of the most important ones are filed with the Secretary of State office. These filings can include documents such as liens, trademarks, and descriptive information about the business and its owners. The states provide public access to those documents, typically for free (or occasionally for a fee) via a Web

portal. This site is very convenient in that it not only lists and links to all the Secretary of States' offices but to their search services and databases as well. *Consider this site if you need to find information about private companies, particularly smaller ones where there is little public information available.* **April 2015**

**SITE:** Untangling the World of Private Company Information

**URL:** <https://tinyurl.com/rxkda62>

**CATEGORY:** Company Information/White Paper

**PURPOSE:** This white paper examines the availability of data on private companies on countries throughout the world, how data is gathered on these privately held companies, and the filing requirements of specific selected countries.

**FEE/FREE:** FREE (must register)

**SOURCE CHECK:** The White Paper is produced by BvD, a major business information vendor located in Belgium, and the producer of popular company directory and financial databases like Orbis, Fame and Zephyr. BvD was recently acquired by Moody's Analytics. Inc.

**OUR VIEW:** What we like about this white paper is the knowledge and substance that makes up the foundation of the report, and its clear and helpful description and analysis of private companies, and how their structure and filing requirements differ around the world based on culture and laws. As a result it offers a semi-scholarly, informative, and contextual analysis in addition to its practical value for business researchers that need to know the how and whys of finding official filings of privately held companies around the world. In addition, the white paper is created by a company that has carved out a highly respected name for itself in being a leader in doing the hands on digging up of these filings in countries throughout the world. *Consider this site when you need to understand the way privately held companies in countries around the world make their filings, what is available and what is not, and how to go about finding those documents.* **November 2017**

**SITE:** VBProfiles

**URL:** <http://vbprofiles.com>

**CATEGORY:** Company Information

**PURPOSE:** VBProfiles aggregates and curates data to provide and display a dashboard of business information on about 20,000 business entities: companies, industries, executives and markets.

**FEE/FREE:** FREE (Need to register)

**SOURCE CHECK:** VBProfiles is a joint product from Spoke Networks and Venture Profiles

**OUR VIEW:** VBProfiles is certainly not the only business information and news aggregator around, but we like how it works. You can browse or search for a person, company, or market and then view a crisp, attractive collection of relevant data on that entity. For example, for a company you'd likely find a short description, contact data, revenue, number of employees, recent news, executive profiles and pictures, press releases, names of funding organizations uploaded videos and more. Be forewarned that the focus is primarily on tech and tech related companies, and the level of data is going to vary and can be spotty. The business model is also counting on crowdsourced contributions and will likely be soon going to fee or partially fee based. But it's a site we think is worth watching. *Consider this site if you need to get a quick, crisp, easy to read summary about a company, market, industry or executive in the tech arena.* **June 2015**

# Consumer Research

**SITE:** American Customer Satisfaction Index (ACSI)

**URL:** <https://www.theacsi.org/news-and-resources/customer-satisfaction-reports/report-archive>

**CATEGORY:** Consumer Research

**PURPOSE:** The ACSI is an index of the quality of products and services available to household consumers in the United States. It measures satisfaction of customers for over 300 companies in 43 industries and 10 economic sectors. Companies (and industries) obtain a score on a scale from 0-100. Industries covered include financial advisors, the federal government, household appliances and electronics; e- businesses; restaurants, telecommunications; travel; utilities/shipping/healthcare and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The model that eventually became the ACSI was first designed in 1989 for the Swedish economy, and in 1994 the ACSI itself was developed by the University of Michigan (Ann Arbor) Distinguished Professor Emeritus of Business Administration Claes Fornell, done in cooperation with the American Society for Quality and the CFI Group Inc. The CFI Group today is a provider of customer experience measurement and business insights, and is located in Ann Arbor, MI. The data that is used to create the indices is derived from conducting interviews with about 180,000 customers annually.

**OUR VIEW:** This is a goldmine of a source: it is unique, detailed, utilizes a reliable and proven methodology—and is free! Not only can you review how customers are ranking and evaluating entire industries, but you can even discover customer ratings on specific companies as well. A great feature too is that the collection of reports is keyword searchable with an archive extending back to 2010. In addition to the ACSI industry and company rankings, the site also provides various related resources, including journal articles, book chapters, conference and working papers, and a regularly updated substantive blog. *Consider this site when you need to know how customers are evaluating large companies in major industries, as well as the industries as a whole.* **February 2018**

**SITE:** Brands Generating the Most Positive Word of Mouth by Millennials

**URL:** <https://today.yougov.com/topics/consumer/articles-reports/2018/09/24/netflix-tops-new-list-brands-generating-positive-w>

**CATEGORY:** Marketing Information/Brands

**PURPOSE:** A ranking of the brands that have the highest ranked positive

word of mouth and reputation by millennials, as well as those brands whose ranks have improved the most between 2017-2018.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site is published by YouGov.com, a U.K.-based public polling site that conducts spot surveys on the Internet about politics, public affairs, products, brands and other topics of general interest, created either for specific clients or just for publication on its own site.

**OUR VIEW:** This is a pretty fascinating and intriguing site. Although we highlighted here the most popular brands by millennials as a poll that would be of particular interest to business researchers, you can locate a wide range of other brand related polls by going to its broader brand polling page at <https://today.yougov.com/find-solutions/brandindex/>. And you'll probably find even more interesting surveys on its main page at yougov.com. While most of these are self-selected polls, and so do not represent scientifically conducted surveys, the results can still be very interesting and thought provoking. The site itself is very well organized, lively, easy to use, and fun to browse to quickly get survey results on a huge range of popular, political, business, technology and other topics. And you can take some of these surveys yourself too! *Consider this site if you need learn what consumers think about brands, controversial topics, cultural matters, politics and all sorts of popular, business, social and technology topics.* **November 2017**

**SITE:** Edelman Trust Barometer

**URL:** <https://www.edelman.com/research/2018-edelman-trust-barometer>

**CATEGORY:** Consumer Research

**PURPOSE:** This is an in-depth, data-packed summary of a study that reports on the findings of several extensive surveys and polls that identify what segments of the US population trust or do not trust information from certain institutions, including the government, media, NGOs and businesses as well as friends and other sources.

**FEE/FREE:** FREE

**SOURCE CHECK:** The study is a creation of Edelman, one of the largest and oldest public relations and marketing communications companies in the country. One of Edelman's special focus and specialty is in digital information, social media, trust and reputation. The company has headquarters in Chicago and New York City.

**OUR VIEW:** This is a timely and powerful study from an authoritative source. The report provides a wide selection of data, charts, and graphs that report on the responses from key segments of the U.S. and global population on who they

say they trusted and who they do not. Current survey data is compared to the same responses for to the previous year to show differences in trust level. The report also includes very relevant and insightful essays by the leaders of Edelman that provide good context, as these summarize the troublesome implications for a country that is less and less trusting of a wide range of traditional institutions. *Consider this site when you want to find out who in the U.S. and the world trusts what kinds of institutions or sources to tell the truth; and the larger social and political implications of declining trust within the U.S. June 2018*

**SITE:** Euromonitor: White Papers

**URL:** <http://blog.euromonitor.com/category/white-papers>

**CATEGORY:** Consumer Research

**PURPOSE:** Nearly 100 data filled white papers on consumer buying habits and trends around the world, on topics ranging from International Beauty and Personal Care; the Top 100 City Destination Rankings; Global Travel Trends; Alcohol Consumption in Latin America and so on.

**FEE/FREE:** FREE

**SOURCE CHECK:** Euromonitor is a well-known and respected publisher of data, analysis, custom research and databases on consumer behavior, actions, and trends in countries around the world. It employs its own research analysts and is headquartered in London, with a U.S. headquarters in Chicago, with other offices around the globe.

**OUR VIEW:** Euromonitor is one of the top names in the consumer market publishing arena, and many corporations and large organizations pay a good deal of money to subscribe to its Passport searchable database and to purchase individual studies, or contract for custom market research. While naturally the detail and amount of data in these white papers is much less than what paid subscribers receive, the research behind it is the same and the top line data and authoritative trends analysis are valuable for anyone studying consumer behaviors and trends in a market for a certain region of the globe. *Consider this site if you want top line data and trend analysis on consumer behavior and preferences for products, services, experiences, media, travel and other types of goods and services around the world.*

**October 2017**

**SITE:** Global Economies and Consumers

**URL:** <http://tinyurl.com/mevmssu>

**CATEGORY:** Consumer Research

**PURPOSE:** This white paper examines what the economic and consumer landscape is looking like in 2017, particularly within the context of the latest political movements and worldwide trends. Key areas covered include the digital consumer; households; income and expenditure; population; natural resources; economy/financial and trade; cities, and business dynamics.

**FEE/FREE:** FREE (must register to download white paper)

**SOURCE CHECK:** Euromonitor, which is based in London and headquartered in the U.S. in Chicago is a leading global publishers of consumer market data. Its products include custom and on-demand reports, searchable premium databases, customer research and other information products that analyze consumer behavior and trends.

**OUR VIEW:** While there are lots of consumer trends type white papers available free on the Web, the pedigree of this publisher and its employment of hundreds of its own analysts around the world to gather data first hand makes this one stand out from the rest. The white paper is particularly good for getting a broad, but valuable overview of the key consumer and economic trends, combining quantitative data displayed in handy charts and graphs supplemented with highly informed qualitative analysis. *Consider this site when you need to get an overview of the major economic and consumer trends around the world, especially given larger political trends and developments.* **March 2017**

**SITE:** Mintel: Newsletter

**URL:** <http://www.mintel.com/mintel-newsletter>

**CATEGORY:** Consumer Research

**PURPOSE:** Mintel's newsletter provides regular updates for a range of topline findings, white papers, news, and data from a selection of the company's fee-based collections and databases. These include insights on what consumers are buying, trends, demographic segments, and other consumer research topics.

**FEE/FREE:** FREE

**SOURCE CHECK:** Mintel is a global leader in collecting, aggregating, and disseminating a wide range of consumer demographic, psychographic, buying, and behavioral data for market researchers, with a special focus on granular data on consumer products and competitive intelligence databases. The company was founded in 1972 and has offices in London, New York, Chicago, Shanghai, Seoul, Bangkok, Belfast, Kuala Lumpur, Mumbai, Düsseldorf, New York, São Paulo, Singapore, Sydney, Tokyo and Toronto.

**OUR VIEW:** Mintel is a top-notch provider of consumer data—one of the best in the world perhaps, but it is a very expensive service; often unaffordable even to larger businesses. But this data and analysis-based newsletter is free, and it can be an excellent, credible and powerful source when you just need top line, summary or trend data on consumer buying or product issues. *Consider this site when you want to keep up with timely, credible consumer marketing data from a top worldwide organization, but don't have the budget to subscribe to its detailed studies, databases. March 2018*

**SITE:** Nielsen Reports

**URL:** <http://www.nielsen.com/us/en/insights/reports.html>

**CATEGORY:** Consumer Research

**PURPOSE:** Browse and read the fulltext of detailed consumer reports on topics related to media, online, mobile, and other areas that are studied by Nielsen.

**FEE/FREE:** FREE (though need to provide a small amount of user data before downloading)

**SOURCE CHECK:** Nielsen is well known for its television audience measurement information services, and today also provides media and advertising clients with data on how various types of content (video, audio, text) are consumed on a variety of devices and platforms. It also provides retailers with consumer buying data, and has most recently been providing advanced analytics to its clients as well.

**OUR VIEW:** What we like about these reports are that they are derived from front line data gathering work from the leading company in audience measurement and analysis. They are also current and include a range of valuable charts and graphs. Here are names of some recent reports available for free on the site include: *The Effect of Digital on Retail; The Beverage Alcohol Media Report: Q4 2016; Pockets of Growth: Latin America; The State of the U.S. Beer Market; U.S. Games Report: 2017; Asian American Women: Digitally Fluent with an Intercultural Mindset. Consider this site when you need free data on consumer media, online, and retail consumption from a reliable source with primary data. June 2017*

**SITE:** Simmons Research: Insights

**URL:** <https://www.simmonsresearch.com/insights/>

**CATEGORY:** Consumer Research

**PURPOSE:** The "Insights" section of Simmons Research's site offers white papers, webinars and blog posts with substantive and timely consumer

purchasing data on products as well as popular media usage.

**FEE/FREE:** FREE (Though must register to access the information)

**SOURCE CHECK:** Simmons Research, founded in 1925, is a prominent and highly respected name in the consumer research arena, with a special focus on providing brands, agencies and media companies key audience measurement data. The company has offices in New York and Florida.

**OUR VIEW:** Similar to the MarketLine newsletter profiled above, being able to get access to Simmons Research Insights will provide you with at least a certain amount of timely and credible consumer data at no charge at all. These reports and Webinars often contain lots of granular data, along with insights and analyses, and can help you get a jump on whatever consumer product, service, behavior, demographic or other market related research you may have. *Consider this site when you need data and expert analysis on popular and timely consumer market trends.* **March 2018**

**SITE:** Top 10 Global Consumer Trends for 2015

**URL:**

[UPDATE 2020 Report available at: <https://go.euromonitor.com/white-paper-EC-2020-Top-10-Global-Consumer-Trends.html>]

**CATEGORY:** Consumer Research

**PURPOSE:** A 36-page report that describes and analyzes key consumer trends that companies should attend to in 2015.

**FEE/FREE:** FREE

**SOURCE CHECK:** The report was published by Euromonitor, one of the world's leading consumer research organizations. The company is headquartered in London and has its primary U.S. office in Chicago. The author of the report was Euromonitor's UK Consumer Trends Consultant, Daphne Kasriel-Alexander.

**OUR VIEW:** While there are lots of trends-oriented reports floating around the Web, this is one of our favorites. First, it is published by one of the most respected names in the consumer research industry, so it comes with a high degree of credibility. Secondly, the report is packed with supporting data, charts, logical analysis case studies, and specific examples. Finally, it's written in an appealingly friendly yet authoritative voice. *Consider this site if you want a quick take on the current trends among consumers, particularly millennials.* **February 2015**

**SITE:** YouGov Profiles

**URL:** <http://today.yougov.com/profileslite#>

**CATEGORY:** Consumer Research

**PURPOSE:** Provides detailed demographic, psychographic, behavioral and attitudinal data on self-identifying users of various brands, product types, media and activities.

**FEE/FREE:** FREE

**SOURCE CHECK:** YouGov is an international data and analytics firm that conducts polls on the Internet on a wide range of topics including public affairs, brands, politics, and various popular topics. It was founded in 2000 in London, and today has 31 offices in 21 countries, and employs about 700 people. It collects its data from a participative panel of 5 million people around the world.

The screenshot shows the YouGov Profiles website interface. At the top, there's a search bar and navigation links for 'REGISTER FOR FREE' and 'LOGIN'. The main heading is 'People who own Sentra'. Below this, a navigation menu on the left lists categories like 'DEMOGRAPHICS', 'LIFESTYLE', 'PERSONALITY', 'BRANDS', 'ENTERTAINMENT', 'ONLINE', 'MEDIA', and 'UPGRADE OPTIONS'. The central profile card features an illustration of a woman. To the right of the illustration are several data sections: 'DEMOGRAPHICS' (Gender: FEMALE, AGE: 18-29, URBAN), 'TOP STATES' (FLORIDA, SOUTH CAROLINA, PENNSYLVANIA, NEW JERSEY, OREGON) with a map of the US, 'POLITICS' (DEMOCRAT vs REPUBLICAN gauge), 'PROFESSIONS' (CUSTOMER SUPPORT AND CLIENT, TELECOMMUNICATIONS, FOOD SERVICES AND HOSPITALITY), and 'ANNUAL INCOME' (LESS THAN \$20,000).

**OUR VIEW:** This site is not only very cool to use—it is extremely useful too. We were extremely impressed with the granular amount of valuable consumer information we were able to find on so many companies, brands, and activities. It's all very fast, clear, and from what we could tell the data behind this is robust and reliable, though like any survey data, you'll always want to dig in to find out as much as you can or a confirming source. *Consider this site when you need consumer demographic and behavior type data on specific brands. April 2017*

# Country Information

**SITE:** A.T. Kearny FDI Confidence Index

**URL:** <https://www.atkearney.com/foreign-direct-investment-confidence-index/rankings>

**CATEGORY:** Country Information

**PURPOSE:** This index, updated yearly, provides ratings of how various countries rank and compare to each other in terms of consideration for foreign direct investment.

**FEE/FREE:** FREE

**SOURCE CHECK:** A.T. Kearny is a major global management consulting firm employing over 3,600 people in more than 40 countries. Its clients include over three-quarters of the Fortune Global 500, as well as governmental and high-profile non-profit organizations. It was founded in 1926 and is headquartered in Chicago.

**OUR VIEW:** We liked this site for several reasons: the expertise of the firm behind it, the simplicity and clarity of the rankings, the display of changes in a country's ranking from the year before, and its useful commentary. Those comments can be quite informative. For example, this year for New Zealand, A.T. Kearny wrote that "New Zealand is the largest gainer in the Index this year. This likely results from its strong performance on regulatory transparency and lack of corruption, the top factor that investors consider when choosing where to invest and its related information services, such as its recently published 2018 Global Cities Report, which highlights regional trends from the past decade and examines what defines the world's most influential cities. *Consider this site when you need comparative rankings and analysis on which countries around the world are the best candidates for foreign investment.* **May 2018**

# Top 25 Rankings

▲ Gain ▼ Decline ● Not ranked last year ● No change

Rank	Country	Change from 2017	Score 2018 (Scale of 3)	Score 2017	Remarks
1	 United States	●	2.09	2.03	The United States takes the top spot for the sixth year in a row. This continued confidence is likely a result of its large market, strong and sustained economic growth, and recent corporate tax cuts.
2	 Canada	▲3	1.82	1.78	Canada moves up three spots to its highest ranking in the history of the index. An update to the Investment Canada Act, a newly established Invest Canada agency, and new trade agreements could be boosting investor optimism.
3	 Germany	▼1	1.81	1.86	Germany tops the list of European countries in the index for the third consecutive year. The country is tightening policies on foreign takeovers in strategic sectors, but its increasing GDP growth rate remains appealing.

**SITE:** Country Risk Reports

**URL:** <http://www3.ambest.com/ratings/cr/crisk.aspx>

**CATEGORY:** Country Information

**PURPOSE:** A collection of short reports for 100+ countries around the world that quantifies and analyzes the economic, political, and financial risks of investing and doing business for each.

**FEE/FREE:** FREE

**SOURCE CHECK:** The reports are a creation of A.M. Best Company, a major global credit rating agency that focuses on the insurance industry. A.M. Best was founded in 1899 by Alfred M Best and has offices around the world, with its headquarters in Oldwick, New Jersey.

**OUR VIEW:** These clear, to the point and succinct country risk analyses provide a great snapshot of the current political, economic, and financial stability for each country covered, and have been created by a highly credible source. Each report provides a textual description of the risks of doing business in that country, including a quantitative risk rating ranging from 1 (very low) to 5 (very high). We also liked the fact that A.M. Best provides a clear and accessible explanation of its rating methodologies, (available at <http://www3.ambest.com/ambv/ratingmethodology/OpenPDF.aspx?rc=197697>) *Consider this site if you need an authoritative analysis on the political, economic and financial stability of a country you are considering investing in or doing business. February 2015*

**SITE:** Top 10 African Economic Indicators

**URL:** <http://www.africadata.com/indicator.php>

**CATEGORY:** Country Information

**PURPOSE:** Provides the latest and most important economic indicators for countries throughout Africa, from Algeria and Angola to Zambia and Zimbabwe.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site is a creation of Exchange Data International, a London-based company that provides financial information on emerging markets and produces the fee-based African Financial and Economic Data platform.

**OUR VIEW:** This is an extremely simple, easy to use, but valuable and authoritative source for obtaining data for a part of the world where timely and reliable information is hard to come by. Among the economic indicator data provided is GDP, consumer price percentage changes, net foreign investment, ease of doing business ranking and more. You can either browse the listing of indicators by country, or enter a country name (or indicator) and download the listing yourself (you will need to register to perform the download). *Consider this site if you need key economic data on one or more countries in Africa.* **June 2015**

# Crime and Corruption

**SITE:** Corporate Research Project

**URL:** <http://corp-research.org>

**CATEGORY:** Crime and Corruption

**PURPOSE:** Provides advice, strategies, and sources for digging for hard to find information on companies, with a special focus on locating corporate misconduct data and records.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Corporate Research Project is a non-profit organization geared for activists and organizations that are researching company operations. It is part of Good Jobs First, a Washington-DC based nonprofit policy resource center, whose mission is "promoting corporate and government accountability in economic development and smart growth for working families."

**OUR VIEW:** This site is a goldmine for valuable strategic advice and sources for locating information on companies. Not only does it do an excellent job in helping researchers identify businesses that are violating laws and government regulations, but is filled with general company research tips too, ranging from how to find data on subsidiaries and linkages to identifying brand names, customer information and much more. See in particular the link to this segment that is chock full of these kinds of tips and sources: <http://corp-research.org/ddresearchguide2>. *Consider this site when you are looking for hard to find information on companies, especially related to violations or corporate wrongdoing.* **February 2017**

**SITE:** Investigative Dashboard

**URL:** <https://investigativedashboard.org/>

**CATEGORY:** Crime and Corruption

**PURPOSE:** A collection of tools, sites, search engines, documents, and resources geared for investigative journalists to help users locate hard to find data on global corporations and executives, particularly on topics that relate to corruption, fraud, and illegal activity.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Investigative Dashboard is an initiative of the Organized Crime and Corruption Reporting Project, a not-for-profit network of award-winning

investigative reporting teams and supported by international partner networks and donors including the Open Society foundations. The Project relies on the work of 150 journalists from 30 countries.

**OUR VIEW:** This is an amazingly deep, alternative source for digging up hard to find news, data, reports and links related to companies, organizations and people around the globe. One section surfaces the registries of companies worldwide; another is a search engine that permits the user to do a keyword search across all of the documents in the collection; and a third is a visualization tool that lets users create and view linkages between organizations, people and other entities. This data is collected by top notch investigative journalists and from sources on the deep Web and those not traditionally found in the standard business databases. *Consider this site when you need to do deep research into companies, organizations, or people around the globe, particularly those that may have some connection to corruption, hiding monies or other crimes.* **October 2018**

**SITE:** SEC Action Look-Up (SALI)

**URL:** <https://www.sec.gov/litigations/sec-action-look-up>

**CATEGORY:** Crime and Corruption

**PURPOSE:** This site allows anyone to search for the names of individuals names who have been defendants in SEC federal court actions or administrative procedures. The time frame covered is October 2014-March 31 2018; and will be updated periodically.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is a creation of the litigations section of The U.S. Securities and Exchange Commission (SEC).

**OUR VIEW:** This is a unique and intriguing site for researching frauds and violations of SEC rules. According to the agency, there are a wide range of violations that can lead to an investigation. Some of the most common are: misrepresentation or omission of important information about securities; manipulating the market prices of securities; stealing customers' funds or securities; violating broker-dealers' responsibility to treat customers fairly; insider trading and selling unregistered securities.

The site, launched this past May is, according to the SEC, designed to identify registered and unregistered individuals who have been parties to past SEC enforcement actions and against whom federal courts have entered judgments. It also covers individuals for whom the SEC has issued orders and those who have settled, defaulted, or contested an enforcement action

brought by the SEC, if a final judgment or order was entered against them in a federal court or an administrative proceeding. *Consider this site when you need to find out the names of people that have been charged with violating SEC regulations.* **November 2018**

**SITE:** Violation Tracker

**URL:** <https://www.goodjobsfirst.org/violation-tracker>

**CATEGORY:** Crime and Corruption

**PURPOSE:** Provides a search engine that contains data on corporate misconduct covering violations of laws and regulations in areas such as environment, labor, health, safety, price fixing, bribery and more. The database includes about 327,00 civil and criminal cases filed with the U.S. Justice Department since 2000 and has been updated through 2018.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is produced by the Corporate Research Project, an initiative of Good Jobs First. The Corporate Research Project is a non-profit center that assists community, environmental and labor organizations in researching and analyzing companies and industries, and Good Jobs First is a resource center on economic development accountability. Both groups are headquartered in Washington DC. The original data comes from press releases and other announcements issued by the U.S. Department of Justice or from the specific agencies themselves.

**OUR VIEW:** This is a powerful, impressive, advanced but still easy to use search engine to turn up all sorts of corporate violations. A pull-down search box permits users to search and filter many ways: by name of company; industry; type of offence; agency; penalty amount; level of government; year and more. The search engine is very fast, retrieves detailed data, and not only lists the violators but provides back up data and links to original judicial announcements and other key data sources. TIP: For some great insights into where within dozens of US (and a few State) agencies this kind of malfeasance data is recorded (and then collected by Violation Tracker), click on the "Data Sources" link on the search page (<https://www.goodjobsfirst.org/violation-tracker-data-sources>) to see the names and links to the various offices and programs for those agencies. *Consider this site when you need to find out if a particular company or companies within an industry have violated the law and were fined, and the amount fined, between 2000-2018.* **December 2018**



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- Newsroom
- Corporate Research Project
- Publications
- Violation Tracker

[« Return to search form](#)

### Violation Tracker Parent Company Summary

**Parent Company Name:** Amazon.com  
**Ownership Structure:** publicly traded (ticker symbol AMZN)  
**Headquartered in:** Washington  
**Major Industry:** retailing  
**Specific Industry:** retail-internet  
**Penalty total since 2000:** \$11,714,815  
**Number of records:** 66

Top 10 Primary Offense Types	Penalty Total	Number of Records
environmental violation	\$8,512,955	8
aviation safety violation	\$2,171,940	35
consumer protection violation	\$455,000	1
workplace safety or health violation	\$208,675	17
labor relations violation	\$196,586	4
wage and hour violation	\$169,659	1

**Notes:**

Parent-subsidiary linkages are based on relationships current as of the latest revision listed in the [Update Log](#), which may vary from what was the case when a violation occurred. The penalty dollar total above may be adjusted to account for the fact that the list of entries below may include both agency records and settlement announcements for the same case; or else a penalty covering multiple locations may be listed in the individual records for each of the facilities. Duplicate penalty amounts are marked with an asterisk in the list below.

**Associated Names:**

AMAZON; AMAZON COM; AMAZON COM KSDC; AMAZON LOGISTICS; AMAZON SVC; SOURDOUGH A EUROPEAN BAKERY, INC.; WHOLE FOODS; WHOLE FOODS MARKET NORTH ATLANTIC DISTRIBUTION CENTER; WHOLE FOODS MARKET ROCKY MOUNTAIN / SOUTHWEST LP; WHOLE FOODS MARKET STORE 10315; WHOLE FOODS MARKETS

# Data Analytics

**SITE:** thinkwithGoogle

**URL:** [www.thinkwithgoogle.com](http://www.thinkwithgoogle.com)

**CATEGORY:** Data Analytics

**PURPOSE:** This resource created by Google aggregates data from its search engine and apps, services and sites, and supplements it with its own and 3<sup>rd</sup> party surveys and research to shed light on a wide range of popular and business data driven articles. Sample topics include mobile purchasing paths, how different generations search for a new home, what people are looking for in a financial product, what's on the mind of new parents and much more.

**FEE/FREE:** FREE

**SOURCE CHECK:** thinkwithGoogle was initially launched in 2013 as "Think Insights," and has since evolved with new features and given its new name.

**OUR VIEW:** We just came across this unusual site and found it to be fascinating, informative and fun. Although the articles or "mini reports" focus on certain key sectors: advertising, automotive, business-to-business, consumer goods, education, fashion, government & non-profits, healthcare, media & entertainment, restaurants, and retail, in fact thinkwithGoogle really covers the gamut of popular and business topics. We found that it surfaces insights unavailable elsewhere and is particularly valuable for trends research.

To find a specific topic, you can either browse by industry sector, platform (video, social, search, etc.) products, or do a keyword search. A nice feature of the keyword search is that you are able to zero in on the results you want by applying variety of helpful filters: not just for industry and platform, but by region, content type (article, case study, interview, statistic, webinar, etc.) and by date published. *Consider this site if you want to find data driven analyses of popular and business topics, especially if you are in market research, marketing, or new product development.* **March 2015**

The screenshot shows a web browser window with the URL <https://www.thinkwithgoogle.com>. The page features the "thinkwithGoogle" logo at the top left. A navigation menu is open, listing various industries: Advertising, Automotive, Business-to-Business, Consumer Goods, Education, Fashion, Financial Services, Government & Non-Profits, Healthcare, Media & Entertainment, Restaurants, and Retail. The "Advertising" industry is selected, leading to an article titled "LGBT Advertising" under the sub-heading "Advertising - Video". The article text reads: "New data from Google and YouTube shows that equality-themed ads have a widespread impact". The background of the article features a blurred image of a rainbow flag and hands clasped together. On the right side of the page, there are several article thumbnails, including one titled "Top 5 Trends: Finance Trends of the Year" and another titled "The Impact of Online Video on...". The browser's taskbar at the bottom shows various application icons and the system clock indicating 2:25 PM on 3/27/2015.

# Databases and Datasets

**SITE:** Catalog of Non-Profit Literature

**URL:** <http://catalog.foundationcenter.org/>

**CATEGORY:** Databases and Datasets

**PURPOSE:** Provides advanced search features and filters for searching a collection of bibliographic information for over 33,000 books, journals, reports, and other documents about the non-profit sector. Many of the items also include abstracts.

**FEE/FREE:** FREE (though requires registration and some items are fee-based)

**SOURCE CHECK:** The database is a creation of “Candid”, a new entity formed this past February that resulted from the merger of two leading research entities serving the non-profit sector: GuideStar and The Foundation Center. Candid is located in New York City.

**OUR VIEW:** It’s always great to find a sophisticated, valuable, and well put together searchable database—particularly when it is free on the Web. The information contained in the database is all substantive, there are advanced search options to better target what you need, and the site works quickly and smoothly. Where fulltext is not available you are given information about holding libraries to request it, or you can use the bibliographic information to find the item through an interlibrary loan at your own institution or through other platforms. *Consider this site when you need to research the non-profit sector.* **October 2019**

**SITE:** data.world: Finance

**URL:** <https://data.world/datasets/finance>

**CATEGORY:** Databases and datasets

**PURPOSE:** Provides a browsable and searchable collection of over 1,400 finance related data sets, including many free and open source ones.

**FEE/FREE:** FREE (need to register)

**SOURCE CHECK:** data.world is a small Public Benefit Corporation located in Austin, TX

**OUR VIEW:** We like this site quite a bit. Not only does it surface high quality finance related open data sets—which cover topics ranging from number of credit cards opened to a Gold Bullion Repository to data on student debt—but covers a huge number of other topics of value to business research including census data,

management, population demographics and much more. (If you need advice on how to properly download, filter, and analyze data sets, please see the two-part series in *The Information Advisor's Guide to Internet Research*; October and November 2019.) Consider this site if you need to find and download data sets on finances, as well as management, demographics and other topics. **October 2019**

There are 1467 **finance** datasets available on data.world.

Find open data about finance contributed by thousands of users and organizations across the world

The screenshot shows the data.world website interface. On the left, there is a sidebar with 'TOP OPEN DATA TOPICS' including oregon (1528), society (1497), transect (2746), waterfowl (5426), ngda (2481), hxl (3314), wildlife (1873), statbank (3110), coral (2793), geodata (1733), atmosphere (1543), statistic (3119), migration (2076), completed (9008), education (2145), recreation (1567), census (3600), and management (2472). The main content area displays a search bar and a list of dataset cards. Each card includes a user profile picture, the dataset title, a brief description, the update date, and relevant tags. The datasets shown are: 'CFPB Credit Card History' by adamhelsinger, 'Banks' by arthur/Banks, 'Historical Prime Lending Rate' by bgadoci, 'Austin Finance Online eCheckbook' by cityofaustin, and '401(k) Contribution Limits' by cjewell.

**TOP OPEN DATA TOPICS**

- oregon (1528)
- society (1497)
- transect (2746)
- waterfowl (5426)
- ngda (2481)
- hxl (3314)
- wildlife (1873)
- statbank (3110)
- coral (2793)
- geodata (1733)
- atmosphere (1543)
- statistic (3119)
- migration (2076)
- completed (9008)
- education (2145)
- recreation (1567)
- census (3600)
- management (2472)

**adamhelsinger / CFPB Credit Card History** OPEN  
The number and aggregate credit limit of new credit cards opened each month.  
Dataset • Updated 3 years ago  
cfpb, credit, credit cards, lending, regulation, +4

**arthur / Banks** OPEN  
The following list shows the largest banks in the world ranked by total assets. The top 10 banks hold over \$26 trillion  
Dataset • Updated last year  
banking, finance, 2017, commercial banks, assets  
345

**bgadoci / Historical Prime Lending Rate** OPEN  
Historical Prime lending rate by year going back to 1956.  
Dataset • Updated 3 years ago  
financial data, finance, contributors wanted  
29

**cityofaustin / Austin Finance Online eCheckbook** OPEN  
Flat file data set of the data found in the Austin Finance Online eCheckbook application.  
Dataset • Updated 2 days ago • ODC-ODbL License  
financial, echeckbook, checkbook, transparency, expenses, +7  
11

**cjewell / 401(k) Contribution Limits** OPEN  
IRS 401(k) Contribution Limits from 1978 to 2018  
Dataset • Updated 2 years ago • Public Domain License  
irs, retirement savings, finance

**SITE:** Google Dataset Search

**URL:** <https://toolbox.google.com/datasetsearch>

**CATEGORY:** Databases and Datasets

**PURPOSE:** This recently released Google search engine, still in beta, allows users to search and find thousands of data repositories and data databases.

**FEE/FREE:** FREE

**SOURCE CHECK:** This is a Google product.

**OUR VIEW:** As you probably know, much of business research—and all research to some extent—is increasingly focused on locating data and data sets. While there are several sites that let you search and find data sets, a standard, simple, and powerful Google interface and search technology is going to make this job much easier. From our test searching, we can pass along a couple of tips: entering your initial words into the search box will trigger the display of matching data sets; you can use standard Google search protocols; and because there is no “date” field or limit, consider adding the dates you want to limit to (with an “OR ” operator in between dates and a “+” sign before the date to require its inclusion). Like most of Google’s initial products, it is going to evolve based on user behavior, feedback and other factors, (for more on this see: <https://ai.googleblog.com/2018/09/building-google-dataset-search-and.html>) but for now you should definitely add it to your search toolkit when you want to find data sets. We found several business and market research data sets in our testing too, so it is definitely valuable for finding business focused data sets. *Consider this site when you need to find data sets, particularly open source (free) ones.* **September 2018**

**SITE:** GZ Consulting

**URL:** <https://gzconsulting.org>

**CATEGORY:** Databases and Datasets

**PURPOSE:** A blog that identifies, describes and reviews new and updated sites and databases for sales intelligence professionals.

**FEE/FREE:** FREE

**SOURCE CHECK:** The blog is the creation of Michael R. Levy, the principal of GZ Consulting, a market research and competitive intelligence consultancy launched in 2012 that focuses on the information services industry. He previously worked as a product marketing manager for the well-known information service OneSource. GZ Consulting is located in the greater Boston area.

**OUR VIEW:** We really enjoyed reading this blog. While it is geared to reviewing databases, products and vendors geared for “sales intelligence” professionals, there is of course a good deal of overlap between sales intelligence professionals and other business researchers, as many of the products reviewed are company research databases, for digging up data about industries and so on. We found

Levy's choices for products to review, his writing style and analyses all very clear and valuable—check it out yourself to see. *Consider this site if you want to keep up with news and reviews of sites and sources on company and business intelligence.*  
**September 2018**

**SITE:** Kaggle: Datasets

**URL:** <https://www.kaggle.com/datasets>

**CATEGORY:** Databases and Datasets

**PURPOSE:** A listing, description and links to download thousands of data sets on a wide range of topics, many of which are business oriented and range from areas like anonymized fraudulent credit card transactions, mall customer segmentation data; Google patents data, Chicago Business Licenses and many more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The actual data sets are created and uploaded either by Kaggle directly, or by one of the members of its community of data scientists. Kaggle is part of Google, having been acquired by the company in March 2017, and has over 1,000,000 registered users.

**OUR VIEW:** Data and data sets are hot as a business information source, and today Kaggle is one of the leaders if not the leader in providing lists and access. Not only are there some very interesting and useful data sets here, but the site lets you filter its collection by a variety of ways, including by topical "tag" so you can just view those categorized as business, finance, etc. Note too that Kaggle offers its community members a wide range of services and resources in addition to these collections of data sets, such as data competitions, instruction, job boards and more. *Consider this site if you need to find a wide range of data sets.* **January 2019**

**SITE:** Library of Congress: E-Resources, Business and Management

**URL:** <http://eresources.loc.gov/search~S9/m?SEARCH=Business+and+Management>

**CATEGORY:** Databases and Datasets

**PURPOSE:** This page lists all business and management databases available to use at no charge from the US Library of Congress. The listing includes both databases where the researcher needs to be physically onsite at the Library as well as those available remotely.

**FEE/FREE:** FREE

**SOURCE CHECK:** The listing was compiled by the United States Library of Congress.

**OUR VIEW:** As you likely well know, most of the really powerful and substantive business databases are not free (which is why we try to find the good stuff for you here in Best of the Business Web!). But we've also found this handy compilation of high-quality free business-related databases available from the US Library of Congress site. These are part of a larger listing by the Library that include not just business resources, but a wide range of topic areas, and the listing does include many databases that are free but only accessible when on site. But many listed are available online to anyone anytime. A few of those key databases that fit into that category include: The Asian Development Bank (ADB); AgEcon (a repository of full-text scholarly literature in agricultural and applied economics); The Global Entrepreneurship Monitor and many others. *Consider this site when you need to find free substantive business databases.* **December 2018**

**SITE:** Ontario Open Data

**URL:** <https://www.ontario.ca/search/data-catalogue?topic=%5B%22Business%20and%20economy%22%5D&sort=asc>

**CATEGORY:** Data Sets/Government Information/Canada

**PURPOSE:** This link will take you directly to the "business and economy" section of the larger site of Open Data sets. It lists and describes about 125 business focused data sets made available as part of the Canadian province Ontario's initiative to provide more open data.

**FEE/FREE:** FREE

**SOURCE CHECK:** The data is collected and aggregated by the Province of Ontario, Canada.

**OUR VIEW:** *This is a varied and interesting collection of business and economic data sets from Ontario. Sample sets include information on automotive plant locations, future products, current investments and incentives, and industry employment; agricultural and farm data; a listing of mineral companies exploring in Ontario; food processing operations and many others. It is worth going to the main Open Data page too to explore other sets, not specifically categorized as business/economic that may also prove useful for a research project. Consider this site when you need data on companies, industries, and economic data related to Canada, and specifically Ontario.* **July 2019**

**SITE:** ReportLinker Data

**URL:** <https://www.reportlinker.com/data>

**CATEGORY:** Databases and Datasets

**PURPOSE:** This site provides access to data for more than 1000 industries across Canada, including more than 30 performance benchmarks to help businesses determine how they measure up to competitors. The reports are representative of all businesses operating within the specified industry and geographic area and with \$30 thousand to \$5 million and \$5 million to \$20 million in total annual revenues and by profit margin. Reports feature the number of businesses in the selected industry, statistics for profitable and non-profitable small and medium-sized businesses that includes net profits and net losses, and detailed financial data on revenues and expenses, industry average's for income statements and balance sheet items as well as financial ratios.

**FEE/FREE:** FREE

**SOURCE CHECK:** ReportLinker Data is a new product from ReportLinker, a technology company based in France that uses semantic technologies and specialized deep Web crawling software to identify free and low-cost reports, documents, guides and analyses covering a wide range of business, economics and social topics.

The screenshot shows the ReportLinker Data website interface. At the top, there is a navigation bar with the ReportLinker Data logo and a search bar containing the text 'Prescription Drug Sales'. Below the navigation bar, the breadcrumb trail reads 'ReportLinker Data > Pharmaceutical > Prescription Drug > Prescription Drug Sales'. The main heading is 'Prescription Drug Sales' with a sub-heading 'Drug sales in DDD (defined daily dosis)'. On the left, there are filter sections for 'All Countries' (listing Italy, France, Spain, Denmark, Netherlands) and 'All Sources' (listing Organisation for Economic Co., European Commission, U.S. Census Bureau). The main content area displays '194 Statistics found for Prescription Drug Sales' and lists several search results, including 'Pharmaceuticals and Medicines Net Sales, Receipts, and Operating Revenues in the US' and 'Sales of Antibiotics in Hungary'.

**OUR VIEW:** We've used ReportLinker's original product to discover free substantive research reports and were impressed with what we could find that was available at no cost. So we were very pleased to see that the company has now done the same for data sets. While searching ReportLinker is of course not

the only way to locate relevant data sets, the interface does search multiple collections at once, making it very comprehensive, and its' search options and filters are easy and effective to use. *Consider this site when you need to locate free public data sets.* **July 2017**

**SITE:** World Data Atlas

**URL:** <https://knoema.com/atlas/topics/Business/datasets>

**CATEGORY:** Databases and Datasets

**PURPOSE:** Create charts and graphs and other visualizations by choosing from thousands of types of geographically categorized and organized business datasets. The data is drawn from more than 2.2-billion-time series published by more than 1,000 sources and covers social, economic, financial, political, and industry-specific topics and trends.

**FEE/FREE:** FREE (and FEE BASED)

**SOURCE CHECK:** Knoema is a privately held firm that launched in 2011 and is based in McLean, VA.

**OUR VIEW:** This is a real find for anyone that wants to find, customize and view all kinds of data from authoritative sources for free. There's an amazing amount of data to choose among—in the business section identified here topics range from America's Highest Paid Chief Executives in 2013 to Worldwide Sales of Mobile Devices from Vendors and Operating Systems from 2000-2016. After you select a series, indicator and geographic region, you will see the results of your search, along with data on the original source and other background data. Some excellent and informative business focused visualizations are available to browse here:

<https://knoema.com/insights/Business> and a pro version provides additional functionality such as the ability to download and export the data. *Consider this site if you need to find, compare, and view global time series data on business, social, and geographic themes.* **October 2018**

# Data Visualization

**SITE:** Data USA

**URL:** <https://datausa.io/>

**CATEGORY:** Data Visualization

**PURPOSE:** A portal, aggregator and data collection site that surfaces and visualizes key social, business, political, demographic and other issues of interest to policy makers and citizens.

**FEE/FREE:** FREE

**SOURCE CHECK:** Data USA is a joint venture launched by a partnership between Deloitte consulting; Datawheel, a data storytelling company; and Cesar Hidalgo, a professor at the MIT Media Lab and Director of Collective Learning. Collective Learning, according to the site “focuses on the development of analytical tools that can help improve our understanding of the world's macro structures in all of their complexity.” The founders worked with a team of economists, data scientists, designers, researchers and business executives to develop the site. The data itself is largely generated by the US Government from data sets from the US Bureau of the Census, Department of Labor, and other federal series and surveys.

**OUR VIEW:** We loved finding this site. Not that there aren't lots of other data visualization sites out there—but this is our new favorite. The reasons: the clear quality and authority of the original data; its ease of use; the business-related topics covered—but most of all, for the beautiful, informative and clear visualizations—accompanied by explanatory data and narratives! *Consider this site if you need at a glance visualization of public oriented data from jobs to housing to education, population and much more.* **April 2018**

**SITE:** Free Tools for Visualizing Economic Data: Tip Sheet

**URL:** <https://journalistsresource.org/tip-sheets/research/tools-visualize-economic-data-tip-sheet/>

**CATEGORY:** Data Visualization

**PURPOSE:** This article describes methods and sites for applying visualization tools and strategies to better display economic data derived from leading data providers on the U.S. and global economy, including the Federal Reserve Economic Database (FRED); the World Bank; the Organization for Economic Cooperation and Development (OECD); the World Health Organization (WHO) and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Journalist’s Resource is a Web site that locates, shares, and describes research related resources, documents, data and other content of potential high value to working reporters, journalists and editors. It is part of the Shorenstein Center on Media, Politics and Public at Harvard University’s Kennedy Center.

**OUR VIEW:** We’ve been a big fan of Journalist’s Resource for a long time, grateful for its clear, concise and practically valuable approach to surfacing key information resources for researchers. This segment highlighted above is of special value for business and economic researchers, especially for making presentations of official macro-economic data. Also included in this concise but data packed article are methods for customizing charts, and best practice design tips too. *Consider this site if you gather official economic data and want to learn how to create effective visualizations from that data.* **September 2017**

**SITE:** Global Market Finder: An interactive Tool for U.S. Exporters

**URL:**

<https://www.census.gov/library/visualizations/interactive/export-markets.html>

**CATEGORY:** Data Visualization

**PURPOSE:** Provides interactive graphs, tables and visualizations of a wide range of international trading information. Detailed data that can be displayed and compared includes commodity codes, countries, modes of transportation, good’s values, quantities and prices. More than 9,000 different goods are available to review and view.

**FEE/FREE:** FREE

**SOURCE CHECK:** The tool and site are a creation of the U.S. Bureau of the Census, and the data itself comes from the Bureau’s USA Trade Online import/export data collection site.

**OUR VIEW:** This is a good tool when you are researching which goods are being purchased the most by which countries and want to quickly get a snapshot view. It’s based on authoritative government data, and the visualization is a nice way to get a grasp of where the potential best markets are for a potential new commodity or product. It can be a little awkward searching for the right commodity code, and we found the site a little slow too; but it is new and we hope that it can up its game a little more in ease of use, features and in other areas so that it becomes even more useful for those researching international trade. *Consider this site when you want to know which countries around the world are exporting the most of a certain U.S. product, as well as associated information such as mechanism of transport, values, quantities and prices.* **November 2018**

**SITE:** Visualizing Data

**URL:** <http://visualisingdata.com>

**CATEGORY:** Data Visualization

**PURPOSE:** A collection of the best sites, examples, news and reports on the topic of data visualization.

**FEE/FREE:** FREE

**SOURCE CHECK:** This blog was launched in February 2010 and is the creation of Andy Kirk, a U.K.-based consultant, and trainer in data visualization. He is also the author of *Data Visualization: A Successful Design Process* (Packt Publishing, 2012).

**OUR VIEW:** Data visualization is a very hot topic these days, and there is no shortage online of advisories, analysis, and reports on how to create an effective visualization of data. In fact there is so much good information that it can be frustrating to zero in on the best. That's what we like so much about this site: it does a great job of finding the most valuable sites—and illustrates them in an extremely visually compelling matter.

Check, for example, the October 2014 issue of its monthly digest of the best of data visualization: <http://www.visualisingdata.com/index.php/2014/12/best-visualisation-web-october-2014/> and the 6-month summary at: <http://www.visualisingdata.com/index.php/2014/12/10-significant-visualisation-developments-july-december-2014/>. Consider this site if you want to find some of the best examples, advisories, news and reports on data visualization.

**January 2015**

visualising data

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LET'S HAVE A THINK ABOUT

A monthly digest of the best of data visualisation

# Demographic Data

**SITE:** Census Visualizations

**URL:** <https://www.census.gov/library/visualizations.html>

**CATEGORY:** Government Information/Demographics/

**PURPOSE:** A list and links to a wide range of charts, graphs and other visualizations created by the US Bureau of the Census.

**FEE/FREE:** FREE

**SOURCE CHECK:** This is a product of the United States Census Bureau

**OUR VIEW:** You may be aware that there is a vast amount of information, including business data, available from the US Census. The hard part is not just finding what you need, but getting it in a digestible, easy to read and clear manner. This page of the Census' Library has collected dozens of valuable data sets and aggregations and created attractive visualizations. Some relevant collections of interest to business researchers include: Business Formation Statistics; Micropolitan America; Men & Women, Money & Work, and several others. You can download, print, embed or use these for presentations (no copyright concerns either of course!) *Consider this site when you need to obtain or share easily understandable data collected and put into visualizations by the Census Bureau. July 2019*

**SITE:** Demographics

**URL:** <http://www.sbdnet.org/industry-links/demographics-links>

**CATEGORY:** Demographic Data

**PURPOSE:** A listing and links to the most comprehensive sources from the federal government that provide demographic data.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site was created and is management by the SBDC National Information Clearinghouse, which is part of the U.S. Small Business Administration (SBA).

**OUR VIEW:** There's tons of good demographic data available from the government, but it can be frustrating and time consuming to find the best sources. This site identifies and describes scores of the most useful ones—ranging from statistical clearinghouses, to Census pages, departmental reports from agencies like the Department of Labor and Transportation and others. If you browse the site you will find other very interesting offerings too, including a free competitive profile map of nearby businesses, free market research reports and more. *Consider this*

site if you want to quickly zero in on some of the best statistical demographic sources and services available from the U.S. federal government. **January 2019**

The screenshot shows the SBDCNet website. At the top, there is a navigation bar with links for 'Official SBDC Advisor Login Here', 'All Other Site Areas Are Open to the Public.', and a search bar. The main header features the 'SBDCNet' logo and the text 'The SBDC National Information Clearinghouse serving the Small Business Development Center Network and America's small business community.' Below the header is a navigation menu with links for 'Home', 'Small Business Help Topics', 'Small Business Snapshots', 'Market Research Links', 'Find Your Local SBDC', and 'About Us'. The main content area is divided into two columns. The left column is titled 'Demographics' and contains a 'Download article as PDF' link, a paragraph about the importance of demographic data, and a section for 'General Business Statistics' which includes a link to 'http://www.fedstats.gov/'. The right column is titled 'Industry Research Links' and lists various categories such as 'Advertising & Marketing', 'Agriculture & Aquaculture', 'Apparel / Textile Links', 'Auto & Transportation', 'Beauty Salon / Cosmetics', 'Biotechnology', 'Child Care Business', 'Computers / Internet', 'Construction & Engineering', 'Crafts & Hobbies', and 'Demographics'. Each link is accompanied by a small thumbnail image.

**SITE:** General Social Survey (GSS)

**URL:** <http://gss.norc.org/>

**CATEGORY:** Demographic Data

**PURPOSE:** The GSS regularly surveys Americans on a set of core questions and breaks down results by demographics, behaviors and attitudes. It also surveys Americans on a range of special topics. The data can be browsed, searched, and manipulated by any researcher that wants to find basic social survey data as well as for finding and reviewing trends on how Americans think, act and behave.

**FEE/FREE:** FREE

**SOURCE CHECK:** The General Social Survey (GSS) is a project of NORC at the University of Chicago, with principal funding from the National Science Foundation. It has been conducting surveys since 1972.

**OUR VIEW:** The GSS is one of the most prominent and comprehensive collectors of social data and behavior. You can use its "Data Explorer" tool to search on the issues and variable you want, and then choose to extract the desired data and

integrate it into any current research projects. Registered users can do even more, and some researchers and professors use the site to teach survey research methods and analysis as well. *Consider this site if you need to find, extract and utilize basic social science survey data.* **January 2018**

**SITE:** International Database

**URL:** <https://www.census.gov/data-tools/demo/idb/informationGateway.php>

**CATEGORY:** Demographic Data

**PURPOSE:** This site allows users to create and download a customized dataset of demographic and population indicators on hundreds of countries around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site was created by the United States Bureau of the Census from a variety of official external and internal sources.

**OUR VIEW:** This database serves as a one stop, simple to use, reliable and current source for key demographic and population data for hundreds of countries. Among the data available (for historic, current and projected years) are midyear population; population growth rate percentage; fertility rates, births, life expectancy, death rate, net migration rate, and number of migrants. *Consider this site if you need population information and demographic data for virtually any country in the world.* **December 2015**

# E-Commerce

**SITE:** The Complete Omni-Channel Retail Report: What Brands Need to Know About Modern Consumer Shopping Habits in 2018

**URL:** <https://www.bigcommerce.com/blog/omni-channel-retail/>

**CATEGORY:** E-Commerce

**PURPOSE:** A detailed report that looks at who, where, and what Americans are shopping for online, as well as the demographics, habits, behaviors, and preferences of online customers. The focus of the report is retail, and “omni-channel” which refers to sellers that sell their products and services available on multiple online platforms and sometimes in brick and mortar stores as well.

**FEE/FREE:** FREE

**SOURCE CHECK:** The report was written and distributed by BigCommerce, a popular e-commerce platform and informational site founded in 2009 that provides tips, strategies and resources for selling online and for understanding e-commerce. BigCommerce has offices in Austin, San Francisco, and Sydney Australia and its platform currently is utilized by over 55,000 businesses to operate and power their stores on online marketplaces like Amazon, eBay and others.

**OUR VIEW:** Anything related to e-commerce is superhot, and not showing any signs of cooling off anytime soon. There’s tons of data, advice and resources on all this on the Internet, but based on some recent research we’ve done on e-commerce, BigCommerce seems to have its finger on the pulse more than just about anyone else. It provides countless bits of valuable market data points and analyses of value to anyone that needs to understand this exploding way goods are bought and sold—as well as to any business that needs advice on how to launch an e-commerce operation. We advise exploring all the various parts of the BigCommerce site too so you can get a feel for all the valuable and free material available. *Consider this site when you need to understand how e-commerce is changing the way consumers shop, trends in retail e-commerce and the trend in omnichannel selling.* **February 2018**

**SITE:** E-Commerce in China

**URL:** [http://tradecommissioner.gc.ca/world-monde/china\\_e-commerce\\_guide-cybercommerce\\_chine.aspx?lang=eng](http://tradecommissioner.gc.ca/world-monde/china_e-commerce_guide-cybercommerce_chine.aspx?lang=eng)

**CATEGORY:** E-Commerce

**PURPOSE:** A full descriptive, data-filled and analytical overview of opportunities for businesses interested in conducting online sales and ecommerce in China— whether via a 3<sup>rd</sup> party like

Amazon, on other platforms, or through one's own Web store. Includes market data, barriers, drivers, forecasts and analyses.

**FEE/FREE:** FREE

**SOURCE CHECK:** The report was commissioned and published by the Canadian government's Trade Commissioner Service.

**OUR VIEW:** Although this document was specifically created for Canadian businesses that want to know how to conduct e-commerce in China and reach Chinese consumers, it is packed with valuable data for anyone that wants to do online business in this massive and still growing market. Among the key sections in this valuable advisory: identifying key customers; the key players; market entry channels; payment methods; protecting IP; social media in China; special issues and concerns; increasing one's brand's presence and more. *Consider this site if you need a clear and authoritative guide for conducting online business in China and selling to Chinese consumers.* **January 2018**

**SITE:** E-commerce statistics (E-STATS)

**URL:** <https://www.census.gov/programs-surveys/e-stats.html>

**CATEGORY:** E-Commerce

**PURPOSE:** This site aggregates and provides news, data, reports and updates on information related to e-commerce. The most recently released report, published this past May was its *2016 E-Stats Report: Measuring the Electronic Economy*. This study summarized e-commerce related statistics on shipments, sales and revenues from four sectors of the economy: manufacturing, wholesale, services and retail.

**FEE/FREE:** FREE

**SOURCE CHECK:** E-STATS is produced by the U.S. Bureau of the Census. The data itself is drawn from four surveys conducted by the Bureau: the 2016 Annual Survey of Manufactures (ASM); the 2016 Annual Wholesale Trade Survey (AWTS); the 2016 Service Annual Survey (SAS); and the 2016 Annual Retail Trade Survey (ARTS).

**OUR VIEW:** There are, of course, tons of good, authoritative economic and business data available from the federal government's web sites directly. But it's often hard to zero in on what you need, and to navigate between all of the available data tables, sets, and releases on whatever you may be researching. That's one reason we like this site and its reports as much as we do—it does almost all of that upfront work for you: combining, sorting and making sense of related information on a single subject under review—in this case on the very hot world of e-commerce. *Consider this site if you need to locate official data on the e-commerce economy in the United States.* **June 2018**

# Economic Development

**SITE:** World Economic Outlook Database

**URL:**

<http://www.imf.org/external/pubs/ft/weo/2016/01/weodata/index.aspx>

**CATEGORY:** Economic Development

**PURPOSE:** This database provides selected macroeconomic data series used to create projections of economic developments for individual countries and major country groups. The time coverage is 1980 to the present, with projections for the next two years.

**FEE/FREE:** FREE

**SOURCE CHECK:** The data is derived from the *World Economic Outlook Report*, which reports on the research conducted by the International Monetary Fund (IMF), part of the World Bank.

**OUR VIEW:** There is a wealth of economic data on countries from this major global financial agency. You can find data on matters such as national accounts, inflation, unemployment rates, balance of payments, fiscal indicators, commodity prices and more. Because there is so much data, it can be tricky to zero in on what you want; however, the site makes it relatively simple to click through various data sets to choose what kind of data you want to see, and for which country (or country group) and then generate a customized report just with that data included. *Consider this source if you need to get detailed economic data on countries around the world, including past and projected data.* **August 2016**

**SITE:** The World's Most Innovative Economies

**URL:** <https://www.bloomberg.com/news/articles/2017-01-17/sweden-gains-south-korea-reigns-as-world-s-most-innovative-economies>

[UPDATE: 2019 List: <https://www.bnnbloomberg.ca/these-are-the-world-s-most-innovative-economies-1.1201700>]

**CATEGORY:** Country Information

**PURPOSE:** A discussion and ranking of the most innovative economies in the world—note the top ranked ones were South Korea and Sweden.

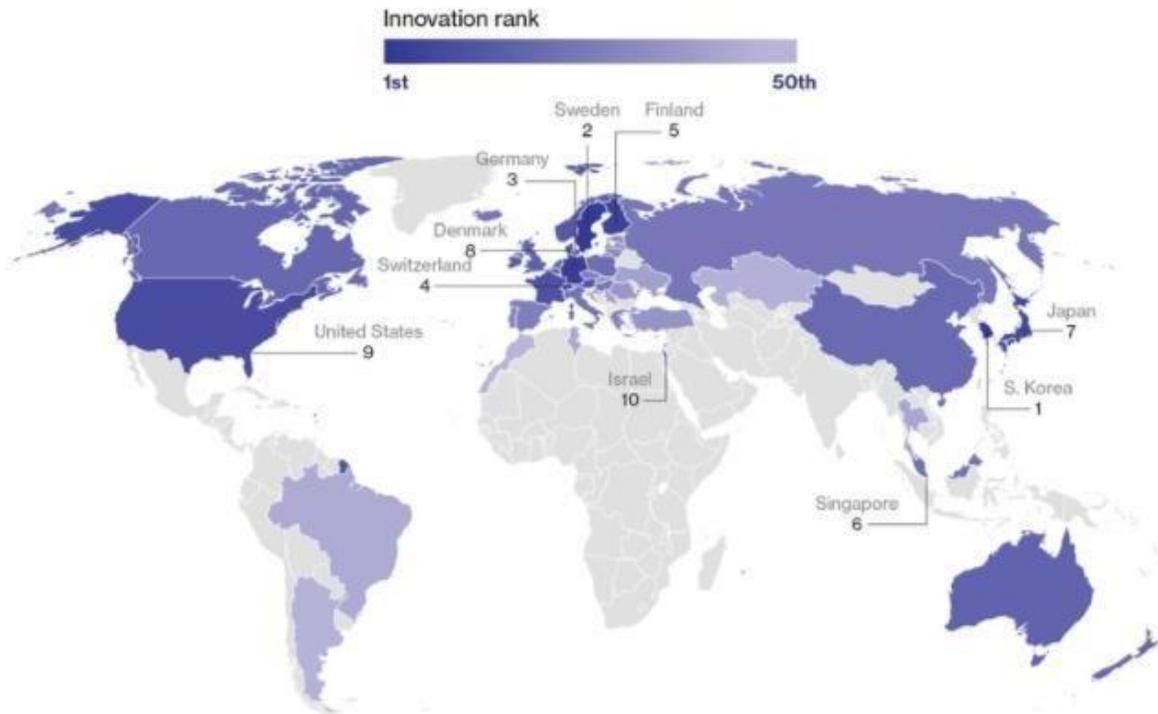
**FEE/FREE:** FREE

**SOURCE CHECK:** The article was published in Bloomberg News.

**OUR VIEW:** This detailed and very interesting study reported here, examined several factors ranging from R&D intensity, manufacturing, patent activity, productivity and other factors to rank the top 50 countries around the world on their level of innovation. This article examines the reasons and forces for a country's ranking, as well as why some countries have risen or dropped over the previous year. A map (see below) and a detailed chart help make the data quickly understandable at a glance. *Consider this site when you want to discover which countries around the world are the most innovative, and what sorts of metrics are used to measure innovativeness.* **November 2017**

### Fifty Most Innovative Economies

South Korea, Sweden and Germany top the list; Israel moved into top 10 for the first time



SOURCE(S): Bloomberg, International Labour Organization, International Monetary Fund, World Bank, Organization for Economic Co-operation and Development, World Intellectual Property Organization, United Nations Educational, Scientific, and Cultural Organization



# Economic Information

**SITE:** Economic Policy Institute

**URL:** [http://www.epi.org/resources/research\\_data/](http://www.epi.org/resources/research_data/)

**CATEGORY:** Economic Information

**PURPOSE:** A collection of data, reports and commentaries on how current, proposed and recommended economic policies may impact working Americans.

**FEE/FREE:** FREE

**SOURCE CHECK:** *The Economic Policy Institute (EPI) is a nonprofit, nonpartisan think tank that researches the impact of economic policies on working Americans, particularly those in lower and middle class. It was founded in 1986 and is headquartered in Washington DC.*

**OUR VIEW:** If you are looking for data, analysis, and recommendations on economic policies that relate to wages, unemployment, compensation, consumer prices, and other economic matters that influence government policy, the EPI site is an excellent place to do research. The site permits keyword searching on its collection of reports, blogs, commentaries and economic snapshots, and allows the user to filter a search by author, topic of research and type of information source. *Consider this site if you need to learn about current or proposed government economic policies and its impact on working Americans.* **December 2015**

# Publications

🔍 Search all EPI publications by author, issue, or content.

## BY CONTENT:

carbon tax

## BY AUTHOR:

Select an author

## BY AREA OF RESEARCH:

Green Economics x

## BY TYPE:

Select a type

- Commentary
- Economic Snapshot
- Report
- Blog

## What we read today

January 29, 2013 | **Blog**

Here are a few of the links that EPI's research team clicked through during the last couple of days:  
"Payroll Tax Cuts May Boost the Economy More than You Think" (TaxVox) "U.S.

## With friends like these: The carbon tax edition

January 10, 2013 | By Josh Bivens | **Blog**

I know that Thomas Friedman thinks he's making the case for a carbon tax stronger by emphasizing that it addresses the dangers of both climate change and large federal deficits, but because he's mixing an honest-to-goodness danger (climate change) with a phantom one (increased debt in the near term), it's not clear to me he's helping much.

**SITE:** The Economics & Business Data Center (EBDC)

**URL:** <http://www.cesifo-group.de/ifoHome/facts/EBDC.html>

**CATEGORY:** Economic Information

**PURPOSE:** The EBDC provides a range of data and datasets about German companies, along with cross-European comparisons.

**FEE/FREE:** FREE

**SOURCE CHECK:** The EBDC is hosted and created by the Ludwig-Maximilian University of Munich (LMU) in Munich, Germany. The Center itself is supported by the Exzellenzinitiative of the Federal Ministry of Education and Research (within the "LMUExcellent" program) and was founded in 2008.

**OUR VIEW:** This unique source offers a very unusual and potentially quite valuable collection of information if you are researching companies, industries, and economic trends in Germany. While some of its resources are only available to those who visit the center physically, a good deal of data is made available for online users too. For example, downloadable data sets include "Development in Income Inequality" which analyzes income and wealth inequality in Germany since 2010; and there's a free searchable database of European-wide data called the Database for Institutional Comparisons in Europe or "Dice" (<http://www.cesifo-group.de/ifoHome/facts/DICE.html>) which allows users to search for cross-country comparisons of information on institutions, regulatory systems, legal requirements and more. You need to spend some time browsing this site to see all that is available. *Consider this site when you need comparative German and/or European data on matters related to economic and business administration.* **April 2018**

**SITE:** IDEAS

**URL:** <https://ideas.repec.org/>

**CATEGORY:** Economic Information

**PURPOSE:** This site is a bibliographic database of over 2.1 million research items available for free on the Internet and over 1.9 million of those items can be downloaded in fulltext. Types of documents on this site include: working papers; articles; books; chapters; and more. Contributors come from around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** IDEAS is derived from a larger economic service called RePEc, a collaborative effort of hundreds of volunteers in 87 countries who work to enhance the dissemination of research in Economics and related sciences. It is run by professors, librarians, researchers and various volunteers, and hosted by the Research Division of the Federal Reserve Bank of St. Louis.

**OUR VIEW:** There is so much good, global economic data on this site, and what we really like are the various and useful ways to pinpoint what one needs. You can either browse by categories, conduct a simple search, or do advanced searching to pinpoint more precisely the kind of document you are looking for and in what time frame. *Consider this site if you need to find information from professors and experts around the world on a wide range of economic matters.* **August 2016**

**SITE:** Journalist's Resource: Economics and Business

**URL:** <https://journalistsresource.org/studies/economics/business/>

**CATEGORY:** Economic Information

**PURPOSE:** This section of the Journalist's Resource site identifies, summarizes

and links to studies, surveys, and reports that cover topical business and economic issues. Some sample reports currently available include: Payday loans; airline passenger rights; finding and reading a balance sheet—accounting basics; consequences of the sharing economy; the impact of big-box retailers on communities; news paywalls and consumers paying for content; understanding the GOP divide on Medicaid expansion, and many more.

**FEE/FREE:** FREE

**SOURCE CHECK:** A project of the Harvard Kennedy School's [Shorenstein Center](#) and the [Carnegie-Knight Initiative](#), Journalist's Resource is an open-access site that curates scholarly studies and reports on a wide range of topic.

**OUR VIEW:** We have been a big fan of Journalist's Resource for a long time, and while we examined some of its offering back in our May 2015 issue, we just recently found this section that focuses specifically on documents and reports just on matters related to business and economics. What's great about this site is not only the substance and quality of what it uncovers, but the clear and valuable summary of the reports themselves. Consider this site when you need to keep up with some of the best surveys, documents and reports available on a wide range of timely and topical business topics. **July 2017**

**SITE:** NBER Working Papers

**URL:** <http://www.nber.org/papers/>

**CATEGORY:** Economic Information

**PURPOSE:** This is a keyword searchable database of working papers of the National Bureau of Economic Research (NBER). Papers cover topics such as analysis of the effects of public policies on economic matters; developing new statistical measurements, and various matters of concern to economists.

**FEE/FREE:** FREE

**SOURCE CHECK:** The NBER, based in Cambridge MA and founded in 1920 is a private, non-profit organizations that conducts economic research for academics, public policy makers and business professionals. The organization is funded by grants from the government, private foundations, investments, and individual and corporate contributions.

**OUR VIEW:** You'll find the latest state-of-the-art thinking among some of the leading economists in the world here, covering lots of theoretical and scholarly economic topics, but on practical and policy matters as well. We like the fact that one can conduct either a bibliographic, title/author or fulltext search; though we also have to say that at times we were not confident that the search engine was completely up to snuff, so it may take some experiments and trial searching to get back just what you need. *Consider this site if you are conducting research on*

*trends and developments in economic theory and/or the economic implications of public policies.* **August 2016**

# Educational Resources

**SITE:** Coursera

**URL:** <http://www.coursera.org>

**CATEGORY:** Educational Resources

**PURPOSE:** This site allows for anyone to browse Coursera's MOOCs (Massive Open Online Courses)

**FEE/FREE:** FREE

**SOURCE CHECK:** Coursera is a leading online learning platform for of MOOCs, and is based in Mountain View SC.

**OUR VIEW:** You may not have thought about taking a full online course as a way to gain knowledge on a business research area, but you will likely be surprised just how many high-quality business-oriented classes from top professors and other experts you can take on Coursera. You'll find free online courses covering topics ranging from market research to financial regulation, customer analytics, strategic business analytics, consumer behavior and more. Try entering terms like "market research" or "business intelligence" or "company intelligence" or whatever combinations of topics and phrases you feel best target what you want to learn about. *Consider this site if you want a deep, in-depth and complete overview on a particular business area you need to learn more about.* **August 2018**

**SITE:** 150 Free Online Business Courses

**URL:** [http://www.openculture.com/business\\_free\\_courses](http://www.openculture.com/business_free_courses)

**CATEGORY:** Educational Resources

**PURPOSE:** A list and links to a wide range of MOOCs and other free online courses related to business, offered by universities and other educational institutions. Here are just a few sample courses from the long list: Branding, Content & Social Media; Business Intelligence Tools; Essentials of Advertising and Marketing; International Finance; Valuation; An Entrepreneur's Checklist; Principles of Macroeconomics; Understanding Product Design; Strategic Management; Introduction to Balance Sheets, and many more.

**FEE/FREE:** FREE

**SOURCE CHECK:** While the individual courses are primarily created by professors at universities, and government organizations, and private entities; the list itself was created by Open Culture, an organization founded in 2006 that locates,

shares, and summarizes high-quality cultural & educational media. Its mission is to centralize this content, curate it, and provide access to high quality content. Open Culture's lead editor Dan Colman, is the Director & Associate Dean of Stanford's Continuing Studies Program

**OUR VIEW:** We think this is an amazing collection of substantive, quality free business courses; furthermore, we have been a huge fan of virtually everything that Open Culture finds and publicizes—not just business related but on almost any area of human endeavor and knowledge. It's one of the only Web sites we review almost each and every day for its latest findings, and you can sign up to get alerts yourself on its home page. If you are at all intellectually curious about the world (and we know our readers are) you won't be sorry you did so! *Consider this site if you want to take or refer a client or colleague to an in-depth free online course on a business topic—or just want to keep up with the most interesting new items available on the Web on nearly any and all topics.* **July 2017**

**SITE:** Mason OER Metafinder

**URL:** [https://mason.deepwebaccess.com/mason\\_MasonLibrariesOpenEducationResources\\_5f4/desktop/en/search.html](https://mason.deepwebaccess.com/mason_MasonLibrariesOpenEducationResources_5f4/desktop/en/search.html)

**CATEGORY:** Educational Resources

**PURPOSE:** Mason OER Metafinder allows the user to conduct a real-time search of sixteen different major open source sites of Open Educational Resources, including business related ones.

**FEE/FREE:** FREE

**SOURCE CHECK:** Mason OER Metafinder is hosted at the libraries of George University in Fairfax, VA. The search tool itself utilizes software build by Deep Web Technologies of Santa Fe, NM.

**OUR VIEW:** This is a fabulous site for locating top-notch open educational resources (OER) on countless topics, including of course business. While search options are pretty constrained on the main search page, after running the search it is possible to do all sorts of filtering on topics and subtopics (e.g. business/emerging markets, etc.) to get a list of ranked and rated collections of freely available educational resources. You can even set up an alert. We also really appreciated the ability to view results in a very useful visual color wheel to get an at-a-glance view of the key subtopics surface by the search, and then go to the surfaced sites directly by clicking on that part of the wheel. *Consider this site when you want to find free and substantive instructional and advisory resources, whether for your own use or for training/teaching opportunities in your institution.* **April 2019**

**SITE:** Merlot: Business

**URL:** <https://www.merlot.org/merlot/materials.htm?categoryBasic=2202>

**CATEGORY:** Educational Resources

**PURPOSE:** Merlot is an organization that collects, describes and links to free substantive, content rich, multimedia informational and educational resources such as reference materials, tutorials, case studies, videos and more for teachers and professors for dozens of academic disciplines, including business. All the resources are searchable, free, and have been vetted for quality and value, and rated by users of the site.

**FEE/FREE:** FREE

**SOURCE CHECK:** Merlot was developed by and remains part of the California State University System, with partners in educational institutions, professional societies, and industry. It is run by a board and has volunteers to run its site. The project began in 1997 by the California State University Center for Distributed Learning with a mission to form communities engaged in building shared knowledge bases of learning materials. Merlot's top directors are located at California State University in Long Beach, CA.

**OUR VIEW:** This site is one of our favorite finds in the last several months. Although geared for educators, the kinds of resources made available are of great value to all types of researchers as well—and they are all free. Some examples of the business-related resources available include: Guide to Financial Statements; Advertising Principles; The Essential Guide to e-marketing; 50 Years of Coca Cola Advertising; a collection of articles on branding, and hundreds more. Users can also filter results by business subtopics too to do more precision retrieval, and those include advertising; business marketing; consumer behavior; international; market research; and sales. *Consider this site if you need to teach some aspect of business research or are just looking for some engaging resources to enhance your own understanding of a business topic.* **March 2018**

# Ejournals

**SITE:** Library of Congress: E-Resources, Business and Management

**URL:** <http://tinyurl.com/pslfgne>

**CATEGORY:** Ejournals

**PURPOSE:** A listing and links to free ejournals that cover topics in business and management.

**FEE/FREE:** FREE

**SOURCE CHECK:** This listing was compiled by the US Library of Congress, as part of its e-resources electronic catalog.

**OUR VIEW:** There's lots of e-journals out there on the Web, but what's great about this site is that it compiles just the just free high-quality ones about business and management, and created by a highly authoritative source. The journals themselves are quite varied, ranging from the *Academy of Market Science Review* to the *Journal of Sustainable Real Estate* to *World Economic Outlook* and many more. Each listing links to a detailed bibliographic record, one or more databases where the journal can be searched, and a link to its home page. *Consider this site if you need to find free scholarly, in-depth business and management journals, particularly if you want an international perspective.* **April 2015**

# Emerging Technologies

**SITE:** The Conference Board of Canada: Provincial Innovation Rankings

**URL:** <http://www.conferenceboard.ca/hcp/provincial/innovation.aspx>

**CATEGORY:** Emerging Technologies

**PURPOSE:** This site provides a ranking report card with a grade for innovation for each of Canada's provinces. It also compares provinces and Canada as a whole vis-à-vis other countries around the world for innovativeness.

**FEE/FREE:** FREE

**SOURCE CHECK:** The rankings are part of a "How Canada Performs" multi-year research initiative, conducted by the Ottawa-based Conference Board of Canada. The Board refers to itself as "the foremost independent, evidence-based, not for profit applied research organization" in the country, and that it specializes in forecasting, economic analyses, developing leadership skills, public policy and conducting in-depth research on a variety of topics. It is independent, but affiliated with the Conference Board Inc. of New York City.

**OUR VIEW:** There are a couple of outstanding features here—not only can you drill down to examine the original data sources from which the rankings were derived, but there are highlights and key findings attached to all of the data too, so you can also get a broad overview of what these studies found. These provide a very valuable benchmark then not only for the provinces but for Canada as a whole. Furthermore, while we zeroed in on the "innovation" rankings from this study as of particular value to business researchers, we should note that there are additional deeply researched analyses for the provinces available from this free study in five other "performance categories" too: specifically, economy, environment, education, health, and society. *Consider this site if you need to get a sense of the economic, social, and overall economic well-being of the various Canadian provinces.* **May 2018**

**SITE:** The Fintech 250: The Top Fintech Startups Of 2018/FinTech Trends to Watch in 2018

**URL:** <https://www.cbinsights.com/research/fintech-250-startups-most-promising/>

**CATEGORY:** Emerging Technologies.

**PURPOSE:** Provides a data drive analysis of what is going on in the VC-funded financial technology space; trends, and a list of 250 of the top fintech startups.

**FEE/FREE:** FREE (Must register to view entire Trends report)

**SOURCE CHECK:** The listing was created by CB Insights, a New York City-based data gathering, publishing and data analysis firm that uses machine intelligence to identify and perform analytics to surface hidden and meaningful insights for businesses.

**OUR VIEW:** If you are researching what's going on in this space, and like data, this is one of the best free sources around. The site above provides all sorts of interesting charts, lists, observations and analyses available about new financial technology startups right on the above page, (for example: highlights from the report; leading industries; companies that lead particular industries and more) and if you register on the site with an email address you can download the full 180 page report to read about 2017 financing trends (annual deals & dollars; regional trends, etc.) 2018 trends to watch (where investors are placing bets in fintech; which markets will see fintech emerge; and how incumbents will act) and a long index with a listing of the top VC-backed fintech deals in 2017 as well as the most active Fintech investors. *Consider this site if you need a lot of data on what is happening and what may soon be happening in venture funded financial technology industries.*

**December 2018**

**SITE:** Start-Up Nation Finder

**URL:** <https://finder.startupnationcentral.org/>

**CATEGORY:** Emerging Technologies

**PURPOSE:** This searchable site assists companies, investors, and other interested parties connect with about 6,000 active emerging tech start-up companies located in Israel, covering industries ranging from cybersecurity to agriculture, defense, AI, medical imaging and many others.

**FEE/FREE:** FREE

**SOURCE CHECK:** Start-Up Nation is a non-profit organization headquartered in Tel-Aviv. Its mission is to allow investors, business and governments better find and access the innovation ecosystem of Israel. The CEO, Eugene Kandel, served as the Head of the National Economic Council (NEC) and Economic Advisor to the Prime Minister of Israel. He is also a professor of economics and finance at Hebrew University.

**OUR VIEW:** You may know that a high percentage of new digital innovation technologies, particularly in AI, cybersecurity, defense, imaging, and other advanced systems originates from researchers in Israel, so keeping track of what is emerging from that country's leading researchers can provide early insights into future business/technology developments. The Start-Up Nation Finder database allows you to search and find these companies and learn about their technologies and then obtain a description of the company or researcher, funding stages, key executives, contact information and other data when available. (Note: A good

source for keeping up with technology and business development in Israel is a free online publication titled No Camels: nocamels.com). *Consider this site when you want to keep up with the latest research and developments in emerging technologies from a country that is a leader in the field.* **July 2018**

# Entrepreneurship

**SITE:** Business Plans Index

**URL:** <http://www.carnegielibrary.org/research>

**CATEGORY:** Entrepreneurship

**PURPOSE:** This site offers links to dozens of sample business plans for launching a new business. It covers a wide selection of industries and topics ranging from starting a bike shop to creating Wi-Fi kiosks and many, many more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The collection of links to sample business plans on this site has been made available from the Carnegie Library of Pittsburgh. However, the actual business plans have been aggregated from a wide range of publishers, sites and collections around the Web ranging from bplans.com to digital versions of directories of business plans and more.

**OUR VIEW:** Although it's not too tough to find sample business plans on the open Web, there are several reasons we like this site quite a bit. First, expert information professionals from the Carnegie library have done the work in curating which plans are worth including; the staff has also done the work of consulting multiple sites and collections to pull what they did find all together in a single browsable site; and the hierarchal industry/topical method for organizing plans is simple and effective. *Consider this site if you need samples of business plans for launching a variety of start-ups.* **June 2016**

**SITE:** Business Podcasts for Entrepreneurs

**URL:** <http://libguides.lib.rochester.edu/bizguide#s-lib-ctab-4243443-12>

**CATEGORY:** Entrepreneurship

**PURPOSE:** This page provides an annotated, curated list and links to about two dozen business podcasts. Most focus on topics of interest to entrepreneurs, but others also touch on innovation marketing, and finance

**FEE/FREE:** FREE

**SOURCE CHECK:** The information was curated by the editor of this publication, as part of his role as the Outreach Business Librarian at the University of Rochester (NY). He was assisted in this work by a first-year student, Lila Balistrieri.

**OUR VIEW:** Podcasts are a somewhat unusual business research source as they are not easily searchable for research purposes and typically are more popular and conversational vs scholarly or even lightly academic. Still, they can be valuable for getting advice from experts, for case studies, and to obtain inspiration for those that are on an entrepreneurial path or just want “real world” hands on advice from practitioners. *Consider this site if you like podcasts and are looking for first hand practical tips and advice from entrepreneurs and marketers.* **July 2019**

**SITE:** Business Valuation Resources: Free Resources

**URL:** <https://sub.bvresources.com/defaulttextonly.asp?f=downloads>

**CATEGORY:** Entrepreneurship

**PURPOSE:** A collection of free reports, webinars, publications, and sites aggregated by the business valuation information firm Business Valuation Resources (BVR). BVR provides data on deal and market data, financial M&A analysis tools, company transaction data and valuation intelligence.

**FEE/FREE:** FREE (other parts of the site are fee-based)

**SOURCE CHECK:** Business Valuation Resources was launched in 1995 by Shannon Pratt and sold in 2005 to David Foster. Foster, the CEO, also serves on the information industry analyst firm Outsell Inc.’s Leadership Council. BVR is located in Portland, OR.

**OUR VIEW:** This is a comprehensive collection of databases, tools and resources on valuing businesses, and much of it is fee and subscription-based. However, BVR has also pulled together a wide range of valuable free resources too, ranging from a detailed business valuation glossary (<http://www.bvresources.com/defaulttextonly.asp?f=bvglossary>) to free ezines, resource collections and even the option to conduct some free industry and private company financial searches as well. *Consider this site if you need to learn about company valuations, private company transactions, and M&A deals.* **April 2016**

**SITE:** Entrepreneur Dictionary for Start-Ups

**URL:** <http://fundingsage.com/entrepreneur-dictionary-for-startups/>

**CATEGORY:** Entrepreneurship

**PURPOSE:** A dictionary of key terms, jargon, buzzwords and concepts used by entrepreneurs and those involved in business startup. Definitions and explanations are provided for dozens of terms ranging from “A Round” Financing to Write offs.

**FEE/FREE:** FREE

**SOURCE CHECK:** The dictionary was created by FundingSage, a small private company (originally known as *Wyvern* Group, LLC) that provides resources, tools and information resources to entrepreneurs. The firm is headquartered in Kingsport TN and it launched its Website in April 2015.

**OUR VIEW:** If you're new to the whole world of startups and the associated lingo and concepts related to funding, financing and investor stages, this dictionary can be of great help. It is comprehensive, clear and complete, and can help you quickly get up to speed on this often confusing and jargon filled area. We recommend browsing the full FundingSage site too as there are articles and other resources of value to anyone needing to learn more about how new businesses are created and launched. *Consider this site if you need to better understand the world of business startups.* **March 2016**

**SITE:** Global Entrepreneurship Monitor (GEM)

**URL:** <https://www.gemconsortium.org/>

**CATEGORY:** Entrepreneurship

**PURPOSE:** GEM collects data to assess the entrepreneurial activity, aspirations, and attitudes of individuals who live in 70 different countries around the globe, compares their environment for entrepreneurship, and shares findings via reports, data series and other informational series.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Global Entrepreneurship Monitor began in 1999 as a partnership between the London Business School and Babson College. Today it is part of the Global Entrepreneurship Research Association at the London Business School.

**OUR VIEW:** GEM's reports include its global research, special theme studies (e.g. women and entrepreneurship) or may focus on a specific country. The studies are freely downloadable and filled with detailed data, charts and graphs with clear analyses. For example, the UK GEM 2014 report compares entrepreneurial attitudes, activity and aspiration in the UK with France, Germany and the United States. It also summarizes entrepreneurial attitudes, activity and aspiration across the four nations of the UK and reports on business registration activity by business owner-managers. Visitors to the site can also download data directly—key indicators and full datasets—for further analysis. There is even an option for users to create custom charts, graphs, maps and animations of the data by using Google Data Explorer. *Consider this site if you need to understand the forces and dynamics surrounding entrepreneurship around the world.* **March 2015**

**SITE:** State of the Field: Distilling the Universe of Entrepreneurship Research

**URL:** <http://www.kauffman.org/microsites/state-of-the-field/user-resources/data-resources>

**CATEGORY:** Entrepreneurship

**PURPOSE:** This page lists a wide range of online data sources valuable for doing research into all aspects of entrepreneurship

**FEE/FREE:** FREE

**SOURCE CHECK:** The collection is a creation of the Kauffman foundation, one of the largest private foundations in the U.S. Its focus areas are to support education and entrepreneurship.

**OUR VIEW:** This is an amazingly valuable list of many dozens of data, resources, online databases, documents and other sources for those doing research on entrepreneurship. The types of resources included range from free online databases, to government sites, data sets, surveys of entrepreneurs, time series data, D&B analyses, and much more. The list looks like it is kept up too and so is timely as well. *Consider this site when you need to find all sorts of data, surveys, resources, and searchable databases for research on entrepreneurship.* **January 2019**

# Expert Sources

**SITE:** Anewstip

**URL:** <https://anewstip.com/>

**CATEGORY:** Expert Sources

**PURPOSE:** A specialized focused search engine designed to locate journalists and associated experts on virtually any desired topic, including business subjects. Expertise and authority are based on a person's frequency of his or her discussion of the targeted term or topic on certain social media sites. The database includes over 1 million journalist and media contacts, 200 million news articles, and 1 billion tweets.

**FEE/FREE:** FREE

**SOURCE CHECK:** Anewstip was founded in 2014. We were unable to locate any other data on the provider, other than that the co-founder is Changjun Wen, who is based in Hong Kong.

**OUR VIEW:** While not geared for business research per se, we tested this site and found that searching a variety of business focused research areas: e.g. market research; company profiles, etc. turned up journalists and experts that were either writing, blogging, tweeting about that term most frequently and so was quite useful for finding authorities, particularly in very niche areas. *Consider this site when you need to either interview an expert on an area you are researching or want to identify influencers for a certain product, market, industry etc.* **August 2018**

**Anewstip** Search Media lists Pitch Alerts Pricing New :) Sign up / Sign in

tesla strategy Search Advanced search

Tweets News articles Journalist profiles Outlet profile

Any time Any language All journalists & outlets Any topic Sort Alert me for new results

Select all on page Add to Media list

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**SITE:** BUSLIB-L: Searchable Archives

**URL:** <http://lists.nau.edu/cgi-bin/wa?A0=BUSLIB-L>

**CATEGORY:** Expert Sources

**PURPOSE:** A searchable archive of past conversations on BUSLIB-L, a “business librarians” listserv discussion group. The archive spans the period of February 1998 up to the current week.

**FEE/FREE:** FREE (but must subscribe to the BUSLIB-L list to search the archive)

**SOURCE CHECK:** The BUSLIB-L listserv traces its history back to 1990 and is administered by Tina Adams, at Northern Arizona University in Flagstaff, Arizona. Details about the purpose and how to use the list can be found at <https://sites.google.com/site/buslibl/>

**OUR VIEW:** This “old fashioned” listserv resource is still one of the most valuable places on the Web to obtain authoritative, timely and personalized help on virtually any matter related to business research, business librarianship, or other subjects on business, information professionals, and online searching. While subscribing to the list provides access to current discussions by its roughly 2,000 members, the archive’s many thousands of older messages is invaluable for research purposes—

particularly because answers lead you to an actual list member, who could be contacted for further help. Advance search options allow for phrase searching, limiting a search by subject field, author, date ranges and more. Note though, that searching the archive is only available to subscribers, so you need to first sign up to use the archive search function. *Consider this site if you have a tough business research query or project, or want to find out what business information professionals have recommended to others looking for referrals to sites, products, research strategies, etc.* **April 2015**

**SITE:** Expert Sources

**URL: NA:** [To find expert directories, input the following search statement into Google]:

[keyword] *experts database OR find OR directory universities site:.edu*

(where the keyword describes the kind of subject expert desired; e.g. "market research")

**CATEGORY:** Expert Sources

**PURPOSE:** Inputting the above search statement into Google will retrieve countless "expert directories" that many universities publish on the Web. These are created to inform journalists, researchers, and others seeking expertise on a topic of the names, expertise, and contact information of their faculty who are knowledgeable authorities on their subject and willing to be contacted.

**FEE/FREE:** FREE

**SOURCE CHECK:** NA

**OUR VIEW:** Even though we all rely today on Google, online databases, and other digital sources to do our research, in many cases, the best source for learning about a topic remains another human. By communicating with an expert, you can have a dialogue, get the timeliest information, sometimes learn insider type information and get answers that are "customized" to your specific questions. University faculty are often the most accessible and valuable of human sources, and using this search strategy will help you find lists of scholars and practitioners who may be able to help you with your questions. *Consider this search if you need to find experts to contact and communicate with on your research topic.* **May 2016**

**SITE:** Expertise Finder

**URL:** <http://expertisefinder.com/>

**CATEGORY:** Expert Sources

**PURPOSE:** This is a search engine of over 20,000 academic experts. While geared for journalists on deadline who need to find an expert to interview, it is valuable for all researchers.

**FEE/FREE:** FREE

**SOURCE CHECK:** Expertise Finder is the creation of Canadian ex-journalist Stavros Rougas and his engineering partner Ebrahim Ashrafizadeh. The site is based in Toronto.

**OUR VIEW:** This is a very well designed and useful search engine to find academic experts, even if it can only represent a miniscule percent of all academic experts in a discipline. You can't do sophisticated or complex searches in the search box, but you can do some useful filtering by location as well as by more specific areas of expertise by clicking on subject expertise tags after the search is completed. Importantly, each expert profile includes at least an email, and often a phone number as well as well as a link to their professional page. *Consider this site if you are looking for academic experts. July-August 2015*

The screenshot shows the Expertise Finder website interface. At the top left is the logo for Expertise Finder. To its right is a search bar with the placeholder text "Name or Expertise" and a magnifying glass icon. Further right are two blue buttons: "Learn more" and "Become an Expert". Below the search bar is a profile for "Lea Shanley, Wilson Center". The profile includes a headshot of a woman with curly hair, her name, and her title "Director" at the "Commons Lab" within the "Science and Technology Innovation Program". Contact information is listed: "Washington, District of Columbia", email "lea.shanley@wilsoncenter.org", and office phone "(202) 691-4031". Below the profile is a yellow banner with the text "Sign up for (very occasional) emails from Expertise Finder about new colleges, universities, and features." Underneath are two columns: "Expert In" with a list of tags including "Big data analytics", "Citizen science", "Crowdsourcing", "Hazards monitoring", and "National security and technology"; and "Bio/Research" with a paragraph describing her role at the Commons Lab and a "Click to Expand >>" link.

# Fake News

**SITE:** Facebook is going to use Snopes and other fact-checkers to combat and bury 'fake news'

**URL:** <http://www.businessinsider.com/facebook-will-fact-check-label-fake-news-in-news-feed-2016-12>

**CATEGORY:** Fake News

**PURPOSE:** An analysis of what Facebook's plan is to reduce the amount of fake and false news appearing on its site.

**FEE/FREE:** FREE

**SOURCE CHECK:** The article was published in the popular online media site, *Business Insider*.

**OUR VIEW:** There has been mounting pressure on Facebook, Twitter and Google to "do more" to eliminate false and potentially damaging content from its site. Although these vendors have pleaded that their hands were tied due to their algorithms and their philosophy of not censoring or judging content itself, they are all now in fact making adjustments to try to do something to be part of the solution. This piece provides an in-depth look at how Facebook has agreed to use both humans and technology to reduce the odds of phony news appearing on its users' news feeds. **December 2016**

**SITE:** Facebook and Google Make Lies as Pretty as Truth

**URL:** <http://www.theverge.com/2016/12/6/13850230/fake-news-sites-google-search-facebook-instant-articles>

**CATEGORY:** Fake News

**PURPOSE:** This article examines how the technical standards and formats that Google and Facebook use to display news are being leveraged by fake news providers to make their content look real.

**FEE/FREE:** FREE

**SOURCE CHECK:** This article was published in *The Verge*.

**OUR VIEW:** One of the more confounding aspects of the problem of fake news online is that it has become increasingly difficult to easily spot which items are clearly phony and which are real. This enlightening piece explains how the way Google, Facebook and Apple format their incoming feeds results in making it easier for unscrupulous content creators to masquerade as legitimate news sites. **December 2016**

**SITE:** How Fake News Spreads

**URL:** <https://www.nytimes.com/2016/11/20/business/media/how-fake-news-spreads.html>

**CATEGORY:** Fake News

**PURPOSE:** This article provides a case study that traces how a single false news story was created and then went viral, and even picked up by major media outlets.

**FEE/FREE:** FREE [May Need to Register]

**SOURCE CHECK:** The article was published in the *New York Times*.

**OUR VIEW:** Although everyone writes and talks about the problem of fake news, few have tried to figure out how it originates and spreads. This article published in the *Times* does this in a clear and comprehensive manner. (Another article that does this too but focuses not so much on a single story, but on a group of people in Macedonia who are making money to churn out false news was published by BBC and available [here](#)). **December 2016**

**SITE:** A Scientific Approach to Distinguishing Real from Fake News

**URL:** <http://www.forbes.com/sites/emilywillingham/2016/11/28/a-scientific-approach-to-distinguishing-real-from-fake-news/2/#5d24083577dd>

**CATEGORY:** Fake News

**PURPOSE:** A step by step process for querying a suspicious piece of content and making a determination as to its veracity.

**FEE/FREE:** FREE

**SOURCE CHECK:** The article was published in *Forbes* magazine and written by journalist and biologist Emily Willingham.

**OUR VIEW:** There are many good articles and discussions available on how to evaluate unknown and suspicious content on the Web (see, for instance [here](#) and [here](#)), but we particularly appreciated the clear, straightforward, and succinct method applied by this author, and that it was written specifically for a business audience. **December 2016**

# Financial Information

**SITE:** Bank Data and Statistics

**URL:** <https://www.fdic.gov/bank/statistical/>

**CATEGORY:** Financial Information

**PURPOSE:** A collection of links to a wide range of official governmental statistics on banking, lending, historical bank data, consumer and institutional lending and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is part of the US Federal Deposit Insurance Corporation (FDIC) in Washington DC. The FDIC is an independent agency created by the Congress to maintain stability and public confidence in the nation's financial system.

**OUR VIEW:** We are a big fan of this site for a few reasons. First, it has tons of official statistical data on banking and related financial data, and it is simple to use and well designed. In addition, a really nice feature useful for researchers is a special help and contacts page (<https://www.fdic.gov/about/contact/ask/contactinformation.html>), listing emails and phone numbers for users with specific types of questions. This can be very useful when you looking for certain data or materials and are not sure if it is available, or have other research queries. And if that's not enough, there's even a full organizational directory listing the names of individuals, their titles, and contact information available here: <https://www.fdic.gov/about/contact/directory/>. *Consider this site when you need to locate historical or recent data on banks, lending and consumer borrowing. September 2018*

**FDIC Federal Deposit Insurance Corporation**  
Each depositor insured to at least \$250,000 per insured bank

Home ▾ Deposit Insurance ▾ Consumer Protection ▾ Industry Analysis ▾ Regulations & Examinations ▾ Institution & Asset Sales ▾ News & Events ▾ About FDIC ▾

Home > Industry Analysis > Bank Data & Statistics

### Bank Data & Statistics

Use searchable databases to find information on specific banks, their branches, and the industry.

**Institution Directory**  
Use advanced search criteria to find a bank or bank holding company, generate comprehensive financial or demographic reports, and find bank locations or groups of banks.

**Central Data Repository (CDR)**  
Obtain Reports of Condition and Income (Call Reports) and Uniform Bank Performance Reports (UBPRs) for most FDIC-insured institutions.

**Statistics at a Glance**  
The latest quarterly and historical key data for FDIC-insured institutions, the FDIC insurance fund, and FDIC staffing.

**Bank Financial Reports**  
Data required to monitor the condition, performance, and risk profile of individual institutions and the industry as a whole.

**Deposit Market Share Reports**  
The percentage of deposits in an FDIC-insured institution within a defined geographic market based on an annual survey.

**Summary of Deposits**  
Listing of branch office locations and their reported deposits based on an annual survey.

**Statistics on Depository Institutions (SDI)**  
The latest comprehensive financial and demographic data for every FDIC-insured institution.

**Historical Statistics on Banking**  
Annual and summary of financial and structural data for all FDIC-insured institutions since 1934.

**FDIC State Profiles**  
A quarterly summary of banking and economic conditions in each state.

**RIS Warehouse Data Dictionary**  
Data warehouse that organizes various types of bank and holding company data used in analyzing industry conditions and aiding in the development of corporate policy.

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**Quick Links**

- [Bank Data API Developer Portal](#) - Beta version of publically available bank data through a data service.
- [Bank Data Guide](#) Summary of all reports and data available.
- [Reports of Structure Changes](#) Non-financial activity for banks and bank offices.
- [Securities Exchange Act Filings](#) Beneficial ownership report filings and Other securities disclosure documents filed by or pertaining to FDIC-supervised depository institutions with a class of securities registered under the Exchange Act.
- [List of FDIC-Supervised Banks Filing](#)
- [Federal Reserve E-Payments Routing Directory](#)  
Provides basic routing information for FedACH® transactions and Fedwire® Funds and Book-Entry Securities transfers.

**SITE:** A CFTC Primer on Virtual Currencies

**URL:**

[http://www.cftc.gov/idc/groups/public/documents/file/labcftc\\_pri\\_mercurrencies100417.pdf](http://www.cftc.gov/idc/groups/public/documents/file/labcftc_pri_mercurrencies100417.pdf)

**CATEGORY:** Financial Information

**PURPOSE:** This PDF Report serves as a basic primer on virtual currencies, covering Bitcoin, other cryptocurrencies, Blockchain and associated technologies.

**FEE/FREE:** FREE

**SOURCE CHECK:** The document was published by the US Commodity Futures Trading Commission (CFTC). The mission of the CFTC is "to foster open, transparent, competitive, and financially sound markets." The agency consists of five Commissioners appointed by the President, and is headquartered in Washington DC.

**OUR VIEW:** Bitcoin, Blockchain and other virtual currencies and associated technologies are about the hottest topic in the business-tech world these

days, but where can you go to get clear, authoritative advice? We think you need go not much further than this document. In this simple but comprehensive and free report you'll obtain basic but critical knowledge like What is a Virtual Currency; Bitcoin and Related Technologies; Potential Uses of Virtual Currencies; The Risks of Virtual Currencies—whether speculative, cybersecurity or fraud—as well as other key matters. *Consider this site when you want to quickly get up to speed on Bitcoin and other virtual currencies.*  
**January 2018**

**SITE:** Financial Ratios: Industry Ratios

**URL:** <http://libguides.bentley.edu/financialratios>

**CATEGORY:** Financial Information

**PURPOSE:** Provides links, sites, and databases for calculating and locating ratios for benchmarking businesses and for conducting financial analyses on large and small companies and industries as well as providing definitions and reference guides.

**FEE/FREE:** FREE (though most sources listed are fee-based)

**SOURCE CHECK:** The "LibGuide" source listing is compiled by the librarians at Bentley University Library in Waltham, MA.

**OUR VIEW:** If you're performing any kind of formal analysis of a company's performance, it's important to look at various industry and company financial ratio data to gauge its health. But it's not always easy to discover which databases and sites are going to help you figure out how to do this. While most of the databases listed on this resource guide are fee-based and can be linked directly only by authorized Bentley University students and faculty, by reviewing this site you can see how the various ratio vendors compare and find your own ways of accessing the sources themselves. *Consider this site when you are looking to find out which online services can help you calculate what type of industry and company ratios.* **April 2017**

**SITE:** Fundamental Analysis Explained

**URL:** <http://www.tradingacademy.com/resources/financial-education-center/fundamental-analysis.aspx>

**CATEGORY:** Financial Information

**PURPOSE:** A simple, clear, and understandable explanation of what it means to conduct an analysis of a company's fundamental financial data.

**FEE/FREE:** FREE

**SOURCE CHECK:** This instructional page is part of a group called Online Trading Academy whose mission is to provide education and training to investors via online courses, newsletters and other educational forms. It has been around since 2001 and located in Irvine, CA.

**OUR VIEW:** As generalists, most business researchers are not experts or skilled in doing financial analysis of companies' performances and the analytical process itself may be something of a mystery. But as the saying goes, "it's not rocket science" and while this little tutorial is not going to make you a financial expert, it will give you enough of an understanding of the process to know what the accounting and financial analysts are thinking about and doing when engaged in their work—and you may even learn enough to do some basic analysis yourself! *Consider this site when you need to better understand what it means to perform financial analyses, and want to be able to do a little yourself.* **August 2017**

**SITE:** Search for a Federal Corporation

**URL:**

<https://strategis.ic.gc.ca/app/scr/cc/CorporationsCanada/fdrlCrpSrch.html>

**CATEGORY:** Financial Information

**PURPOSE:** This site allows anyone to search for and view key data on Federal Canadian corporations. A quick search will turn up key information on the target corporation, including business number, type of corporation, enabling legislation, location, names and contacts of directors, key filing dates and forms, status of filings, corporation history and more. Searches can be performed by Corporate Name, Corporation Number, or Business Number.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site is a creation of Canada's Innovation, Science and Economic Development (ISED). ISED which was formally known as Industry Canada, is a department of the Government of Canada with a mandate of fostering a growing, competitive, knowledge-based Canadian economy.

**OUR VIEW:** We like the fact that users can search this site several ways: by corporate name, corporation number, or business number; as well as filter by province; corporation status (active/inactive/dissolved) and by specific Canadian governing legislation Note that this database does not include corporations created under financial legislation (such as financial institutions, insurance companies or loan and trust companies) or those created under provincial/territorial legislation or corporate legislation from another

jurisdiction. *Consider this site when you need to find out about the existence and basic data on Federal Canadian corporations. May 2017*

**SITE:** SEDAR

**URL:** [http://www.sedar.com/search/search\\_form\\_pc\\_en.htm](http://www.sedar.com/search/search_form_pc_en.htm)

**CATEGORY:** Financial Information

**PURPOSE:** SEDAR provides access to most public securities documents and information filed within the thirteen provinces and territories. Users can search by company name, and/or document type, date of filing or industry group.

**FEE/FREE:** FREE

**SOURCE CHECK:** SEDAR is produced by the Canadian Securities Administration.

**OUR VIEW:** SEDAR is considered the Canadian equivalent of the SEC's EDGAR company filings search site. In addition to providing access to official company documents, users are also able to search for investment fund documents as well. SEDAR is updated every 15 minutes. (Note that other Canadian corporate filings can be obtained from Corporations Canada at: <https://www.ic.gc.ca/eic/site/cd-dgc.nsf/eng/cs05198.html>). *Consider this site if you need to get official documents filed directly by Canadian companies. May 2017*

**SITE:** Smarter Analyst

**URL:** <https://www.smarteranalyst.com/>

**CATEGORY:** Financial Information

**PURPOSE:** Provides articles, blogs, reports and news from investment analysts on companies, industries and markets

**FEE/FREE:** FREE

**SOURCE CHECK:** SmarterAnalyst is produced by a team of journalists and investment management firms and is located in Pensacola FL.

**OUR VIEW:** You probably know that investment research reports—like the kinds you can find on Investext, Markeresearch.com or other report aggregators—represent some of the most insightful, in-depth, valuable—and expensive!—forms of company and industry analyses. So, we were pleased to find this site which does provide some level similar analyses—and at no charge at all. *Consider this site if you need to get an investor's perspective on a company or industry, but do not have access to or cannot afford a traditional Wall Street type investment study. April 2017*

**SITE:** Understanding Financial Ratios for Small Business

**URL:**

<http://www.ala.org/rusa/sections/brass/brasspubs/publibbrief/no324q2015>

**CATEGORY:** Financial Information

**PURPOSE:** A simple and short document explaining the meaning of and how to understand and apply financial ratios to analyze and assess a business or write one's own business plan

**FEE/FREE:** FREE

**SOURCE CHECK:** This short tutorial was created by the Business and Research division (BRASS) of the American Library Association (Chicago, IL)

**OUR VIEW:** If you're new to business ratios, this is a fast, easy and authoritative way to quickly get up to speed. The short tutorial focuses on two key ratios: "quick ratio" and "current ratios," (these are of particular importance when writing a business plan) and identifies and describes how to use industry benchmarking data to compare ratios via several key sources, including The Risk Management Association (RMA), D&B Industry Norms and S&P's NetAdvantage. *Consider this site if you need to quickly get up to speed on understanding financial ratios.* **February 2016**

# Government Information

**SITE:** Business and Industry Time Series and Trends Chart

**URL:** <https://www.census.gov/econ/currentdata/>

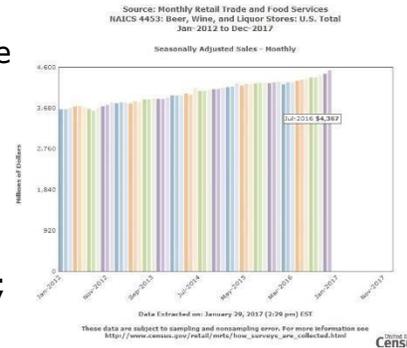
**CATEGORY:** Government Information

**PURPOSE:** This Census site allows users to zero in on one of dozens of official Census business surveys, select a key segment of the chosen survey, and then view just the data from that segment in one or more neat survey format charts.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is part of the Business and Industry section of the US Bureau of the Census Web site.

**OUR VIEW:** Digging up and searching through a particular set of business data from the federal government is often tricky and confusing. What we like about this site is that it aggregates in one convenient place several of the most important and useful business survey collections—ranging from surveys on construction spending, retail trade and food services; housing vacancies and more. It then permits the user via simple pull-down boxes to click the desired survey; select a segment (e.g., for retail trade one might choose, say: auto dealers, furniture stores, hardware stores, etc.); choose a time frame—and then just click to see it all the data in a neat time series chart, in various formats. It's simple, useful and powerful for viewing the most popular types of business data series. *Consider this site if you want to quickly and easy view the data published in certain sections of popular Census business survey reports.* **January 2017**



**SITE:** Contact Your Government, by Topic

**URL:** <https://www.usa.gov/contact-by-topic>

**CATEGORY:** Government Information

**PURPOSE:** A browsable directory of contacts for key government agencies and departments.

**FEE/FREE:** FREE

**SOURCE CHECK:** The directory is a creation of USA.gov, the "official portal" of the U.S. federal government. USA.gov is managed by the U.S. General

Services Administration's (GSA's) Office of Citizen Services and Innovative Technologies.

**OUR VIEW:** There are mountains of valuable data and information sources available from the federal government, but the challenge is always how to zero in on the specific office to get what you want. While there are many federal information clearinghouses, we particularly like this one as it allows users to drill down by agency/topic to not only locate the relevant Web page, but to obtain a specific phone number, email or other contact to answer your questions and locate the specific data you need. *Consider this site if you need to get help from a specific person or office to locate a document, data, advisory or program information from the federal government.* **February 2015**

**SITE:** Immigration Data & Statistics

**URL:** <https://www.dhs.gov/immigration-statistics>

**CATEGORY:** Government Information

**PURPOSE:** This page provides links and descriptions to several sets of data and resources on immigrants and immigration in the US. These include "Refugees & Asylees Report: 2016,"; "Yearbook of Immigration Statistics: 2016"; "Profiles on Lawful Permanent Residents: 2016"; "Alien Incarceration Report: FY 2017 Q4"; "Profiles on Naturalized Citizens: 2016" and several others

**FEE/FREE:** FREE

**SOURCE CHECK:** The reports are being made available from the Office of Immigration Statistics in the United States Department of Homeland Security

**OUR VIEW:** Anything related to immigration is obviously a hot topic these days, and there is a concerted effort by the federal government to collect and disseminate a wide range of statistics on the matter. In addition to these data sets, you can also find infographics, reports, resources, fact sheets and all sorts of official data and analysis on the state of legal and illegal immigration to the US, including which countries have sent the most lawful immigrants, which countries have had the most illegal entrants sent back and more. *Consider this site if you need official data on immigrants and immigration in the United States.* **February 2018**

**SITE:** Lobbying Disclosure Act Database

**URL:** <http://soprweb.senate.gov/index.cfm?event=selectfields>

**CATEGORY:** Government Information

**PURPOSE:** Provides searchable access to documents filed related to federal lobbying activities, including lobbying registrations and reports.

**FEE/FREE:** FREE

**SOURCE CHECK:** The database was created by the U.S. Senate's Office of Public Records, as part of its compliance with the Honest Leadership and Open Government Act (HLOGA) of 1997.

**OUR VIEW:** While not the most user-friendly database around, this can be a valuable source when your research requires you to learn about who is lobbying for whom, monies spent, and other related data on government lobbying. You can limit a single search by five key fields: registrant (name, country, ID); lobbyist's client (name, state, country, ID); the lobbyists themselves (name and other elements) and type of filing (report type, amount reported, date filing posted, filing period, filing year, issue area and other elements). A search returns a list of matching results and clicking on any of the rows retrieves the original document submitted by the lobbyist with all the data submitted in the filing. *Consider this site if you need to find out details on lobbyists and their clients.* **April 2015**

**SITE:** Regulations.gov

**URL:** <http://regulations.gov>

**CATEGORY:** Government Information

**PURPOSE:** This site provides information on federal regulations and related documents issued by the U.S. government.

**FEE/FREE:** FREE

**SOURCE CHECK:** Regulations.gov is a program of the federal government's eRulemaking Program, which was created as a cross agency E-Gov initiative in 2002. It is currently managed by the U.S. Environmental Protection Agency.

**OUR VIEW:** This is an unusual and interesting site, as you can not only search all publicly available regulatory materials such as FR notices, rules and supporting analyses, but public comments that have been posted as well. The site also provides the option of submitting a comment on a regulation (or on another person's comments), to download agencies' regulatory materials as an Excel file, access regulations that are trending, newly posted or closing soon and more. *Consider this site if you need to find or keep up with federal regulations and see what others' comments are about existing or proposed regulations.* **November 2016**

**SITE:** ResearchBuzz: Google Search Tip

**URL:** <http://researchbuzz.me/2012/07/11/limit-your-google-search-to-official-us-state-web-sites/>

**CATEGORY:** Government Information

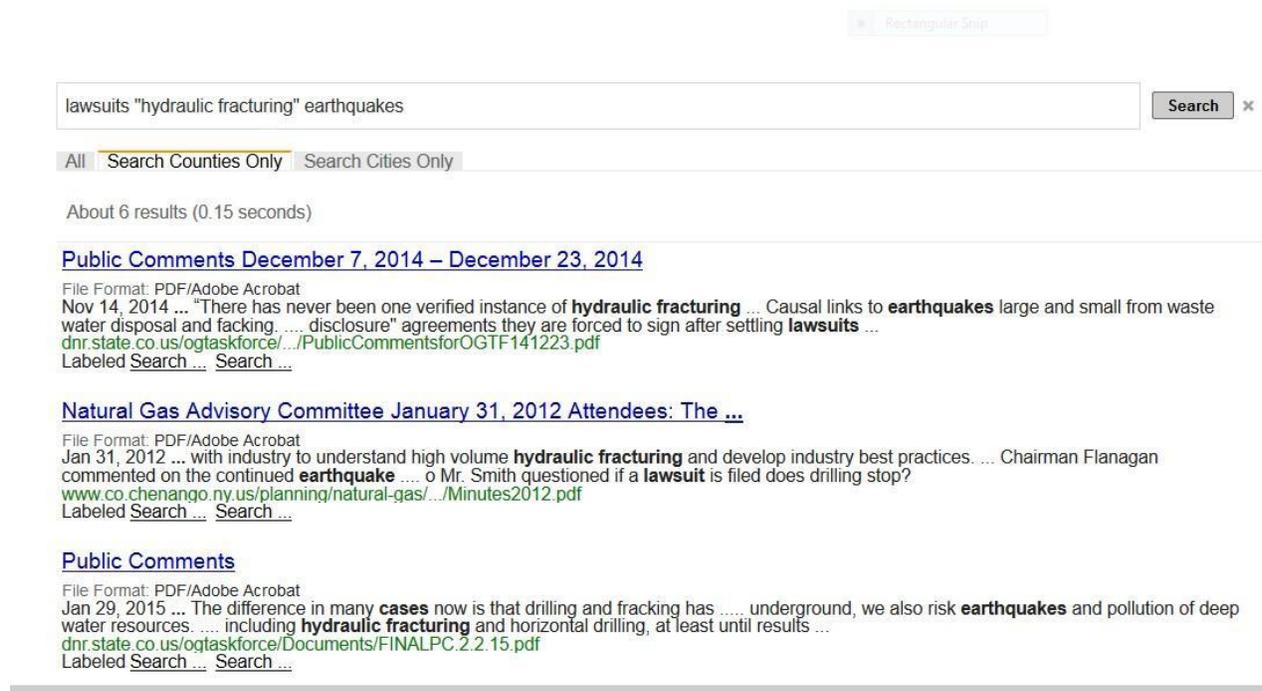
**PURPOSE:** A discussion and instructions on how to perform a Google search that is limited only to official US state sites.

**FEE/FREE:** FREE

**SOURCE CHECK:** The ResearchBuzz blog is a creation of librarian, info pro, author and blogger Tara Calishain. Calishain, who lives in Raleigh-Durham North Carolina, is well known in the information community for her writings on effective Internet searching and research. Her blog, which she has written since 1998, is lively, fun and extremely informative.

**OUR VIEW:** This is a goldmine tip and site for all searchers. Serious researchers often want to restrict the results of their searches just to certain substantive domains, such as state government sites for locating official filings and documents done at the state level. While Google does permit limiting to government site via its “.gov” domain, it is a very broad cut, and it is easy for the searcher to overlook these state sites. So Calishain decided to create a custom Google Search engine (available directly at <https://cse.google.com/cse/home?cx=017167864583314760984:iecnygefky>) just to search state government sites. And since this is a Google search, researchers can deploy all the advanced search operators available on “regular” Google as well. *Consider this site if you need to find documents, materials, news and reports from state governments from around the United States.* **September 2015**

### Search Just State Web Sites



The screenshot shows a search interface with a search bar containing the text "lawsuits \"hydraulic fracturing\" earthquakes". To the right of the search bar is a "Search" button with a close icon (x). Below the search bar are two radio buttons: "All" (selected) and "Search Counties Only". Below the radio buttons, it says "About 6 results (0.15 seconds)". The search results are listed below, each with a title, file format, date, and a brief description. The first result is titled "Public Comments December 7, 2014 – December 23, 2014" and mentions "hydraulic fracturing" and "earthquakes". The second result is titled "Natural Gas Advisory Committee January 31, 2012 Attendees: The ..." and mentions "hydraulic fracturing" and "earthquake". The third result is titled "Public Comments" and mentions "cases" and "earthquakes".

lawsuits "hydraulic fracturing" earthquakes Search x

All  Search Counties Only  Search Cities Only

About 6 results (0.15 seconds)

[Public Comments December 7, 2014 – December 23, 2014](#)  
File Format: PDF/Adobe Acrobat  
Nov 14, 2014 ... "There has never been one verified instance of **hydraulic fracturing** ... Causal links to **earthquakes** large and small from waste water disposal and fracking. .... disclosure" agreements they are forced to sign after settling **lawsuits** ...  
[dnr.state.co.us/ogtaskforce/.../PublicCommentsforOGTF141223.pdf](http://dnr.state.co.us/ogtaskforce/.../PublicCommentsforOGTF141223.pdf)  
Labeled [Search ...](#) [Search ...](#)

[Natural Gas Advisory Committee January 31, 2012 Attendees: The ...](#)  
File Format: PDF/Adobe Acrobat  
Jan 31, 2012 ... with industry to understand high volume **hydraulic fracturing** and develop industry best practices. .... Chairman Flanagan commented on the continued **earthquake** .... o Mr. Smith questioned if a **lawsuit** is filed does drilling stop?  
[www.co.chenango.ny.us/planning/natural-gas/.../Minutes2012.pdf](http://www.co.chenango.ny.us/planning/natural-gas/.../Minutes2012.pdf)  
Labeled [Search ...](#) [Search ...](#)

[Public Comments](#)  
File Format: PDF/Adobe Acrobat  
Jan 29, 2015 ... The difference in many **cases** now is that drilling and fracking has .... underground, we also risk **earthquakes** and pollution of deep water resources. .... including **hydraulic fracturing** and horizontal drilling, at least until results ...  
[dnr.state.co.us/ogtaskforce/Documents/FINALPC.2.2.15.pdf](http://dnr.state.co.us/ogtaskforce/Documents/FINALPC.2.2.15.pdf)  
Labeled [Search ...](#) [Search ...](#)

**SITE:** Selected Historical Decennial Census Population and Housing Counts

**URL:** <http://www.census.gov/population/www/censusdata/hiscendata.html>

**CATEGORY:** Government Information

**PURPOSE:** Provides links to historical census data going back to 1790

**FEE/FREE:** FREE

**SOURCE CHECK:** The United States Bureau of the Census

**OUR VIEW:** Although the majority of time you turn to the Census you'll most likely be trying to find the timeliest information, some research projects will require you to find historical and archived data from many decades ago. When that is the case, here is the site to turn. You can quickly locate, for example, historical census reports in PDF back to 1790; special series such as how long people took to get to work between 1980-1990; or demographic trends between 1900-2000; homeownership rates and income by state from 1900-1990; and much more. *Consider this site when you need demographic, business, or other official U.S. statistical data collected between 1790-1990. January 2017*

**SITE:** State Government Websites

**URL:** <https://www.irs.gov/businesses/small-businesses-self-employed/state-government-websites>

**CATEGORY:** Government Information

**PURPOSE:** This site provides links directly to offices in state government that relate to doing business in the state. These include departments that handle matters like taxes, business licenses and permits; unemployment data; new hire registries; legal requirements for operating in the state and so on.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site is produced by the United States Internal Revenue Service.

**OUR VIEW:** Business researchers know that it is possible to find lots of hard to find intelligence, particularly on smaller and privately held companies, by searching and reviewing forms, licenses and other documents that states require all companies to file in order to do business in that particular state. Of particular value can be the state's divisions of corporations and licensing agencies. This site will quickly link you to these valuable departments in the states you need to research. *Consider this site if you need to get data on smaller and privately held firms.*

**October 2015**

**SITE:** Studies, research papers and technical papers

**URL:** <http://tinyurl.com/kzzgp6p>

**CATEGORY:** Government Information

**PURPOSE:** On this site you can search for over 5,500 studies, research papers and technical papers available from Statistics Canada. Users can refine their search by subject, date, author and other categories. Some recent studies include, for example: Changes in income mobility, A review of Newfoundland and Labrador farms' direct marketing; Treatment of drinking water by Canadian households; Changes in Canadians' preferences for milk and dairy products and so on.

**FEE/FREE:** FREE

**SOURCE CHECK:** The reports are made available by Statistics Canada, the country's National Statistical Agency. It collects and publishes statistics on population, resources, economy, society and culture. Statistics Canada conducts a full census every five years, and includes about 350 surveys on virtually all aspects of Canadian life.

**OUR VIEW:** This is a very appealing resource, with detailed studies filled with authoritative statistics. Users can apply advanced search functions to limit by date, author and other criteria. It is also possible to limit by subject area; so, for example, limiting by business topics restricts the search to about 200 reports on topics ranging from Immigrant Businesses in Knowledge-Based Industries to Innovation and Export-market Participation in Canadian Manufacturing and many more. *Consider this site when you are looking to find detailed analyses on key social and economic matters that impact Canada as a whole or its individual Provinces.* **May 2017**

# Geographic Research

**SITE:** Sperling's Best Places

**URL:** <http://bestplaces.net>

**CATEGORY:** Geographic Research

**PURPOSE:** This site ranks, compares, and analyzes thousands of points of data about cities and regions around the country and ranks them on a wide range of criteria ranging from its economy and health to housing, crime, culture, demographics and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** Sperling's Best Places was launched in 1998 and has a long history as both a print and online source, and is based in Portland, OR. The data sources utilized for its ratings and rankings are primarily governmental open source ones, supplemented by other original research. Some of the rankings and place analyses are sponsored by third party companies,

**OUR VIEW:** As you probably know there are scores of "places rated" and "top cities ranked" lists out there, and we have found many of these use questionable or unclear criteria and data in their rankings. However, after spending a fair amount of time on this site, we were very impressed with the quality of data, and the good interpretations which helped ensure us that we were getting carefully sourced data that was assembled and analyzed in a logical way. You can even view supporting data and the facts used to determine the elements of specific rankings (e.g. what are the criteria that make a city "livable" etc.) We also appreciated Best Places link to popular data sources such as the Bureau of the Census' American Community Survey where site visitors can go and search those official collections but through BestPlaces own filters and view results in nice visualizations. *Consider this site when you are researching a city in the US and need a quick snapshot on its strengths, weaknesses and how it compares to other regions.* **February 2019**

# Government Regulations

**SITE:** Doing Business

**URL:** <http://databank.worldbank.org/data/source/doing-business>

**CATEGORY:** Government Regulations

**PURPOSE:** A searchable dataset that provides objective measures and comparisons of a range of business regulations and their enforcement for 258 countries.

**FEE/FREE:** FREE

**SOURCE CHECK:** This dataset is made available by the World Bank.

**OUR VIEW:** This is a very useful site if you are researching how countries around the world compare when it comes to how friendly, efficient and easy it is to do business there. The site is simple to use: you just select one or more countries; then click the measures you want to compare (called the "series") and the time frame of interest and you'll instantly see a graph or chart with comparative data. It's the "series" part where you can specify what you want to see measures for—these include dozens of items from cost to enforce a contract; credit strength; labor tax; time required to start a business; time required to register property and more. It's fast, timely, and from one of the most credible sources around on collecting data on global business. *Consider this site when you want to learn what it means to do business in almost any country around the world.* **July 2018**

Variables | Layout | Styles | Save | Share | Embed

Database Available 1 | Selected 1

Country Available 258 | Selected 4

Enter Keywords for

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas, The
- Bahrain
- Bangladesh
- Bangladesh - Dhaka
- Bangladesh - Chittagong
- Barbados

Create Custom Group  <sup>①</sup>

Series Available 59 | Selected 4

Time Available 15 | Selected 1

Preview

Clear Selection | Add Country (4) | Add Series (4) | Add Time (1)

Mexico - Mexico City

	2017
Time required to connect to electricity (days)	112.0
Time required to enforce a contract (days)	350.0
Time required to start a business - Women (days)	8.5
Quality of judicial processes index (0-18)	9.5

Source: Doing Business. Click on a metadata icon for original source information to be used for citation.

**SITE:** General Data Protection Regulations (GDPR) for the Research Industry

**URL:** <https://tinyurl.com/y83gwx2z>

**CATEGORY:** Government Regulations

**PURPOSE:** This detailed report examines the newly implemented GDPR, and focuses on its impact for those who work in the research industry

**FEE/FREE:** FREE

**SOURCE CHECK:** The document is published by ESOMAR, the leading European not-for-profit professional association whose mission is to promote the value of market, opinion and social research and data analytics. ESOMAR has been around for about 70 years and is based in Amsterdam.

**OUR VIEW:** You are probably already tired of hearing about and getting continuous emails with updates on GDPR, but there are a few areas of special importance that business researchers should know about. The key one is how the regulations are going to impact market researchers and survey professionals—that’s whether you use a market research company or product for your research or engage in your own primary market data collection yourself. This report is excellent as it is comprehensive, focused, well organized and clear. It is also published by the leading market research organization in Europe. Note too that if you link to ESOMAR’s home page at: [www.esomar.org](http://www.esomar.org), you will be able to find other resources on the data protection regulations too, as well as news and advisories on

other market research topics too. *Consider this site when you want to understand how the newly implemented European data regulations on privacy may impact your market data providers, your own privacy, or how you conduct market research yourself.* **June 2018**

# Healthcare Industry

**SITE:** GlobalData

**URL:** <https://healthcare.globaldata.com/resources/white-papers>

**CATEGORY:** Healthcare Industry

**PURPOSE:** This site provides white papers and other content on news, trends, and intelligence in the global healthcare industry, particularly for pharmaceuticals and medical devices.

**FEE/FREE:** FREE and FEE-BASED

**SOURCE CHECK:** GlobalData is an information company based in London that specializes in healthcare research, analytics and consulting. Its offices are in 17 countries, and the company employs over 1,800 research analysts and consultants. In January 2016, GlobalData became part of Global Progressive Media, also headquartered in London.

**OUR VIEW:** While we normally don't include industry-specific resources in Best of the Business Web, we are including this one as it is one of the only premium pharmaceutical intelligence information companies that reports on the highly sought intelligence on drugs not yet approved but in the pipeline type and offers some information at no charge. These free sources are the white papers, "expert insights," and the press releases that may contain valuable and hard to find knowledge on the industry. *Consider this site if you are searching for insider and hard to find information on pharmaceuticals, medical devices and other healthcare industry intelligence.* **September 2016**

# Human Resources

**SITE:** PayScale Salary Calculator

**URL:** <http://www.payscale.com/syndication/calculators.aspx>

**CATEGORY:** Human Resources

**PURPOSE:** This salary calculator provides data for typical salary ranges for target job titles located in specified U.S. cities.

**FEE/FREE:** FREE

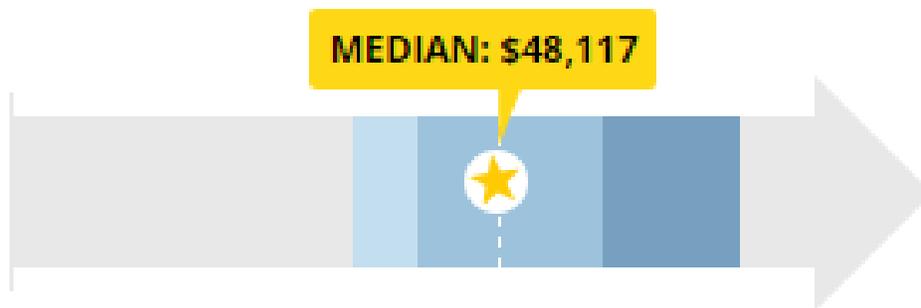
**SOURCE CHECK:** The data that this site draws upon comes from PayScale's own research and data collection methods which the company claims represents the world's largest database, amounting to 54 million individual salary profiles. The company's primary product is compensation software and the provision of real-time, data driven insights for HR professionals. PayScale is located in Seattle.

**OUR VIEW:** This is a pretty cool tool indeed. Whether you're researching your own pay, a job offer, or doing external research to discover pay ranges for all sorts of job titles, this free and simple to use data calculator can provide just what you need. Much of the data is available free via a simple keyword search on the main page; or you can go further and exchange some of your own pay data to get more detailed information as well. *Consider this source if you need to find pay range data for certain job titles for certain regions of the country.* **June 2016**

## « SALARY RESEARCH



Librarian - United States Salary  
**\$33,817 - \$71,333**



**Next Step: Add your years in field / career**

Accurate, real-time salaries for thousands of careers.

# Industry Information

**SITE:** Abl Advisor: Department of Commerce Data Releases

**URL:** <http://www.abladvisor.com/industry-data/source/787/u-s-census-bureau-u-s-department-of-commerce>

**CATEGORY:** Industry Information

**PURPOSE:** This section of the Abl Advisor financial portal provides updated links and descriptions to the latest economic and industry surveys and news from the U.S. Department of Commerce.

**FEE/FREE:** FREE

**SOURCE CHECK:** Abl Advisor is a portal that provides news, advice, publications, reports and data to those who work or are involved in asset-based lending. Its audience includes finance professional from banks, commercial financial companies, attorneys, accountants and others. The site is published by Equipment Finance Advisor, Inc., of Bryn Mawr, PA and the publisher is Michael A. Togli.

**OUR VIEW:** While this is a niche industry site geared to providing information to a certain type of financial lender, we were pleased to discover that this section of the site also does an excellent job in surfacing and linking to the latest Department of Commerce press releases. Examples of recently released data sets and reports include, for example: The Advance Monthly Sales for Retail and Food Services; Manufacturing and Trade Inventories and Sales; Monthly Wholesale Trade: Sales and Inventories; Construction Spending Report among dozens more. Because it can be complicated to quickly locate the most informative and latest Department of Commerce news releases from the government directly, we appreciate the ease and format for finding them here. *Consider this site when you need to regularly keep up with national economic and industry news and data.* **September 2018**

**SITE:** Accounting Resources for Small Business Owners

**URL:** <https://www.accounting.com/resources/small-business/>

**CATEGORY:** Industry Information/Accounting; Link Site

**PURPOSE:** This site provides an annotated listing of a wide range of substantive free resources on accounting, with a special focus on sources of particular value to small business.

**FEE/FREE:** FREE

**SOURCE CHECK:** The collection is part of the Accounting.com site, a site that provides information on a wide range of accounting resources and guides. It began in 1996 primarily as a job search and matching site and is located in Ft Lauderdale, FL. It and obtains its revenue from accounting schools and institutes listed on its site.

**OUR VIEW:** What we liked about Accounting.com's resource page was that the sources were all relevant, substantive, carefully curated and well described. And as all are free, these provide a nice complement to fee-based accounting databases. Although we were not familiar with Accounting.com and were initially a bit skeptical about what we'd find there, we were pleasantly surprised with what we did discover. *Consider this site when you need to build up a collection of substantive and free accounting related information sources.* **August 2019**

**SITE:** Business Blog: Financial Ratios

**URL:** <https://www.library.ohio.edu/subjects/businessblog/financial-ratios/>

**CATEGORY:** Industry Information

**PURPOSE:** This page from the site of Ohio Universities business librarian Chad Boeninger discusses sources for finding company and industry ratios.

**FEE/FREE:** FREE

**SOURCE CHECK:** Chad Boeninger is one of our very favorite business librarians; we are a big fan of his extremely helpful and accessible advisories on sources and strategies for doing good business research that he posts regularly on his blog.

**OUR VIEW:** Company and industry research sometimes requires a researcher to identify and compare key financial ratios that are considered the best indicators of a company's financial health. While there are many such ratios, perhaps the best known one is the ratio between a company's stock price and its earnings (P/E). While this page on Boeninger's blog focuses primarily on the ratio information available from the fee-based databases available to those at Ohio University Libraries, he also provides a general discussion on ratios in general, and examines a free site as well. *Consider this site when you need to research industry financial ratios when doing company or industry research.* **December 2018**

**SITE:** Financial Performance Data

**URL:** [http://www.ic.gc.ca/eic/site/pp-pp.nsf/eng/h\\_pm00000.html](http://www.ic.gc.ca/eic/site/pp-pp.nsf/eng/h_pm00000.html)

**CATEGORY:** Industry Information

**PURPOSE:** This site provides access to data for more than 1000 industries across

Canada, including more than 30 performance benchmarks to help businesses determine how they measure up to competitors. The reports are representative of all businesses operating within the specified industry and geographic area and with \$30 thousand to \$5 million and \$5 million to \$20 million in total annual revenues and by profit margin. Reports feature the number of businesses in the selected industry, statistics for profitable and non-profitable small and medium-sized businesses that includes net profits and net losses, and detailed financial data on revenues and expenses, industry average's for income statements and balance sheet items as well as financial ratios.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is produced by Innovation, Science and Economic Development (ISED), which used to be called Industry Canada. ISED is a department of the Government of Canada with a mandate of fostering a growing, competitive, knowledge-based Canadian economy.

**OUR VIEW:** This is a great site for smaller and medium sized companies that need to benchmark their performance against others in the same industry. While geared for Canadian firms, it could be used by companies in other countries as well. One particularly nice feature of this site is users may enter one's own actual annual revenue and expense data and assets/liabilities of their own business to benchmark one's business against relevant industry averages *Consider this site when you need to identify and benchmark industry performance standards for small and medium sized businesses.* **May 2017**

## Report for: NAICS 4411 - Automobile Dealers - Financial Performance Data

**Revenue range:** Annual revenues \$30,000 - \$5,000,000  
**Provinces / Territory / Canada:** Canada  
**Incorporation status:** Incorporated businesses  
 Note: Balance sheet information is only available for **incorporated businesses** under the incorporation status.  
**Distribution by:** Profit margin  
**Value in:** Percentage  
**Data year:** 2015  
**Industry:** NAICS 4411 - Automobile Dealers

[Change criteria](#) [Add your data to the report](#)

### Report details: Percentage

 [Export report to excel](#)

N/A = Data not available based on selected status

	Whole industry (reliability)	Bottom quartile (25%)	Lower middle (25%)	Upper middle (25%)	Top quartile (25%)	Percentage of businesses reporting
Number of businesses	4,838					
Profit margin range:						
Low (%)			-0.7%	2.2%	5.7%	
High (%)	N/A	-0.7%	2.2%	5.7%	N/A	
Revenues and expenses (percentage of total revenue) — <u>Averages</u>						
Total revenue	100.0	100.0	100.0	100.0	100.0	100.0
Sales of goods and services	96.5 <sup>B</sup>	97.1	98.7	98.5	88.5	94.6

**SITE:** Industry Outlooks

**URL:** <https://tinyurl.com/y4gphsta>

**CATEGORY:** Industry Information

**PURPOSE:** A collection of short reports with data, trends, challenges, and outlooks for about two dozen industries. Typical reports cover spending, revenue, impactful technologies, new products, and market forces. Industries covered include consumer businesses like travel, hospitality and retail; energy & resources like oil & gas, and renewables; financial services; life sciences and health care; aerospace & defense; higher education; real estate; and technology/media and telecommunications. (A special report just on Analytics and AI technologies can be found on a separate URL, available at: <https://tinyurl.com/yywpuyp>)

**FEE/FREE:** FREE

**SOURCE CHECK:** These reports are published by Deloitte, the global consulting firm that provides financial, tax, regulatory and management consulting services to organizations around the world. Deloitte, is technically the brand for independent firms that operate as part of the umbrella establishment of Deloitte Touche Tohmatsu Limited, a UK private company

that employs about 245,000 people in 150 countries and territories. The US Headquarters of Deloitte is located in New York City.

**OUR VIEW:** Although these industry reports may not offer the nitty gritty granular data you can find on certain fee based subscription databases or investment and market reports; and they primarily reflect the practice areas of Deloitte, these do offer a well-organized, clear overview by an authoritative source, and are an excellent resource, especially considering that they are freely available on the open Web. *Consider this site if you want to get a good expert analysis of major industries, particularly if you are looking for an analysis of the role of technology, and tech trends impacting the industry.*

**February 2019**

**SITE:** Industry Research Using the Economic Census and other Government Sources

**URL:** <https://www.youtube.com/watch?v=0RCmwn1fkP4>

**CATEGORY:** Industry Information

**PURPOSE:** An audio and slide based tutorial demonstrating the steps to take to perform industry research using the U.S. Bureau of the Census' Economic Census.

**FEE/FREE:** FREE

**SOURCE CHECK:** The tutorial was created by Jennifer Boettcher, the Business and Economic Reference Librarian at Georgetown University, Washington DC.

**OUR VIEW:** This is a great way to learn how to use the Economic Census to do detailed industry research. In this slide and voice over presentation (originally broadcast as a Webinar in December 2013), Boettcher illustrates the steps to take when doing industry research, all the way from identifying the industry to finding the right databases, to passing along search tips, understanding the links and features on the Economic Census search page, and how to review the results.

*Consider this site if you are doing industry research and want to do so by examining data collected by the federal government.* **January 2016**

**SITE:** Industry Statistics Portal

**URL:** <https://www.census.gov/econ/isp/sampler.php?naicscode=722330&naicslevel=6>

**CATEGORY:** Industry Information

**PURPOSE:** A one-stop guide to all U.S. Bureau of the Census industry sources and data collections, searchable by NAICS code.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Industry Statistics Portal is a creation of the U.S. Bureau of the Census.

**OUR VIEW:** There's no question that you can find a great deal of valuable industry data from the U.S. Bureau of the Census—but the tough part is finding out which agency, department or site offers what information. This site quickly and easily identifies names and links to where the Bureau has statistics for the target industry. So, in the example for the Mobile Food Services industry (linked above), the Industry Portal identifies resources from the Monthly Retail Trade and Food Services Survey; County Business Patterns; Statistics of U.S. Businesses; the Economic Census and the Survey of Business Owners. *Consider this site if you need to find statistical data on an industry.* **March 2016**

**SITE:** Industry Summary

**URL:** <https://finance.yahoo.com/screener>

**CATEGORY:** Industry Information

**PURPOSE:** Provides key data, including ratios like P/E, ROE%, dividend yield, long term debt to equity and more on dozens of industries ranging from advertising agencies to wireless communications.

**FEE/FREE:** FREE

**SOURCE CHECK:** The information has been aggregated and displayed by Yahoo, but original data providers include well-known information firms like Hemscott Americas, S&P's Capital IQ, Hoovers and others.

**OUR VIEW:** This site proves that not only can one find valuable, substantive company data on the Web for free, but that Yahoo is still a player in that arena. And not only does this site provide authoritative comparison information on top industries, you can also enter the ticker symbol of a public company and view how its ratios compare to others in its industry, and look at the leaders and laggard companies within that industry as well. This may be one of the best free business information sites, in fact, now on the Web. *Consider this site if you want to research and compare industry performances as well as companies within an industry.* **October 2016**

**SITE:** 2017 Industry Trends

**URL:** <https://www.strategyand.pwc.com/industry-trends>

**CATEGORY:** Industry Information

**PURPOSE:** Here you can find detailed reports and analyses with information about several major industries: aerospace/defense; automotive; chemicals; consumer packaged goods; engineering and construction; entertainment and media; financial services; industrial manufacturing; oil and gas; pharmaceuticals and life sciences; power and utilities; retail; technology industry; and telecommunications.

**FEE/FREE:** FREE

**SOURCE CHECK:** The reports are published by Price Waterhouse Coopers (PwC), the global management and consulting agency.

**OUR VIEW:** While these reports are short, they are packed with timely and substantive statistics, survey results, and relevant analyses. We like too that the key headline “takeaway” for each industry is revealed on the main page for each industry, which itself provides an excellent and super-fast overview of the key forces impacting the industry. You can click on any of these reports to read them right on the Web, or download them as a complete PDF. *Consider this site when you want to find authoritative and deep fact-based analysis of the state of one of the industries identified above.* **December 2017**

**SITE:** The 2014 IndustryWeek 1000

**URL:** <http://www.industryweek.com/resources/iw1000/2014>

**CATEGORY:** Industry Information

**PURPOSE:** A ranking of the world’s largest public manufacturers, based on revenue

**FEE/FREE:** FREE

**SOURCE CHECK:** The ranking is created and published by *Industry Week*, the print and digital magazine and information service covering the world manufacturing industry. It is published by Penton Media, Cleveland, OH.

**OUR VIEW:** This popular directory is a colorful and clear table displaying key data on the 1,000 largest manufacturers around the world, and includes company name, ranking, industry and financial performance. Users can click on a heading in a column to sort the list alphabetically, or by ranking, industry, revenue and revenue growth. Other links on the page provide related rankings too, such as past Industry 1000 lists back to 1999; the Industry Week U.S. 500; and Industry Week’s 50 Best U.S. Manufacturers. *Consider this site if you need to find basic data and rankings on the world’s largest manufacturers.* **May 2015**

**SITE:** Introduction to NAICS

**URL:** <https://www.census.gov/eos/www/naics/>

**CATEGORY:** Reference Information

**PURPOSE:** Provides explanations, history, and updates of the latest versions of the North American Industrial Classification Codes (NAICS)

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is managed by the US Census Bureau.

**OUR VIEW:** As a business researcher, you likely have visited company and industry databases that ask you to search by an industry NAICS code. While sometimes a database provides a code look up tool, often they do not. This site not only allows you to easily search and locate the NAICS code you need, but also offers detailed background on the NAICS assignment process, a PDF of the newest revision, information on upcoming changes and much more. Printing out one or more of these PDFs may serve as a handy reference when you need to review or browse codes for future searching, (Yes, sometimes print is still superior!). *Consider this site if you need to easily locate NAICS codes and stay informed on how they work and change over time.* **August 2019**

**SITE:** Millie

**URL:** <https://millie.northernlight.com/dashboard.php?id=93>

**CATEGORY:** Industry Information

**PURPOSE:** This site curates and aggregates substantive industry news from around the Web and provides a powerful search and filtering interface to sort, refine, and analyze search results. Industries covered include agribusiness, chemicals, financial services, food & beverage, healthcare, IT and life sciences.

**FEE/FREE:** FREE

**SOURCE CHECK:** Northern Light Group LLC is based in Boston and provides market intelligence solutions to enterprises. The company is well known in the library, research and Internet search communities for its early and ongoing work in creating free, easy to use, but powerful news research sites and search systems.

**OUR VIEW:** This is a “wow” database! We say wow because Millie offers the kind

of content, features and functionality that is more common in a fee-based database than a free one. Although all of the news, sites and reports in the database are culled from the open Web, they have all been curated to be substantive and business focused. The interface is outstanding for providing powerful field and Boolean search capabilities while still being intuitive; there are extremely useful search filter and results analysis functions, and even special and unusual features like the ability to use predetermined "expert" searches that have been tested ahead of time to retrieve specific relevant results. There is also a breaking news alert and data aggregated on key companies within the industries the service includes. Our only cautions are that not all industries are covered, and that is that Northern Light is calling this an "Alpha" version, meaning that you are likely to run into quirks and unexpected results. We just hope it remains as a free source for the foreseeable future. *Consider this site if you need a free and powerful method for searching substantive business information on the free Web.* **January 2016**

The screenshot displays the Northern Light search interface. At the top left, a user profile for 'Millie' is shown with the title 'your market intelligence analyst'. The top right features the 'Northern Light' logo. A navigation bar includes 'Dashboards', 'Search', and 'My Pages'. Below this, the search results page is titled 'Search Results' and shows a search for 'zika vaccines' with 414 results returned from the last 90 days. The interface includes filters for 'Therapeutic Areas' (Vaccines: 411, Infectious Diseases: 105, Immune System Diseases: 4, Neurological and Central Ner...: 23, Oncology: 23) and 'Clinical Trials and Phases' (Clinical Trials: 19, Phase III: 12, Phase II: 10, Phase I: 7, Preclinical: 5). A 'Business Issues' section lists categories like 'Lawsuits and Litigation' (11) and 'Price Cuts' (11). The main results area shows a search for 'zika vaccines' with a 'Did you mean: ziks vaccines' suggestion. The first result is titled 'No Zika vaccine in sight, but modified yellow fever virus vector could speed development' from InPharmaTechnologist, published on 01/25/2016. The snippet describes a UK academic's suggestion that vaccines for related viruses could be used as delivery vectors to accelerate development. The second result is partially visible: 'Zika, Vaccines and Climate Change: Convergence of Right and Left Extremism'.

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**SITE:** North American Industry Classification System: FAQ

**URL:** <http://www.census.gov/eos/www/naics/faqs/faqs.html>

**CATEGORY:** Industry Information

**PURPOSE:** This page answers frequently asked questions about NAICS codes, provides a NAICS code look-up search feature, and a contact for further questions

**FEE/FREE:** FREE

**SOURCE CHECK:** This site is a creation of the U.S. Bureau of the Census.

**OUR VIEW:** For many business research projects, particularly those that involve finding out about industries, it's important to know how to find relevant and accurate NAICS codes. Many databases, in fact, require a NAICS code for doing a search, or at least to help insure the search returns precise and helpful data. There are various places on the Web to learn about NAICS codes and to look them up, but this official site is one that should be relied on. Because zeroing in on the best NAICS code is not always easy, we appreciate the fact too that there is an email contact provided ([naics@census.gov](mailto:naics@census.gov)) if you need help zeroing in the right code. *Consider this site if you are trying to find a NAICS code for a certain industry or need to learn more about these codes.* **April 2016**

**SITE:** Plunkett Research: Industries

**URL:** <https://www.plunkettresearch.com/industries/>

**CATEGORY:** Industry Information

**PURPOSE:** This free "information page" offers data for over 30 major industries and industry groups, providing up to date statistics, analyses, and a substantive short video where the CEO of Plunkett Research explains the key forces and trends for the particular industry.

**FEE/FREE:** FREE (though subscribing to the full Plunkett Research service is fee-based)

**SOURCE CHECK:** Plunkett Research, which is based in Houston, was created in 1995 by Jack Plunkett. Today he is CEO and publisher, and an entrepreneur and author of over 30 business books. Plunkett and his firm are well known as authoritative sources for industry market data.

**OUR VIEW:** We've known Plunkett Research for many years as a respected and popular provider of industry data. But we did not know that—unlike most market research publishers which typically only release a table of contents, short executive summary and a few top line snippets for free—that Plunkett Research provides a good deal of substantive market data at no charge. It also offers a free trial, so you also can do some free searching of at least a portion of its data at no

charge during the trial period. *Consider this site if you need good, timely industry data.* **May 2016**

**SITE:** SelectUSA: Industries

**URL:** <https://www.selectusa.gov/industries>

**CATEGORY:** Industry Information

**PURPOSE:** This site provides basic descriptive, statistical and trend data and analyses for 19 broad industries: aerospace, automotive, biopharmaceuticals, chemicals, consumer goods, energy, environmental technology, financial services, logistics and transportation, machinery and equipment, media and entertainment, medical technology, professional services, retail trade, software and It Services, textiles, travel, and tourism/hospitality.

**FEE/FREE:** FREE

**SOURCE CHECK:** SelectUSA is a department of the United States Department of Commerce. Its stated mission is to “facilitate job-creating business investment into the United States and raise awareness of the critical role that foreign direct investment (FDI) plays in the U.S. economy.”

**OUR VIEW:** This is a nice, simple, quick way to get an authoritative snapshot of key U.S. industries and from an official source. While there is not a great deal of detail here, this site is useful in that it presents a profile of key U.S. industries specifically for the needs and perspective of a foreign investment firm or individual. This agency provides a variety of other services and information too, ranging from helping non-U.S. businesses make valuable connections; explaining and navigating governmental regulatory requirements and holding trade shows and fairs. *Consider this site when you need to get a quick snapshot of data and forces impacting one of these 19 industries.* **December 2017**

**SITE:** Six Booming Industries to Watch

**URL:** <https://blog.marketresearch.com/6-booming-industries-to-watch-in-2018>

**CATEGORY:** Industry Information/White Paper

**PURPOSE:** A description and analysis of the forces and trends behind six industries that are rapidly expanding, with supporting data and a narrative analysis.

**FEE/FREE:** FREE

**SOURCE CHECK:** Marketresearch.com is a prominent and well-respected aggregator of market research reports, headquartered in Bethesda, MD.

**OUR VIEW:** Although this post was created to promote the company's pricey fee-based market research reports, this is a clear, concise, convincing and data packed analysis that surfaces and describes the factors behind six industries selected by marketresearch.com as "booming," from food e-commerce to synthetic lubricants. An additional bonus is a link to a free sample report from marketresearch.com covering trends in the services and equipment industry, which highlights key developments related to global security services, security alarms, law enforcement, and other related products. We also noted several other substantive blog posts this site covering valuable topics ranging from how to estimate market size to key companies in telemedicine, projected trends in the pet industry, the data services industry and more. *Consider this site if you want to see data, trends, forces and projections for several fast-growing industries.* **November 2017**

# International Business Information

**SITE:** CFR Backgrounders

**URL:** [http://www.cfr.org/publication/by\\_type/backgrounder.html](http://www.cfr.org/publication/by_type/backgrounder.html)

**CATEGORY:** International Business Information

**PURPOSE:** Provides a variety of reports that describe and analyze foreign policy related concerns, issues and trends, including those that relate to business, trade, and economics.

**FEE/FREE:** FREE

**SOURCE CHECK:** The CFR, or Council for Foreign Relations describes itself as “an independent, nonpartisan membership organization, think tank, and publisher.” Its stated mission is helping “understand the world and the foreign policy choices facing the United States and other countries.” The CFR was founded in 1921 and has offices in New York City and Washington DC.

**OUR VIEW:** These simple but authoritative and fact-filled short analyses are an excellent way to become familiar with a complex topic, and from an independent and authoritative source. The collection of reports can be searched by keyword or browsed by region of the world. Some recent titles include, “How Trump Could Effect the National Debt,” “Media Censorship in China,” a series on India Governance, “Hydraulic Fracturing,” and so on. *Consider this site when you need a quick primer on a complex and timely issue that intersects international relations with business, economics or politics.* **March 2017**

**SITE:** Country Insights

**URL:** <http://atlas.cid.harvard.edu/>

**CATEGORY:** International Business

**PURPOSE:** Like the Culture Crossing site below, Country Insights also provides tips, advice and inside information on communication, doing business and working with others in countries around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** Country Insights is a part of Global Affairs Canada, a Canadian governmental agency that describes its mission as an entity that “manages Canada’s diplomatic relations, provides consular services to Canadians, promotes the country’s international trade, and leads Canada’s international development and humanitarian assistance.”

**OUR VIEW:** This site is a good complement to the above one in that while it covers many fewer countries, for those it does cover, it offers a longer and more in-depth narrative. Interestingly, it also provides a “Canadian perspective” for each country’s cultural segments on how those differences might be understood or navigated by Canadians. *Consider this site if you want a fairly in-depth analysis of the cultural do’s, don’ts and norms from countries around the globe.* **August 2019**

**SITE:** Country Risk Quarterly Summer 2017

**URL:** <https://edc.trade/country-risk-quarterly>

**CATEGORY:** International Business Information

**PURPOSE:** Country Risk Quarterly provides risk related information for exporting or doing business in over 100 countries. Data provided includes information on payment experience and risk rating drivers. Covers short- and long-term risks, as well as sovereign (country) risks of bankruptcy.

**FEE/FREE:** FREE (Registration required)

**SOURCE CHECK:** The report is published by Export Development Canada, that country’s agency that provides exporters with data and advice on trade financing, export credit insurance and bonding services, as well as offering foreign market expertise.

**OUR VIEW:** Here you’ll find sets of information and visualizations on everything from color coded regional risk maps, to global trade patterns showing which countries’ imports are growing or shrinking; ease of doing business maps; country commercial ceilings and much more. It’s a simple, intuitive but data packed site. *Consider this site when you need to quickly and easily discover what the risks are in exporting and doing business in countries around the world.* **August 2017**



Country Info Trade Info Trade Toolkit Q



**SITE:** Culture Crossing Guide

**URL:** <http://guide.culturecrossing.net/>

**CATEGORY:** International Business Information

**PURPOSE:** This site provides tips, advice and customs on living and doing business in countries throughout the world. The user selects a country from a pull-down box, and then is shown a list of clickable categories about cultural practices and habits in that selected country. These include dress, communication, greetings, taboos, meetings, sense of time, and several more to get a quick snapshot on how to act and not act when in that country.

**FEE/FREE:** FREE

**SOURCE CHECK:** The interactive guide is a creation of the San Francisco, CA area-based consulting firm Culture Crossing. The company provides training, advice and strategic consulting services to companies entering new parts of the world or that want to enhance their capabilities in countries they already operate in.

**OUR VIEW:** While the site itself looks kind of old fashioned and a bit clunky, don't let that fool you as it is easy to use, intuitive and the substance is excellent. What we really liked was just how many countries—large, small and tiny from every continent are covered, as well as utilizing crowdsourcing to get insights from people who live in, have lived in, or are very familiar with the ways and customs of a particular country. *Consider this site if you will be visiting and doing business in virtually any country in the world, and want to know the cultural do's and don'ts.*

**August 2019**

**SITE:** EMIS Newsletter

**URL:** <http://www.securities.com/emis/free-newsletter>

**CATEGORY:** International Business Information

**PURPOSE:** A weekly email newsletter with summaries of news, data, and analysis on the economies, business environment and companies located in emerging markets around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** EMIS was founded in 1994 by a Harvard Business School graduate and was acquired by Euromoney Institutional investor PLS in 1999. Today it employs close to 300 people in 13 countries around the world and is headquartered in London.

**OUR VIEW:** We have been big fans of EMIS for many years, finding it to be a

unique and powerful source of on the ground economic and business insights for over 100 emerging country markets around the world. Although EMIS itself is a fee-based service, anyone can sign up for this newsletter at no charge and get top line summaries of some of its analysts' broadest insights—and we recommend you sign up if you are interested in emerging markets. *Consider this site if you need to get insights about trends and developments on the economics, industries, and related business trends on emerging markets around the world.* **February 2016**

**SITE:** EMIS Perspectives

**URL:** <https://www.emis.com/blog>

**CATEGORY:** International Business Information

**PURPOSE:** Recent news, insights, and analysis from emerging markets around the globe.

**FEE/FREE:** FREE

**SOURCE CHECK:** EMIS Insights is a product of EMIS, a provider of information and analysis on emerging markets, covering business, companies, politics, news and more. Its global headquarters are in London, with offices in New York City and around the world.

**OUR VIEW:** We have been familiar with and a fan of EMIS's subscription-based information services for many years, and have found its coverage of emerging markets detailed, comprehensive and authoritative. It's great, then, to discover that some of its analysts' top line observations and insights are available free on this blog. A nice option too is the ability to get the information regularly in one's email by subscribing right on the site. *Consider this site if you need to find news, trends, companies, and developments in emerging markets around the globe.* **April 2016**

**SITE:** Enterprise Surveys

**URL:** <http://www.enterprisesurveys.org/>

**CATEGORY:** International Business Information

**PURPOSE:** This site aggregates economic data, including business environment and performance indicators, on 130,000 companies from 135 countries.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Enterprise Surveys data series is produced by The World Bank. The data for these surveys were collected via face-to-face interviews with top managers and business owners in over 130,000 companies in 135 economies, covering countries in Asia, Eastern Europe, South America and Africa.

**OUR VIEW:** The data collected in these surveys cover a broad range of indicators measuring the business environment in each country, such as access to finance, levels of corruption, infrastructure, crime, competition, and business performance. Users have the option to view the data as a “snapshot,” to browse topics and indicators per country, download country profiles, view a cross economy view of the data, and to conduct a custom query for downloading or viewing the indicators or the raw data itself. There is even a graphics tool for creating custom graphs for a country. *Consider this site if you need to know the overall business environment and the status of private companies in a country covered in these surveys.* **March 2015**

**SITE:** Global Competitiveness Report 2017–2018

**URL:** <https://www.weforum.org/reports/the-global-competitiveness-report-2017-2018>

**CATEGORY:** International Business Information

**PURPOSE:** This 390-page report scores, describes and analyzes the competitive standards and standing for over 140 countries. Competitiveness is defined as the set of institutions, policies and factors that determine a country’s level of productivity. This year the number one ranked country was Switzerland, and the lowest ranked country was Yemen.

**FEE/FREE:** FREE

**SOURCE CHECK:** The report was compiled and published by the World Economic Forum, an independent not-for-profit foundation established in 1971 and headquartered in Geneva Switzerland. It describes itself as engaging “the foremost political, business, and other leaders of society to shape global, regional and industry agendas.”

**OUR VIEW:** This report is particularly valuable for companies assessing whether to do business in another country, and need to understand its economic standards and business climate. It looks at global business trends overall, and examines matters like economic progress, challenges, and comparisons between various regions and regional groups. There are appendices that provide detailed methodological descriptions on how the research was undertaken. *Consider this site when you need the latest and authoritative information and quantitative ranking of individual country’s competitiveness standards around the world.*

**January 2018**



## Global Competitiveness Index

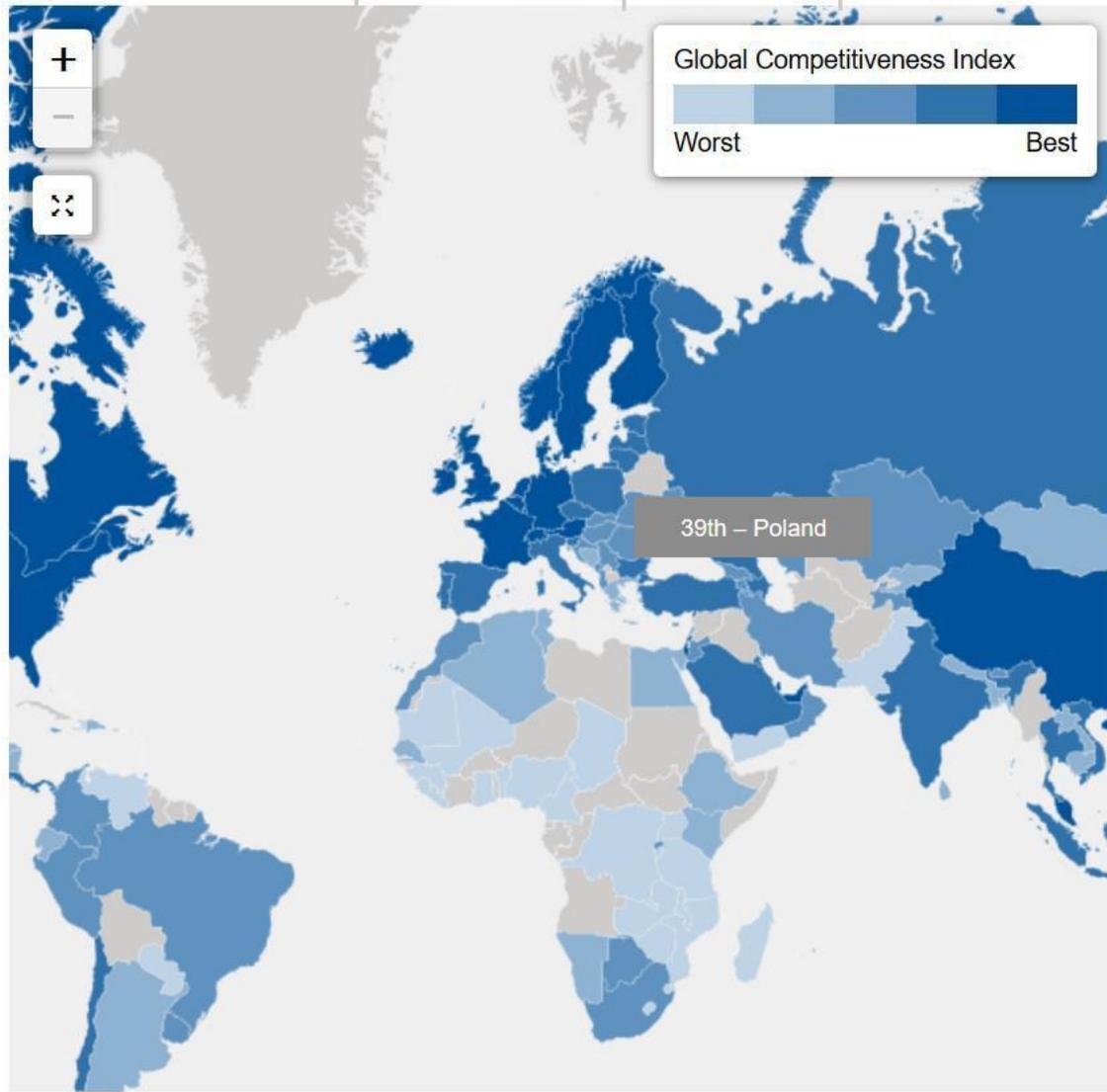
The Global Competitiveness Index 2017-2018 presents a framework and a corresponding set of indicators in three principal categories (subindexes) and twelve policy domains (pillars) for 137 economies.

View the top 10

Explore the report

<> Embed

Share



**SITE:** Investigative Dashboard

**URL:** <https://investigativedashboard.org/>

**CATEGORY:** International Business Information

**PURPOSE:** The Investigative Dashboard is a broad, globally-focused collection of

searchable documents, databases, and reports providing deep data on businesses, people, court cases, official filings, and other source material of value to investigative reporters and other researchers.

**FEE/FREE:** FREE (and FEE BASED)

**SOURCE CHECK:** This site is a project of the Organized Crime and Corruption Reporting Project (OCCRP; <https://reportingproject.net/occrp/index.php>), a not-for-profit, joint program of a number of regional nonprofit investigative centers researching and exposing global corruption by politicians, companies, and other sources of power. It is founded by the Open Society Institute, US AID, and other global consortiums.

**OUR VIEW:** This is a fascinating and unique resource that offers unusual and hard to find information not likely to be found from any other source. Its collections include links to free government court, land and regulatory registries; collections on open source data ranging from the Slovakian Land Registry to the New York City Automated City Register Information System; documents on obscure but potentially valuable topics such as the World Bank Stolen Asset Recovery Initiative; and the Georgian Asset Declarations; and unusual uploaded source collections like Norwegian public documents about China acquired through freedom of information requests and public documents about Norway's Child Protection Services. While some of this collection is for reporter members only, much is available easily and at no charge for any site visitor. *Consider this site if you need to search investigative type collections of social, political, and financial data on companies, heads of state, or detailed data on people and financial transactions in countries around the globe.* **October 2017**

**SITE:** Ministry of Commerce, People's Republic of China

**URL:** <http://english.mofcom.gov.cn/article/statistic/>

**CATEGORY:** International Business Information

**PURPOSE:** A collection of official statistical reports on business activity in China, ranging from data on imports and exports by month, to statistics on foreign investment, regional trade statistics, and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** This is an official government site produced by the Ministry of Commerce, People's Republic of China (PRC) in Beijing, in conjunction with the China International Electronic Commerce Center.

**OUR VIEW:** So often information on business in China is out of date, derives from unknown sources, and/or is hard to understand. These series, in contrast are official, timely, in English and even well translated. Substantive reports include, for

example, "Statistics of Exports of High-Tech Products in Cities and Provinces of China in January-September 2013" and "Statistics of Mainland-Taiwan Trade and Investment in January 2015." Other parts of this site provide news, policies, a searchable database of commodities, a short profiles of suppliers and much more. *Consider this site if you need timely and official statistics on Chinese trade, companies and suppliers.* **March 2015**

**SITE:** OECD Research and Development Statistics

**URL:** <https://www.oecd.org/sti/inno/researchanddevelopmentstatisticsrds.htm>

**CATEGORY:** International Business Information

**PURPOSE:** On this site you can view a wide range of recent data on resources devoted to R&D in both OECD countries as well as selected non-member nations as well. Data includes human and financial resources devoted to R&D and a range of statistical tables on data like gross domestic expenditure on research and experimental development; and expenditure and personnel for R&D carried out in the business enterprise sector with detailed data by industry, size class, and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site is a creation of the OECD's Directorate for Science, Technology and Innovation. The data itself is gathered from the data reported to OECD and Eurostat as part of the framework of the joint OECD/Eurostat international data collection on resources devoted to R&D.

**OUR VIEW:** There's loads of detailed, current and timely statistics on how both OECD and non-member countries spend on R&D, broken down into all sorts of categories. There's at-a-glance charts and tables to quickly get a sense of how different countries spend on R&D and in various categories. All this from one of the most authoritative global country data sources around. *Consider this site when you need to find out how different countries around the world are spending on R&D and in what categories.* **August 2017**

**SITE:** The 2015 Privco Latin America 20

**URL:** <https://www.slideshare.net/PrivCo/top-latin-american-private-companies>

**CATEGORY:** International Business Information

**PURPOSE:** A ranking and profile of the largest privately-held companies in Latin America.

**FEE/FREE:** FREE

**SOURCE CHECK:** Privco is a leading provider of information on private companies around the world. It was founded in 2009 by Sam Hamadeh, who was known for founding the career site Vault.com. Privco is headquartered in New York City.

**OUR VIEW:** Information on private companies is hard to find. Information on firms outside of the U.S. is hard to find too. Well, this site surfaces key data on both—and the information comes from a highly respected and reputable provider. While this is a short overview report, what you do learn for the companies profiled are their ranking (based on 2014 revenue), 3-year CAGR, number of employees, identification of owner(s), and an overview of their activities. An introductory section provides a nice overview of the leading firms and their competitive positions in the country within the context of the Latin American economy. *Consider this site if you want to learn about the largest private companies in Latin America.*

**December 2015**

**SITE:** Search for a Federal [Canadian] Corporation

**URL:**

<https://www.ic.gc.ca/app/scr/cc/CorporationsCanada/fdrICrpSrch.html>

**CATEGORY:** International Business Information

**PURPOSE:** This site allows anyone to search for and view key data on Federal Canadian corporations. Users can search by Corporate Name, Corporation Number, or Business Number; as well as filter by Province; corporation status (active/inactive/dissolved) and by specific Canadian governing legislation.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site was produced by the Canadian government's Corporation Canada agency, which itself is part of Innovation, Science and Economic Development Canada.

**OUR VIEW:** This is the authoritative and official site for finding information on Federal corporations in Canada. A quick search will turn up key information on the target corporation, including business number, type of corporation, enabling legislation, location, names and contacts of directors, key filing dates and forms, status of filings, corporation history and more. *Consider this site if you need a listing or basic data on Canadian corporations.* **March 2016**

**SITE:** Vizala

**URL:** <https://vizala.com/>

**CATEGORY:** International Business Information

**PURPOSE:** Vizala provides a digital dashboard where users can choose to view a

variety of market research, demographic, economic, and industry data for different countries from a wide range of sources.

**FEE/FREE:** FREE

**SOURCE CHECK:** Vizala is a small start-up based in Arlington VA. The sources themselves are derived from a variety of public international agencies such as the World Bank, IMF, WHO, WTO, the UN and others.

**UR VIEW:** You may already know that there are reams of economic, demographic, and social statistics available from the many dozens of international agencies on the Web who publish so much of their findings for free. However, many of these sites are hard to use, confusing, and not user friendly. This site represents an effort to take some of the most popular of this international data and put it into a much more user-friendly interface. Our only caution is that there is very little information available on the history or background of the start-up, so we hope that it has staying power and begins to provide more transparent information about its development and ownership on its site. *Consider this site if you need an easy and convenient way to view key economic, market, demographic and social data on countries around the world.* **May 2016**

**Vizala** Saved Views Save this View Share Export Countries Economics Market Research Society

Denmark

**Economy**  
 Banks & Lending  
 Consumers  
 Debt/Fiscal Policy  
 GDP/GNI  
 Labor/Workforce  
 Monthly Overview  
 Monetary/Inflation

**Market Research**  
 Agriculture  
**Energy**  
 Environment  
 Equity Markets  
 Industry  
 Services  
 Trade & FDI

**Society**  
 Demographics  
 Doing Business  
 Education  
 Health  
 Infrastructure  
 Rule of Law  
 Technology

**Denmark Energy, Annual Trends** Jump to: [v]

Start date: 2005 [v] Apply

End date: 2015 [v]

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>Demand Factors</b>											
Population (millions) ?	5.4	5.4	5.5	5.5	5.5	5.5	5.6	5.6	5.6	5.6	
Population (annual growth %) ?	0.3	0.3	0.4	0.6	0.5	0.4	0.4	0.4	0.4	0.4	
GDP per capita (constant 2005 US\$) ?	48,817	50,504	50,695	50,036	47,237	47,792	48,144	47,649	47,230	47,525	
GDP per capita (annual growth %) ?	2.2	3.5	0.4	-1.3	-5.6	1.2	0.7	-1.0	-0.9	0.6	
% of population with access to electricity ?						100.0					
Industry value added (% of GDP) ?	26.2	27.0	26.4	26.4	23.2	22.8	23.4	23.1	22.9	22.5	
Industry value added (annual growth %) ?	-0.3	3.8	-2.5	-1.5	-10.6	-0.9	2.8	0.5	-1.8	0.5	
Cars per 1,000 people ?	363	372	379	382	384	390	395				

**SITE:** Zawya

**URL:** <http://www.zawya.com>

**CATEGORY:** International Business Information

**PURPOSE:** This site provides news, company and industry information and a customized company list building feature covering countries in the Middle East and North Africa.

**FEE/FREE:** FREE and FEE-BASED

**SOURCE CHECK:** Zawya was founded in 2000 and is headquartered in Dubai, UAE. It was acquired by Thomson Reuters in 2012.

**OUR VIEW:** This site is new to us and we were impressed by the level of detail and insider type business intelligence on companies in the Middle East and North Africa—much of it at no charge. Not only is detailed news and company information available for free, but visitors can also use a “build company list” feature to screen over 30,000 companies in the region on a wide range of criteria (size, employees, region etc.) to get a listing and profiles of Middle Eastern companies who have investments in other countries around the world. Much more detailed information is available to paid subscribers. *Consider this site if you need to obtain business and company news, particular related to investments of companies in the Middle East.*

**December 2015**

# International Financial Information

**SITE:** Credit Suisse Publications

**URL:** <https://www.credit-suisse.com/about-us/en/reports-research/studies-publications.html>

**CATEGORY:** International Financial Information

**PURPOSE:** This Web page provides a selection of timely and authoritative reports on finance, money, consumers, wealth and more, all available as free downloads.

**FEE/FREE:** FREE

**SOURCE CHECK:** The creator of these reports is Credit Suisse, one of the most prominent investment banking firms in the world. It is headquartered in Switzerland but has operations in over 50 countries. The bank was founded in 1856.

**OUR VIEW:** This is a valuable collection of timely, in-depth reports from a recognized authority in global finance, investment and wealth. Among the reports available for free download include: Emerging Market Consumer Survey 2016; The Global Wealth Report 2015; The Success of Small Countries and Markets; and many more. *Consider this site if you need to find detailed and current information and analysis regarding money, investment, wealth and consumer markets around the world.* **June 2016**

**SITE:** Financial Access Database

**URL:** <http://data.imf.org/?sk=E5DCAB7E-A5CA-4892-A6EA-598B5463A34C>

**CATEGORY:** International Financial Information

**PURPOSE:** On this site users can get access to financial access indicators in countries around the world, along with accompanying metadata.

**FEE/FREE:** FREE

**SOURCE CHECK:** The database was produced from a project created by the International Monetary Fund (IMF).

**OUR VIEW:** This comprehensive and detailed dataset on the availability and reach of financial services provides a range of data to assess financial availability such as the number of bank branch networks, access to ATMs, information on deposits, loans, debt securities issues and insurance and other indicators. Data can be searched, viewed and compared on a country to country level over specified time

periods. *Consider this site if you need to assess and/or compare access to financial services by consumers in countries around the world.* **June 2016**

**SITE:** IMF DATA

**URL:** <https://www.imf.org/en/data>

**CATEGORY:** Data Sets/Financial Data/International Data

**PURPOSE:** A collection, description, links, statistical series, databases and news updates on a wide range of international financial data such as lending, exchange rates, financial indicators, investments and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The International Monetary Fund, founded in 1945, is an organization of 189 countries, whose primary purpose, according to the organization is “to ensure the stability of the international monetary system”, which it does via investments, loans, and other financial programs to reduce poverty around the world.

**OUR VIEW:** Whether you’re looking for data on microfinance loans, global indicators, world economic outlooks, currency exchange information, or other macro data on developing countries finances and economy, the IMF is the “go to” source. There’s also maps, brochures, analytical reports and much more. The full site is keyword searchable too. There’s a ton of data here, and IMF has done an admirable job of organizing it so that it can be found and reviewed in a pretty straightforward manner. *Consider this site if you need to find global financial data, particularly related to investment and loan programs made to developing countries.* **February 2019**

**SITE:** S&P 500 Buyback Index

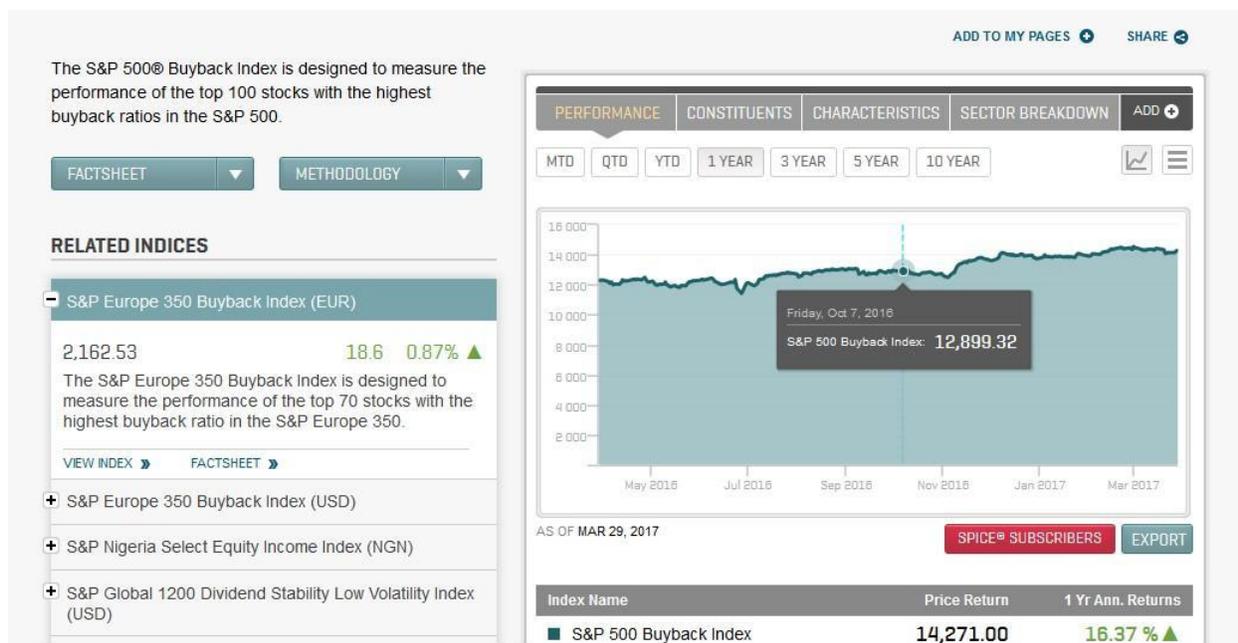
**URL:** <http://us.spindices.com/indices/strategy/sp-500-buyback-index>

**CATEGORY:** Financial Information

**PURPOSE:** Provides detailed information on buy backs and other index data.

**FEE/FREE:** FREE

**SOURCE CHECK:** S&P Dow Jones Indices LLC is a division of S&P Global, the giant financial information and analytics company headquartered in New York City.



**OUR VIEW:** This handy chart provides a quick snapshot of the stocks with the highest buyback. It can be viewed by various criteria: performance, constituents (companies); characteristics and sector breakdown, and for a variety of time frames. Note that also available on this page is the S&P Europe 350 Buyback Index, which measures the performance of the top 70 stocks with the highest o  
*Consider this site when you need free and detailed information on public or private companies in the U.S. or around the world. March 2017*

**SITE:** The World Bank Open Data v

**URL:** <https://data.worldbank.org/>

**CATEGORY:** International Financial Information

**PURPOSE:** A keyword searchable collection of publicly available data from The World Bank.

**FEE/FREE:** FREE

**SOURCE CHECK:** The World Bank consists of five global financial organizations that invest and loan monies to developing countries. It is headquartered in Washington DC.

**OUR VIEW:** This newly revamped and refreshed site permits full searching of the World Bank’s data resources by keyword. Users can also browse for resources by country, indicator or dataset. Information available includes data on countries’ GDP, current investment projects, economic forecasts, surveys, climate change data, and much more. *Consider this site if you need to find out about foreign*

investment, projects and financing in developing countries around the world.  
**March 2016**

**World Bank Open Data**  
Free and open access to global development data

Search: In

- India
- Indonesia
- Interest payments (current LCU)
- Interest rescheduled, private (current US\$)
- Inflation, GDP deflator (annual %)
- Interest payments (% of revenue)
- Insurance and financial services (% of service imports, BoP)
- Interest rescheduled, official (current US\$)
- Investment in telecoms with private participation (current US\$)
- Income share held by fourth 20%

**SITE:** World Investment Reports

**URL:**

<https://unctad.org/en/pages/PublicationWebflyer.aspx?publicationid=2460>

**CATEGORY:** International Financial Information

**PURPOSE:** This annual report examines the latest trends in foreign direct investment around the World and each year a different topic is explored in depth. This latest report, published this past June, focuses specifically on Investment and the Digital Economy.

**FEE/FREE:** FREE

**SOURCE CHECK:** The report is published by the United Nations Conference on Trade and Development (UNCTAD). The UNCTD is a permanent intergovernmental body established by the United Nations General Assembly in 1964. Its headquarters

are located in Geneva, Switzerland, and it has offices in New York and Addis Ababa, Ethiopia. UNCTAD's mission is to support developing countries ability to access the benefits of a globalized economy more fairly and effectively.

**OUR VIEW:** One thing we like about this UNCTAD site is that you can not only freely download the current year's report, but easily browse and review previous years' studies as well. So, for example, previous reports have covered issues like Investor Nationality; Reforming International Investment Governance; Investing in a Low Carbon Economy and many more, going back to 1991. This year's report looks at how the digital economy is having a major impact on global patterns of investment and provides insights on the implications of the digital economy for investment policies designed for an earlier era, and suggests how investment policy can support digital development. *Consider this site when you are researching global investment policies.* **January 2018**

# International Trade

**SITE:** Atlas of Economic Complexity

**URL:** <http://atlas.cid.harvard.edu/>

**CATEGORY:** International Trade

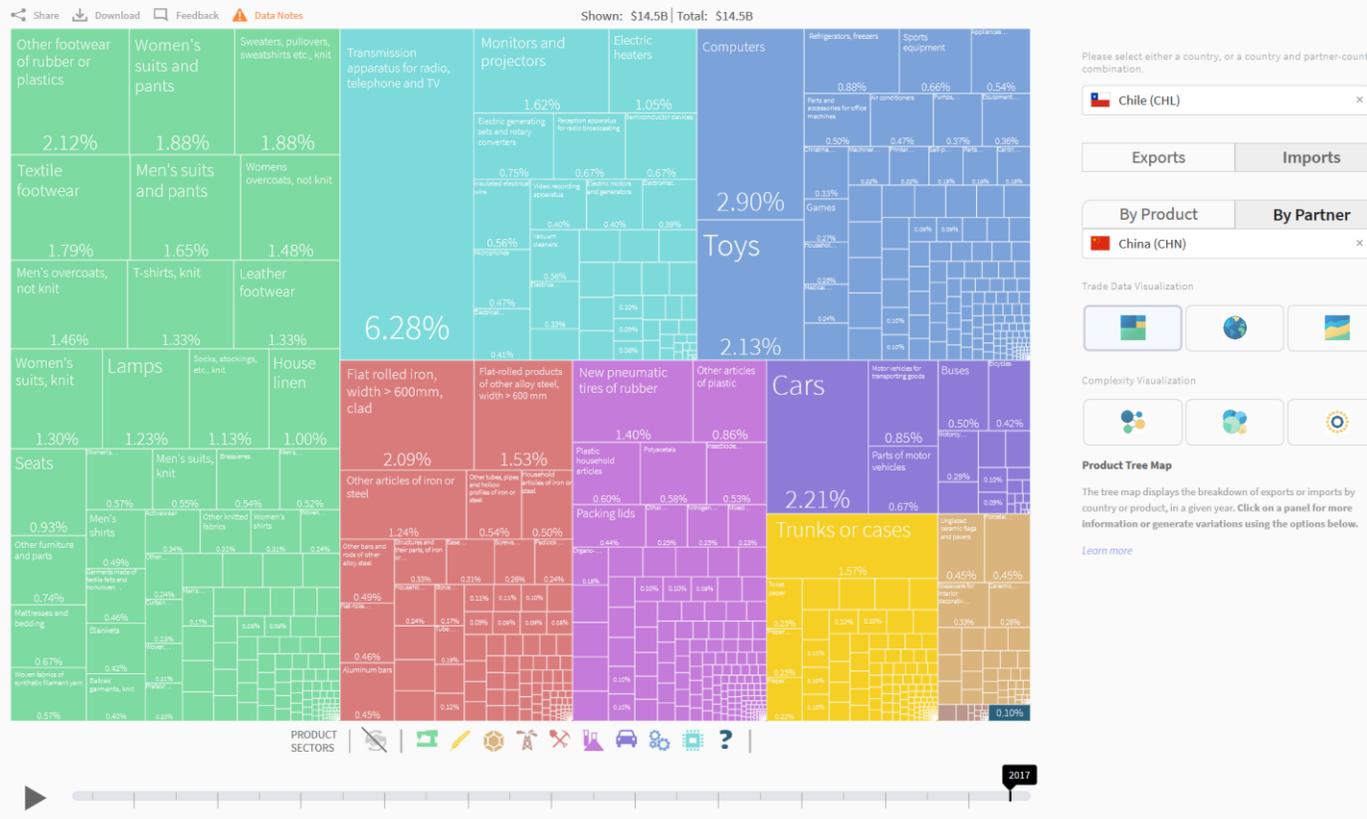
**PURPOSE:** An interactive visualization tool that provides color filled graphs, charts, and tables to show how products flow to, from and between countries. It can be used to illustrate both current data as well as part of a time series.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Atlas is published by the Growth Lab at Harvard's Center for International Development. The Growth lab "works to understand the dynamics of growth and to translate those insights into more effective policymaking in developing countries.

**OUR VIEW:** This is a powerful, dramatic, and impressive site. You can enter basic natural language type questions about countries and products, and instantly view a stunning and detailed data visualization of the results. See below for a sample of what we were shown when we wanted to find out what items Chile imported from China. Be sure also to click on and read the image and data packed "2026 Global Growth Projections," on the site, and browse the Lab's other valuable reports as well. *Consider this site if you want an at a glance understanding of the state of trade, including specific products and items as they flow between countries.* **July 2019**

### What did Chile import from China in 2017?



**SITE:** BEA International Trade and Investment Country Facts

**URL:** <http://www.bea.gov/international/factsheet/>

**CATEGORY:** International Trade

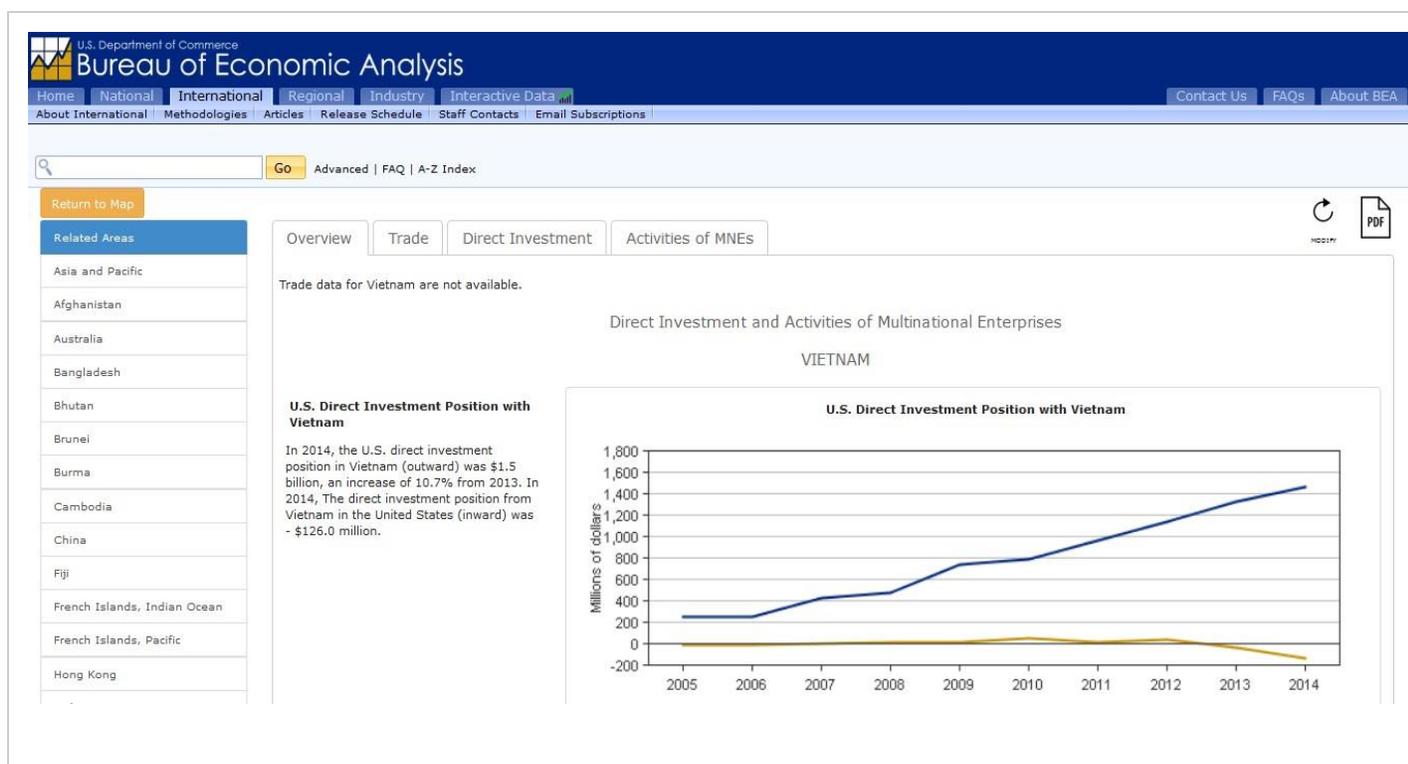
**PURPOSE:** The BEA International Trade and Investment Country Facts generates a range of factsheets with data, graphs, and tables identifying trade and investment data between the U.S. and a target country. Users choose a country by inputting its name or clicking its location on a global map.

**FEE/FREE:** FREE

**SOURCE CHECK:** The United States Bureau of Economic Analysis is part of the U.S. Department of Commerce.

**OUR VIEW:** This is one of the best government information websites we've come across in a while. Very detailed data is provided for matters like: leading products imported/exported; U.S. direct investment position with the country; trade in

goods and services; product values; activities of majority owned foreign affiliates of U.S. multinational enterprises and more. And not only is the data timely and authoritative—the Website itself is intuitive, fast, and friendly—a very refreshing change from the often clunky and old-fashioned sites we too often come across from the federal government. *Consider this site if you need trade, investment, import and export data from the U.S. to and from one or more countries.* **February 2016**



**SITE:** Direction of Trade Statistics (DOTS)

**URL:** <http://data.imf.org/?sk=9D6028D4-F14A-464C-A2F2-59B2CD424B85>

**CATEGORY:** International Trade

**PURPOSE:** This site provides aggregated data on a country's merchandise exports and imports to other individual countries, expressed in tables, charts and pie graphs. User can select which countries to view the export data.

**FEE/FREE:** FREE

**SOURCE CHECK:** The data on this site is aggregated and published by the International Monetary Fund (IMF), The IMF is an organization of 189 countries, with a stated mission to "foster global monetary cooperation, secure financial

stability, facilitate international trade, promote high employment and sustainable economic growth, and reduce poverty around the world.” The organization was created in 1945, and is governed by and accountable to the 189 countries that make up its membership.

**OUR VIEW:** While this site is not the easiest or most intuitive one you’ll come by (we recommend reviewing its help page at: <http://datahelp.imf.org/> which we also have to say could be more helpful), it is an important and useful business site as it offers comprehensive authoritative data and is of particular value to those doing historical and timeline comparisons since available data in some cases goes as far back as 1940 for certain countries, and is as timely as Q1 2017. It is searchable by world region, or specific country, and permits Boolean AND, OR and NOT search features to allow for more precision searches. Data can be exported to Excel and other formats. *Consider this site when you need figures on exports and trade between specific countries, particularly historical data.* **September 2017**

**SITE:** International Economic Facts by Country

**URL:** <http://www.bea.gov/international/factsheet/factsheet.cfm?Area=302>

**CATEGORY:** International Trade

**PURPOSE:** Data, charts and graphs illustrating the amount and types of products traded between the U.S. and countries around the globe.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is part of the United States Bureau of Economic Analysis, an agency of the U.S. Department of Commerce.

**OUR VIEW:** There are several reasons why we like this site. The data is timely, it’s from an authoritative source, it is simple and easy to use, and is quite comprehensive. We also appreciate the at-a-glance charts and tables that make it so quick and easy to size up what kind of products the U.S. is importing and exporting from the target country. *Consider this site if you need to find import and export data between the U.S. and individual countries around the world.* **August 2016**

Latin America and Other Western Hemisphere

Anguilla

Antigua and Barbuda

Argentina

Aruba

Bahamas

Barbados

Belize

Bermuda

Bolivia

Brazil

Chile

Colombia

Costa Rica

Cuba

Curacao

Dominica

Dominican Republic

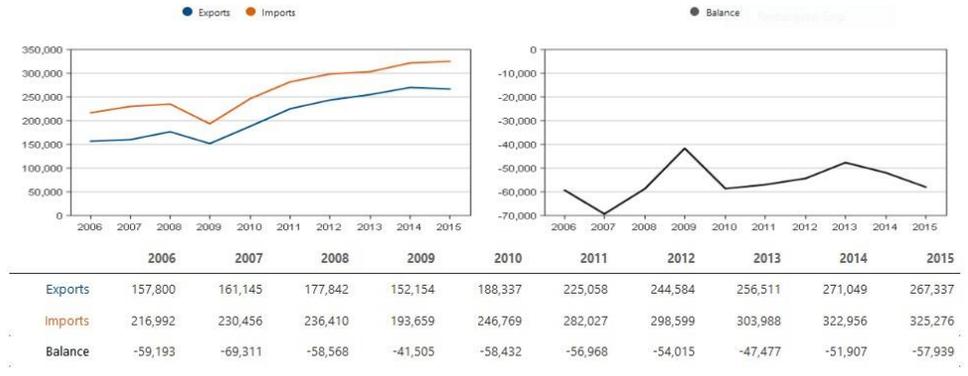
### U.S. International Trade in Goods and Services

#### MEXICO

In 2015, U.S. exports of goods and services to Mexico were \$267.3 billion, down 1.4% from 2014, and imports from Mexico were \$325.3 billion, up 0.7% from 2014. As a result, the trade deficit with Mexico increased to \$57.9 billion.

#### Exports, Imports, and Balance

[Millions of dollars]



In 2006, exports to Mexico accounted for 11.8% of total U.S. exports, and imports from Mexico accounted for 11.8% of total U.S. imports. Exports were led by capital goods (excluding automotive), which accounted for 17.4% of U.S. exports to Mexico, and imports were led by automotive vehicles, parts, and engines, which

# Internet Research

**SITE:** Internet Trends 2015

**URL:** <http://www.kpcb.com/internet-trends>

**CATEGORY:** Internet Research

**PURPOSE:** A presentation, in slide form, of key Internet related trends for 2015.

**FEE/FREE:** FREE

**SOURCE CHECK:** This presentation was given by Mary Meeker of KPCB at the 2015 Code Conference on May 27<sup>th</sup>.

**OUR VIEW:** While a Google search on Internet trends will turn up countless thousands of sites and pages sizing up the state of the digital world, this annual presentation by Meeker has long been considered *the* one to read, and her insights and analyses receive a huge amount of attention and discussion. This 190+ page deck provides statistics and trends data on key Internet related developments ranging from global user growth to mobile, content discovery, company capitalization, advertising, monetization, online payments, noteworthy new brands, product features, enterprise computing, customer communication, analytics, social media sites, and dozens of other significant aspects of how the Internet is changing the way nearly everything works. *Consider this site if you are doing any research about the Internet, digital communication and products, online business, and content/information discovery.* **May 2015**

**SITE:** Online Research Netpaper

**URL:** <http://paper.li/Netkutatasok/1315638590>

**CATEGORY:** Internet Research

**PURPOSE:** A curated daily newspaper with articles and items from the Web related to online research, digital culture, Internet trends and related research results on science, technology, business and other subject areas.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Online Research Netpaper is a creation of Sarkozy Marketing, a digital marketing and consulting firm located in Budapest. The platform is built upon a custom news creation site called paper.li.

**OUR VIEW:** We like this unusual and intriguing type of newspaper because it not only covers topics of interest to business and other substantive researchers, but it is well curated, well designed, easy to read,

and updated on a daily basis. It's a great example of how content curation can work when done well too. *Consider this site if you want to keep up with online research related news on the Web from a smart curator.* **July-August 2015**

# Labor and Employment

**SITE:** CEO Compensation Ranking

**URL:** <http://insiders.morningstar.com/trading/insider-summary.action?ops=clear>

**CATEGORY:** Labor and Employment

**PURPOSE:** Provides a ranked listing of the 25 most highly compensated CEOs in the U.S. Each entry includes the CEO's name, age, company, compensation and shares owned. The listing covers the current year as well as compensation for the past two years.

**FEE/FREE:** FREE

**SOURCE CHECK:** The listing is compiled by Morningstar, the well-known and highly regarded investment research and investment management firm. Morningstar provides a wide range of data, news, tools and resources on fund investing and is headquartered in Chicago.

**OUR VIEW:** It's always a good discovery to find free data from a highly regarded and expensive business database, and this Insider Summary page is just that. Not only can you find the data on the most highly compensated CEOs, but you can find data on recent insider trading volume, the top 10 companies bought and sold in the last 1-30 days and even conduct a ticker or company search to get insider, CEO and other key company data on the target firm. *Consider this site when you are looking for data on the most highly compensated CEOs.* **March 2017**

**SITE:** The Future of Jobs

**URL:** [http://www3.weforum.org/docs/WEF\\_FOJ\\_Executive\\_Summary\\_Jobs.pdf](http://www3.weforum.org/docs/WEF_FOJ_Executive_Summary_Jobs.pdf)

**CATEGORY:** Labor and Employment

**PURPOSE:** This PDF report surfaces and analyzes macro trends around the world that are impacting current and future jobs. It examines the drivers of the changes, current and future displacements of certain workers, the growing demand for new types of skills, gender gaps and more, from the period 2016 through 2020.

**FEE/FREE:** FREE

**SOURCE CHECK:** The World Economic Forum is an independent not-for-profit foundation established in 1971 and headquartered in Geneva Switzerland. It describes itself as engaging "the foremost political, business, and other leaders of

society to shape global, regional and industry agendas.” The data sets used by the WEF to create this guide were based on “an extensive survey of senior talent and strategy executives from a total of 371 leading global employers, representing more than 13 million employees across 9 broad industry sectors in 15 major developed and emerging economies and regional economic areas.”

**OUR VIEW:** There’s a ton of stuff on the open Web on how the world of work is changing, and how it’s impacting today’s workers. But if you want a comprehensive, evidence based, clear analytical report, published by an authoritative source, on this issue, this is the place to turn. The study is filled with charts, graphs and crisp accompanying analyses, and takes a fully global perspective. You can read a detailed executive summary by clicking the link above or the entire report (<http://reports.weforum.org/future-of-jobs-2016/>) at no charge. *Consider this site when you need to get a full understanding on how technology, culture, politics and other macro forces are dramatically impacting industry, employers, jobs, and what kinds of skills the future worker will need.*  
**April 2017**

**SITE:** International Labor Comparisons

**URL:** <https://www.conference-board.org/ilcprogram/#LaborForce>

**CATEGORY:** Labor and Employment

**PURPOSE:** Provides data and indicators on various global labor issues including information on labor forces, employment, unemployment, compensation, productivity, consumer prices and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The information is compiled by The Conference Board, a global business membership and research association founded in 1916 whose mission is to be an objective and independent source of critical business and economic knowledge. It is headquartered in New York City.

**OUR VIEW:** This Conference Board is a prominent and highly respected source of global business data, and one of its special focus areas is collecting reliable and global data on labor. On this site you will not only be able to download labor data, but find detailed global information on other economic matters such as business cycles, consumer measures, economic forecasts and outlooks, various economic indicators for different countries and special topical studies. *Consider this site if you need to reliable international labor data or other global economic data indicators.* **August 2016**

**SITE:** Robert Half: News Releases

**URL:** <http://rh-us.mediaroom.com>

**CATEGORY:** Labor and Employment

**PURPOSE:** This page provides a searchable selection of news reports, research results, surveys and polls on topics related to employment, job-seeking, human resources, labor and the workforce, organized by date. Some of the latest news items include "U.S. Advertising and Marketing Executives Reveal Hiring Projections for 2018,"; "One Fifth of U.S. CIOs Plan to Add to Their Tech Teams in First Half of 2018," "51% of Managers Predict Bonus Levels to Increase this Year" and "Vacation Trends by City: How U.S. Workers Will Spend the Last Week of the Year."

**FEE/FREE:** FREE

**SOURCE CHECK:** Robert Half is the world's largest specialized staffing service, founded in 1948 and with offices around the world

**OUR VIEW:** There are several things we like about this site. First, you can find substantive and hard data about the current state of labor, employment, employees and the workforce. Second, the data is from a highly respectable search. And finally, in addition to browsing the most recent news and research reports, there are even advanced search options, allowing you to search by keyword; limiting keywords just to headline, and filter by date. *Consider this site if you want to find survey data, trends, and light analysis on jobs, employment, HR, and the workforce.* **December 2017**

**SITE:** Salary Surveys

**URL:** <http://www.erieri.com/surveysources/international>

**CATEGORY:** Labor and Employment

**PURPOSE:** A listing, along with contact information, of over 800 salary surveys from around the world

**FEE/FREE:** FREE [though access to any individual survey may be fee based]

**SOURCE CHECK:** The listing was compiled by ERI Economic Research Institute of Irvine, CA which was founded in 1989 and provides compensation data to private and public organizations. Data collected includes salary, cost-of-living, and executive compensation data and is utilized by large and small businesses, non-profits and governmental entities worldwide.

**OUR VIEW:** If you are trying to find some kind of niche salary or compensation data, this is an excellent place to begin your search. Whether it's salaries in the banking industry, total compensation for executives in Brazil, chemical industry compensation in Switzerland or some other narrow research question, this site can help you find an official or comprehensive source. Note that ERI Economic Research Institute also provides a wide selection of its own salary survey data too,

though as a fee-based subscription service. *Consider this site if you need to find some kind of industry, country or niche salary and executive data.* **March 2017**

# Market Research

**SITE:** Artificial Intelligence is the Future, but what is Happening in Market Research Right Now?

**URL:** <http://newmr.org/blog/ai-and-mr-report-2018/> (Click on the PDF Link in the introduction to download report)

**CATEGORY:** Market Research

**PURPOSE:** This paper examines how AI is currently being put to use in the market research industry. The information in the report is based on a survey of 317 participants, as well as consultations with industry professionals and additional secondary research.

**FEE/FREE:** FREE

**SOURCE CHECK:** This brief white paper was written by Ray Poynter, founder of UK-based NewMR and Rosie Ayoub of Norstat, a European market research and data collection company headquartered in Oslo, Norway. The paper is drawn from a presentation the two gave at the Association for Survey Computing (ASC) Artificial Intelligence Conference held in London this past November (<http://www.asc.org.uk/events/november-2018>)

**OUR VIEW:** We know and admire Roy Poynter well from his past work and speeches on trends and emerging developments in market research, and so we are confident that this report will be valuable for anyone who either works in market research and wants to keep up with AI-driven trends, or is a user of market research products and wants to know what cutting edge AI applications now look like. The report is easy to read and understand with the highlights laid out at the beginning, and its filled with many useful charts and graphs. It also helps define what AI specifically means and how it is being used in various market research applications. *Consider this site if you want to get a quick snapshot and survey data on how the market research industry is using AI today.* **December 2018**

**SITE:** Artificial Intelligence for Marketers

**URL:** <https://on.emarketer.com/Report-20171026-AI-Marketers-Download.html?ecid=AD1009>

**CATEGORY:** Market Research

**PURPOSE:** This short but information packed research report/white paper provides data, news, forecasts and analyses on how businesses, executives, and marketing professionals are using AI in their business, including which industries, and the potential growth opportunities

**FEE/FREE:** FREE (Must register to download)

**SOURCE CHECK:** This report is one of several “Round Ups” that the popular and well-respected marketing information publisher eMarketer researches and publishes in partnership with various third-party vendors. In this case, its vendor partner is AdTheorent, a company founded in 2010 that specializes in applying machine learning for predictive target marketing. AdTheorent has seven offices around the U.S. and is headquartered in New York City.

**OUR VIEW:** Although this report is, in fact, similar to a white paper in that it was commissioned primarily to promote the services and expertise of a company (AdTheorent for this report), it is also written and formatted like virtually all “regular” eMarketer reports, meaning that it is built on detailed survey data, filled with valuable charts and graphs, and offers logical analyses of the collected data. For this reason, we feel it serves as an excellent and informative high-level data-based snapshot of what AI means for business, industry, and marketers. It is also very timely having just been published this month. (You can browse eMarketer’s other interesting and free “round up” reports on topics ranging from retail to mobile commerce and more here at this site: <http://www.emarketer.com/articles/roundups>). *Consider this site when you want to get a basic, but fact-based understanding of how companies are using and could be using AI to enhance their marketing and related business efforts and goals.* **May 2018**

**SITE:** Behind the Numbers

**URL:** <https://soundcloud.com/behind-the-numbers>

**CATEGORY:** Market Research

**PURPOSE:** This is a series of podcasts about digital media and marketing, and its impact on business and culture. Topics covered in these browsable podcasts include a discussion of social media and teens; What Facebook knows about its users; how marketers can make the most of the mobile Web and many others.

**FEE/FREE:** FREE

**SOURCE CHECK:** These podcasts are created by eMarketer, a market research publisher that collects, synthesizes, analyzes and presents data and insights on how digital is changing business. According to its CEO Terry Chabrowe, the company helps clients “make better decisions...by aggregating, filtering, organizing and analyzing essential data and perspectives from multiple sources, and delivering insights for clients to act on.” The company was founded in 1996 and is headquartered in New York City with another office in London.

**OUR VIEW:** We have always been a big fan of eMarketer for its compelling, detailed and easy to interpret graphs, charts, and data collections at the intersection of all things digital and marketing. However, the majority of its

information services are fee-based and require a subscription. That's why we are always excited whenever we find a free version of its offerings, and we just came across this very appealing collection. These podcasts not only draw upon on all the good data that eMarketer collects but adds the company's knowledgeable analyses too. *Consider this site when you want to find confirming or underlying data on the way the digital world is impacting marketers, marketing, culture and business.*

**June 2018**

**SITE:** EdelmanDigital Trends Report 2018

**URL:** <https://edemandigital.com/trends>

**CATEGORY:** Market Research

**PURPOSE:** This downloadable PDF Report outlines the critical emerging trends in digital media and marketing for businesses, covering areas like data/analytics; AI; big data; conversational technologies; content personalization; the organizational chart; augmented reality; post cable networks, online influencers and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** The document was researched and produced by EdelmanDigital, a division of the giant PR and communications firm Edelman. EdelmanDigital specializes in analyzing, consulting, researching and writing about the intersection of digital technologies, marketing, media, PR, advertising, branding and so on. Edelman has 65 major locations around the globe.

**OUR VIEW:** This report is packed with insights and analyses from key experts who analyze trends and provide practical strategic advice and insights for companies that want to leverage the digital space. EdelmanDigital is one of the biggest names when it comes to analyzing emerging developments at the intersection of data, digital, marketing/advertising and business, so its perspective is influential in the industry. *Consider this site when you want to know how digital trends are impacting the way organizations engage in advertising, promotion, marketing, content delivery, client engagement and related areas to reach out to find and cultivate new and existing customers.* **February 2018**

**SITE:** eMarketer: Articles

**URL:** <https://www.emarketer.com/articles>

**CATEGORY:** Market Research

**PURPOSE:** Links to brief but data packed articles on digital marketing, covering sub-topics like advertising; B2B' Retail & Ecommerce; Demographics; Media Buying; Mobile; Social Media; Video and Industry Trends.

**FEE/FREE:** FREE (and FEE BASED)

**SOURCE CHECK:** eMarketer collects, synthesizes, analyzes and presents data and insights on how digital is changing business. According to its CEO Terry Chabrowe, the company helps clients “make better decisions...by aggregating, filtering, organizing and analyzing essential data and perspectives from multiple sources, and delivering insights for clients to act on.” The company was founded in 1996, and is headquartered in New York City with another office in London.

**OUR VIEW:** We have been a big fan of eMarketer for a long time, admiring its ability to collect timely and authoritative data on all things at the intersection of business and digital and succinctly put that data into meaningful easy to read charts, accompanied with digestible but meaningful insights from the data. While it provides a robust fee-based subscription database, it also makes many of its articles available at no charge. Some samples from this month include topics on influencer marketing; China’s response to smart speakers; how Facebook compares to other social networks when measuring clicks; the costs of acquiring a mobile app user and much more. *Consider this site when you need solid, easy to grasp data on online advertising, commerce, marketing, media usage; social media and virtually everything else at the intersection of business and digital.* **October 2017**

**SITE:** Get Pocket: Market Research

**URL:** <https://getpocket.com/explore/%22market%20research%22?src=search>

**CATEGORY:** Market Research

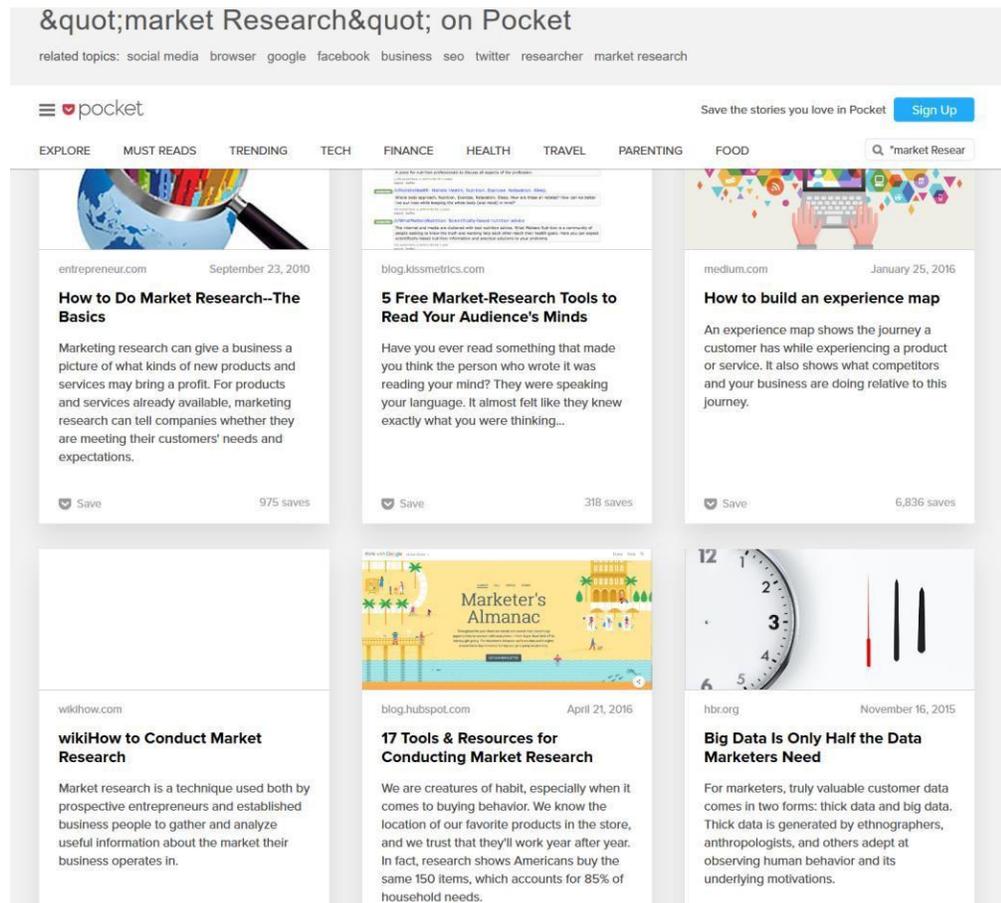
**PURPOSE:** Clicking on the above link permits the user to search a highly filtered set of substantive magazine articles, blogs, videos and other content that relate to market research

**FEE/FREE:** FREE (Fee-based premium version available)

**SOURCE CHECK:** Get Pocket was founded in 2007 by Nate Weiner as a Firefox Extension to help people discover and save interesting articles, videos and other good content from the web. In February 2017 the company was acquired by Mozilla, the developer of the Firefox browser. Get Pocket is headquartered in San Francisco.

**OUR VIEW:** We all know that there is a problem with news and content overload on the Web—and there’s the problem of how to find all the really great material buried? Get Pocket is a new favorite tool that we have relied on over the last year or so that continually surfaces the most interesting, insightful and thought-provoking articles. We view these automatically when opening a new Tab in Firefox browser, and those surfaced are personalized based on past search habits; anyone though can access the same content directly from Get Pocket’s Web site. Note that while Get Pocket finds and surfaces excellent content on all topics, you can do a

keyword search on a business topic of choice of course, as with our “market research” example above to find content on that subject. Our only caution: we’ve become a bit addicted to looking at Get Pocket’s news items each day. *Consider this site if you want to find creative, insightful and interesting articles, videos and other content on any topic, including business ones.* **November 2018**



**SITE:** Introduction to Market Sizing

**URL:** <https://learn.marsdd.com/article/how-to-estimate-market-size-business-and-marketing-planning-for-startups/>

**CATEGORY:** Market Research

**PURPOSE:** A simple introduction to the steps needed to calculate the size of a sought-after market. The video covers definitions, key terms, top vs. bottom down methodology, sources, case studies, and where to go next to learn more.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site is a creation of MaRS, an innovation hub located in

Toronto that brings together “educators, researchers, social scientists, entrepreneurs and business experts under one roof.” Its special focus is on providing advice and resources for the sectors of Energy & Environment (Cleantech), Finance & Commerce (FinTech), Health, and Work & Learning.

**OUR VIEW:** It can be a real challenge to know how to estimate market size, especially for smaller niche products and industries where existing secondary data is not available. While this video would be of particular value to business students and entrepreneurs it can also be utilized by any business researcher who needs to learn the key steps and methods for calculating the size of a particular market. It’s simple, clear and non-technical and perfect for those without any real background in this area. *Consider this site when you need to calculate the size of a particular market.* **June 2017**

**SITE:** Market Reports

**URL:** <http://tradecommissioner.gc.ca/market-reports-etudes-de-marches/index.aspx?lang=eng>

**CATEGORY:** Market Research

**PURPOSE:** A collection of over 200 market reports with analysis of specific industry sectors. Identifies which markets in which countries offer the best opportunities for Canadian exporters. A total of 5,300 internationally traded products are listed.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Market Reports are published by the Canadian Trade Commissioner Service in Foreign Affairs, part of Trade and Development Canada. The mission of the trade commissioners is to “provide expert advice and problem-solving skills—for exporting, partnering, investing abroad or to make Canada an investment destination.” Data and analysis comes from on the ground analysts in over 160 cities worldwide.

**OUR VIEW:** Note that users need to register AND must be from an organization located in Canada. However, a section of the Canadian Trade Commissioner Service (<http://tradecommissioner.gc.ca/trade-commissioner-delegue-commercial/search-recherche.aspx?lang=eng>) allows anyone to select a region of Canada or the world, click one of 20 industry sectors, and locate the Canadian Trade Commissioner for that industry and region. *Consider this site when you need to get an analysis of the demand, trends and outlook for different products and industries in countries around the world, and from a Canadian business and exporter’s perspective.* **May 2017**

**SITE:** MarketResearch.com Resource Center

**URL:** <http://content.marketresearch.com/market-research-resources>

**CATEGORY:** Market Research

**PURPOSE:** A collection of e-books, guides, blog posts, links and advisories on how to perform effective market research.

**FEE/FREE:** FREE

**SOURCE CHECK:** MarketResearch.com is a prominent and respected aggregator of market research reports and the owner of the sophisticated Profound online searchable database. It is based in Bethesda, MD and was originally known as Kalorama when founded in 1998.

**OUR VIEW:** What we like about this resource center for market research is that it combines a collection of substantive in-depth resources and links, is very clear and straightforward, and it is provided by a reliable and respected company that has a broad and knowledgeable view of the entire market research report arena. The site is particularly valuable for those new to market research or need a refresher on the various methods and strategies for doing good business research. *Consider this site if you need to obtain sources, strategies and methods for conducting reliable business and market research.* **November 2015**

**SITE:** MicroMoments

**URL:** <https://www.thinkwithgoogle.com/collections/micromoments.html>

**CATEGORY:** Market Research

**PURPOSE:** An analysis by Google of a new type of mobile driven consumer purchasing behavior it identified and calls "micro moments." Google defines these as "want-to-know moments," "want-to-go moments," "want-to-do moments," and "want-to-buy moments."

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is a creation of Google.

**OUR VIEW:** Google can put its vast computing resources to work on analyzing precisely how, when, and even perhaps why we turn to Google when we do a search to satisfy our wants, and here it also links its analyses to implications for marketers. In a series of short briefings—the link above, along with others including "What We Searched for in 2015" (<https://www.thinkwithgoogle.com/articles/what-we-searched-for-2015.html>) and "Marketers Almanac" (<https://www.thinkwithgoogle.com/marketers-almanac/index.html>) Google crunches its data on how people are behaving, searching and shopping now and what those in marketing need to do to be in synch with these latest search behaviors. *Consider this site if you want to see how people are searching and*

*shopping online and how it may impact the way marketers should promote and sell products and services. December 2015*

**SITE:** #New MR

**URL:** <http://newmr.org/>

**CATEGORY:** Market Research

**PURPOSE:** This weekly email newsletter provides articles and notifications on trends in market research, upcoming events and webinars, recently released studies and research on conducting market research, industry news and other data of interest to market research practitioners and the industry.

**FEE/FREE:** FREE

**SOURCE CHECK:** #MR is published by The Future Place, a London-based company created by Ray Poynter, Author of *The Handbook of Mobile Market Research* as well as *The Handbook of Online and Social Media Research*. Poynter and his organization are based in London.

**OUR VIEW:** We have been a big fan of what Ray Poynter has been observing, analyzing, writing about and presenting on trends in market research for a long while. He typically has his finger on the latest and most interesting ways the latest technology trends are impacting market research, ranging from new digital tools, ethical challenges, methods for using new techniques, and more such as the impact of GDPR on market researchers. While there is a fair amount of self-promotion of Future Place's own events in the newsletter, it is a small price to pay for all the valuable content you'll find—and we are confident if you did attend a webinar or conference you'd learn a lot anyway! *Consider this site when you want to keep up with changes in how the market industry is evolving and to get tips on conducting your own market research as well. July 2018*

**SITE:** 2018 Survey: Using Computer Types to Understand the Path to Purchase

**URL:** <https://tinyurl.com/y8mdd52c>

**CATEGORY:** Market Research

**PURPOSE:** A survey and report by Euromonitor market research that surfaces, describes and analyzes eight different types of consumers: secure traditionalist; empowered activist; conservative homebody; inspired adventurer; undaunted striver; cautious planner; balanced optimist and impulsive spender

**FEE/FREE:** FREE (Register to download)

**SOURCE CHECK:** Euromonitor is a leading global market research firm, with world headquarters in London, and its US headquarters in Chicago.

**OUR VIEW:** There are lots of ways to segment consumers, but we are paying particular attention to this methodology and categorization method since it is performed by a firm that has a huge amount of global data to draw from, and has great experience in understanding, analyzing and helping companies reach all types of consumers. This report not only segments consumers into these categories, but ranks them, shows the current to previous year trend, describes the characteristics of each group, and most importantly, how each type makes a purchasing decision. *Consider this site when you need to understand what kind of consumer you or a client needs to reach and how to best market a product or service to that type of buyer.* **August 2018**

**SITE:** 9 Ways to Spot Bogus Data

**URL:** <http://www.inc.com/geoffrey-james/9-ways-to-spot-bogus-data.html>

**CATEGORY:** Market Research

**PURPOSE:** This is an article that provides 9 tip offs for spotting suspicious market and market research data.

**FEE/FREE:** FREE

**SOURCE CHECK:** The article was published in *Inc.* Magazine. The author of the piece, Geoffrey James, is a contributing editor to the journal.

**OUR VIEW:** Although there's a lot of buzz these days about "fake news," what about bad or suspicious business data? Although this is a short piece, we found it to be right on the money for when to be most suspect of market data that you find in a research report, ad, or other form. (If you also want to learn about the role libraries can play in helping others be more attuned to bad information in general, see this excellent article in a recent issue of *The Verge* at <http://www.theverge.com/2016/11/16/13637294/school-libraries-information-literacy-fake-news-election-2016>). *Consider this site if you need to find out how to evaluate marketing and market research data for accuracy and credibility.*

**November 2016**

**SITE:** Podcasts: Market Research

**URL:** <https://player.fm/podcasts/Market-Research>

**CATEGORY:** Market Research

**PURPOSE:** This segment of a browsable and searchable directory of podcasts lists, describes, and links to podcasts that provide information, advice, guidance and news on market research

**FEE/FREE:** FREE

**SOURCE CHECK:** This app is a creation of Player FM, a company that “helps you discover and play podcasts on any device.”

**OUR VIEW:** You might not normally consider a podcast to be a useful business research source, but there are excellent ones out there, including from well-known publishers like Bloomberg or NPR’s Marketplace. The trick is where to search and find them! We found that this app provides a fast and effective search of podcasts not only for business in general, but for business subcategories too. Each podcast surfaced provides a clear description of the provider, what it covers and how to subscribe. And you don’t even need to download the app itself to do the search—you can do it right on the site itself. We found the above “market research” subcategory of business particularly useful and found podcasts sharing data and insights from top notch market research publishers like Euromonitor. *Consider this site when you want to listen to an audio presentation of trends, insights, news, and advice on market research or other business topics of interest.* **April 2018**

# Mergers and Acquisitions

**SITE:** Bureau Van Dijk (BvD) Press and Media Relations

**URL:** <http://www.bvdinfo.com/en-us/about-us/press-and-media-relations>

**CATEGORY:** Mergers and Acquisitions

**PURPOSE:** A regularly updated collection of free data packed PDF reports that aggregate BvD's collection of information on trends and developments related to the volume and value of mergers and acquisitions, globally and by region of the world, issued by quarter and by year.

**FEE/FREE:** FREE

**SOURCE CHECK:** Bureau van Dijk is a leading global provider of in-depth international business information with headquarters in Brussels, as well as major offices in Geneva Switzerland and around the world, and employs over 800 people. The firm was founded in 1991, and its products include the well-respected company database ORBIS. BvD is part of Sweden-based EQT (<http://www.eqt.se/>), the largest private equity group in Northern Europe.

**OUR VIEW:** We have been familiar with BvD and its premium company databases for many years, and it has always been considered a very high quality (and expensive!) source of detailed data on large and smaller companies around the world. That's why we were so pleasantly surprised to find so much good free M&A data made available by the firm in these regularly updated reports, available on its "Press and Media" page. These are filled with useful data, along with some light analysis and overview, and represent high value data from a very credible source. *Consider this site when you are looking for aggregated information about the state of global or regional-specific M&A activity.* **February 2017**

# Patents and Trademarks

**SITE:** EspaceNet: Patent Search

**URL:** <http://worldwide.espacenet.com/?locale=en> EP

**CATEGORY:** Patents and Trademarks

**PURPOSE:** Provides searchable access to over 90 million patents filed worldwide from 1836 to the present. Users can search in English, French or German and can use a built in Google translate tool to translate text into the desired language.

**FEE/FREE:** FREE

**SOURCE CHECK:** Espacenet is produced by The European Patent Organization, an intergovernmental body established in 1977. It is headquartered in Munich, Germany.

**OUR VIEW:** This is one of the most comprehensive free patent search and viewing databases available on the Net. Not only can you perform a keyword search on the 90 million global patents and view results, but you can also use advanced search fields, search by patent classification, and freely download and share results after viewing. There's a lot to absorb on this site, but luckily there are a wealth of help files and video tutorials, and there's even a help desk you can email with a question and get a personal response. *Consider this site if you need to research patents filed from around the world.* **May 2015**

**SITE:** Global Brand Database

**URL:** <http://www.wipo.int/branddb/en/>

**CATEGORY:** Patents and Trademarks

**PURPOSE:** This site allows users to conduct a search, either by text or image, of trademarks from 15 intellectual property offices and registration sites around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Global Brand Database is a creation of WIPO, the World Intellectual Property Organization, and headquartered in Geneva, Switzerland. WIPO was created by the United Nations in 1967 to "encourage creative activity" and "to promote the protection of intellectual property throughout the world.

**OUR VIEW:** This is a comprehensive, powerful and extremely useful database for business researchers. It includes over 17 million records, drawn from countries ranging from Algeria and Australia to Japan, New Zealand and other participating nations. The search function provides powerful filtering capabilities, permitting the

user to search by brand, personal name, dates, class, or country. Searchers can also employ Boolean, stemming and other advanced search operators and filter the search by specific source, image, status (i.e. current or pending), origin, application date and expiration. *Consider this site if you are doing brand and trademark research.* **February 2015**

**SITE:** The Lens

**URL:** <http://Lens.org>

**CATEGORY:** Patents and Trademarks

**PURPOSE:** A free open source global patent search site, geared to allow users to not only search and find patents, but easily share and annotate the documents, integrating these to scholarly literature and for other individual research purposes.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Lens is a product of Cambia, a non-profit enterprise founded in 1992 that focuses on open access, intellectual property and science. It is located in Canberra Australia.

**OUR VIEW:** There are a variety of very good free patent search sites available on the Web that add extra features and value, but in our opinion this new one is very noteworthy. Not only is its coverage global, including patents from major collections worldwide, and open source, but it also offers the unique feature of allowing users to annotate the patents located and then makes them easy to share with others and to incorporate it with academic literature and communication. This process thereby helps transform patents into a more open and integratable open information. *Consider this site when you want not only to find relevant patents, but annotate and share them with others in your professional work, with colleagues or for other purposes.* **January 2017**

**SITE:** Trademark Encyclopedia

**URL:** <http://www.trademarkencyclopedia.com/>

**CATEGORY:** Patents and Trademarks

**PURPOSE:** This site provides detailed information on thousands of registered trademarks in the U.S. The collection can be browsed alphabetically.

**FEE/FREE:** FREE

**SOURCE CHECK:** The original source of the trademark data is the prominent reference publisher Gale (Cengage Learning). However, the owner of this site is Advameg, a Hinsdale- Illinois-based company founded in 2000 by Lech Mazur. The company owns other reference properties including city-data.com, among others where it collects, aggregates and provides look-up type data.

**OUR VIEW:** There's lots of really good and detailed data on thousands of trademarks on this site, and the information was originally gathered from a highly reputable source. Our main caution is that this site is best for doing more historical research as it does not appear to be updated regularly, so it is hard to know how current it is at any given point in time. Still, if you are looking for basic data on longtime or older trademarks—and want to get it free and fast—this would be a good source to check. *Consider this site if you need to find information on trademarks, particularly older ones.* **June 2016**

**SITE:** US Patent and Trademark Resource Centers

**URL:** <http://www.uspto.gov/video/cbt/ptrcsearching/>

**CATEGORY:** Patents and Trademarks

**PURPOSE:** A short but detailed video that provides step by step instructions for conducting a patent search.

**FEE/FREE:** FREE

**SOURCE CHECK:** The video was created by the United States Patent and Trademark Office (USPTO)

**OUR VIEW:** Conducting a patent search is not all that complicated, but there are a wide range of features and strategies that one can employ to make the search more precise, effective and satisfying. This clear and helpful video, created by the USPTO itself, is invaluable for new patent searchers and even for those that are experienced but want to be sure they are using the search site to its fullest capabilities. *Consider this site if you need to do any kind of patent searching.* **January 2016**

**SITE:** World Intellectual Property Organization: Learning Resources and Guides

**URL:** <http://www.wipo.int/tisc/en/>

**CATEGORY:** Patents and Trademarks

**PURPOSE:** On this site you can view a wide range of guides, resources, and documents to better understand intellectual property and perform better patent searching. Among the guides available include an overview of the patent corporation treaty; business use of patent information; fundamentals of using patent databases; a User's Guide to PATENTSCOPE; tutorials and patent analysis tips and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** This site is a creation of the World Intellectual Property Organization (WIPO), the global forum for intellectual property policy, services,

information and cooperation. WIPO is a specialized agency of the United Nations, which “assists its 189 member states in developing a balanced international IP legal framework to meet society's evolving needs.” WIPO is headquartered in Geneva, Switzerland.

**OUR VIEW:** There is a wealth of free, valuable and authoritative reports, documents, guides and advisories on broad matters related to intellectual property such as the state of global patent and trademark law as well as nitty gritty guides to how to best search a wide range of individual patent databases. WIPO also releases results of its surveys and analyses of intellectual property around the world, including its just published [Global Innovation Index 2017](#) co-authored by Cornell University, and INSEAD, which ranks the world’s most-innovative countries. *Consider this site when you need to learn about the state of intellectual property and patent law and policy worldwide, and how to effectively search global patent databases. July 2017*

# People Information

**SITE:** Zoominfo

**URL:** <https://www.zoominfo.com/>

**CATEGORY:** People Information

**PURPOSE:** Zoominfo is a B2B contact information database used by marketers, prospectors, and a variety of researchers to find and contact targeted businesspersons. The site contains over 100 million email addresses, as well as phone contacts and company profiles.

**FEE/FREE:** FEE (But free limited trial)

**SOURCE CHECK:** Zoominfo was founded in 2000 and originally known as Eliyon Technologies. It is based in Waltham MA. In August 2017, ZoomInfo was acquired by Great Hill Partners, a Boston-based private equity firm. To collect its data, Zoominfo uses its own Web crawler to scrape the Web.

**OUR VIEW:** We don't normally include fee-based sites in *Best of the Business Web*, but we are making an exception here for two reasons. First, you CAN use Zoominfo for free, if you sign up for a free trial, which is prominently displayed on its home page. And while the trial is very limited (it caps the number of contacts you can find at 3), it can be useful if you only need to find 1-2 people. We are also including it because we have found Zoominfo to be head and shoulders above all of the myriad and unknown "email/people finder" sites that will pop up on a Google search as these sites range from outright fraudulent, to rip offs, to plain old inaccurate. Zoominfo has been the only truly reliable email contact finder we have utilized. *Consider this site when you need to find the email for one or up to three businesspersons or other prominent people, and don't have extensive data collection needs.* **October 2018**

# Philanthropy

**SITE:** 2018 U.S. Trust Study of High Net Worth Philanthropy

**URL:** <https://www.ustrust.com/articles/2018-us-trust-study-of-high-net-worth-philanthropy.html>

**CATEGORY:** Philanthropy

**PURPOSE:** This is a study that examines the giving and volunteering practices of wealthy households in the United States

**FEE/FREE:** FREE

**SOURCE CHECK:** The report, which is the seventh in a biennial series of such reports, is published by U.S. Trust, a private bank serving ultra-wealthy clients which itself is part of the Global Wealth and Investment Management unit of Bank of America headquartered in New York City. The research was done in partnership with The Indiana University Lilly Family School of Philanthropy.

**OUR VIEW:** There's tons of interesting data in this report, much of which are outlined in the charts and accompanying analyses in this summary. For example, there is data on what percent of wealthy households gave to charity; what kinds of causes were supported; gender differences in selection of causes; why members of wealthy households volunteer; motivations, expectations and challenges of wealthy donors; types of challenges faced in making charitable decisions and much more. *Consider this site when you are researching philanthropy, particularly the habits, choices and attitudes of wealthy Americans giving their money and time to charitable causes.* **January 2019**

# Primary Sources

**SITE:** ArchiveGrid

**URL:** <https://researchworks.oclc.org/archivegrid/>

**CATEGORY:** Primary Sources/Archives

**PURPOSE:** ArchiveGrid identifies, describes and provides access to data for over 5 million primary sources such as historical documents, personal papers, and other original sources retained by over 1,000 different libraries, museums, historical societies and other archival institutions around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** ArchiveGrid is a project of OCLC Research (Dublin, OH), the arm of OCLC devoted to expanding knowledge on the challenges facing libraries and archives to help OCLC's public purpose of advancing libraries and librarianship. The project began in the late 1990s, and was fee-based until 2012. The records selected to be part of ArchiveGrid are drawn from the OCLC WorldCat database that meet a specified set of criteria that help identify the record as an archive, as opposed to say, a dissertation, bibliography, reference work etc.

**OUR VIEW:** This is an unusual and potentially powerful resource for all kinds of research, including business-oriented projects. It can be very useful for example, for finding company histories, or biographical data on renowned business leaders, or documenting past significant financial events, SEC documentation, and more. You can also choose an individual archival institution to search alone, as well as perform advanced searching of the entire collection by using Boolean operators and subject filters to help make your search more precise. Note, though, that this site is not a "digital library" where you can view the actual images themselves, but does provide the contact information for the holding institution where you can get more information on how to view or access what you found. *Consider this site if you need to find original primary resources stretching back many decades.*

**February 2019.**

# Prospect Research

**SITE:** Donor ID Techniques

**URL:** [http://majorgivingnow.org/expand/donor\\_id\\_techniques.html](http://majorgivingnow.org/expand/donor_id_techniques.html)

**CATEGORY:** Prospect Research

**PURPOSE:** A collection of documents and advisories on sources and strategies for finding donors and other individuals who could contribute to non-profits, universities, and other institutions that need to identify prospects and donors.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is a creation of a non-profit organization called the Major Giving Initiative, which is funded by the Corporation for Public Broadcasting.

**OUR VIEW:** Although this site was created to assist public radio and television stations, its comprehensive scope and detailed strategies are valuable for anyone involved in doing prospect research and finding donors. Among the topics covered in the documents on this site are: "conducting formal prospect research," "conducting peer research," "collecting research information," and "prospect approach presentation." It also provides help with sourcing via a donor cultivation system, going beyond data sources, estimating potential gifts, includes a sample privacy letter and includes much more. *Consider this site if you need to learn some basics about prospect research as well as find sources and strategies to enhance existing efforts.* **January 2015**

# Public Policy

**SITE:** Everycrsreport.com

**URL:** <http://everycrsreport.com>

**CATEGORY:** Public Policy

**PURPOSE:** Provides searchable access to over 8,000 Congressional Research Services (CRS) reports. CRS reports are highly respected, non-partisan and detailed but non-technical analyses of issues concerning public policy and debate, ranging from agricultural policy to business tariffs, cybersecurity, energy analyses, water rights and much more.

**FEE/FREE:** FREE

**SOURCE CHECK:** Everycrs.com is a creation of Demand Progress, a DC-based progressive advocacy organization that works to support a wide range of public concerns with a special focus on issues that relate to open democracy such as Net Neutrality. Demand Progress itself is a project of New Venture Fund, a 501(c) 3 charitable organization and of the Sixteen Thirty fund, a 501(c) 3 social welfare organization.

**OUR VIEW:** If you've been in the research world for a while, you know not only how valuable and insightful CRS reports can be for obtaining non-partisan expert analysis on important topics of national or international concerns, you also know that they have always been tricky and frustrating to find, since there has never been an official governmental policy to make these reports, which are written specifically for members of Congress, easily and efficiently available to the general public. But after many disparate and spread out efforts over the years, there is finally one comprehensive place where researchers can browse, search and download these studies. *Consider this site when you need a clear, detailed and non-partisan analysis of a topical issue that relates to public policy, law, technology and society, business, culture and other topics of current interest.* **April 2017**

**SITE:** The Hamilton Project

**URL:** <http://hamiltonproject.org>

**CATEGORY:** Economics/Public Policy

**PURPOSE:** On this site you can browse and search evidence-based research papers written by professors, public intellectuals, policy makers and experts that address and propose new policies to advance economic growth in the United States.

**FEE/FREE:** FREE

**SOURCE CHECK:** This initiative is a project of the famed Washington DC-based Brookings Institution think tank. The Institution is a [generally left leaning] nonprofit public policy organization whose mission is to conduct in-depth research that leads to new ideas for solving problems facing society at the local, national and global level.

**OUR VIEW:** This is a great find if you want to review expert analysis from researchers and experts that address the most current and pressing economic related topics facing Americans, ranging from wages and healthcare to tax policy, education, energy, and other themes that impact the economic health of the country. All the papers are keyword searchable, and can be filtered by broad topic area, paper type, and date. A special section also focuses just on charts with titles like "Career Earnings Based on College Major" to "The American Worker: How Occupations and Earnings Have Changed" and many others. (A listing of charts can be viewed at: <http://www.hamiltonproject.org/charts/>). *Consider this site when you need to identify current policies for the government to address on economic challenges and trends facing the U.S.* **September 2017**

**SITE:** Law and Business

**URL:** <http://www.rand.org/topics/law-and-business.html>

**CATEGORY:** Public Policy

**PURPOSE:** A collection of short notes, longer reports, and analytical discussions on important issues in the news and of concern in the business and legal industries.

**FEE/FREE:** FREE

**SOURCE CHECK:** Law and Business is part of a larger collection of notes, insights, research and reports on topics of public policy and social concern by the Rand Corporation. The Rand Corporation was founded in 1948 to "strengthen public policy through research and analysis." The organization is headquartered in Santa Monica, CA.

**OUR VIEW:** What we like about this site is that the topics covered are all important, the analyses and focus are authoritative and non-partisan, it is easy and intuitive to browse and search, and of course it is free. Note that while we are providing the link to the "business and law" section of the site, you can also find insights, reports and briefings on dozens of other topics of public importance too ranging from adolescent health to workplace violence. *Consider this site if you need to find clear headed analysis on business, legal and other topics of public concern.* **October 2016**

**SITE:** LegiStorm

**URL:** <https://www.legistorm.com/reports.html>

**CATEGORY:** Public Policy

**PURPOSE:** LegiStorm offers a search engine of several major collections of federal research reports from major policy report issuing agencies by or about the U.S. Congress including CRS; GAO, CBO, and others. Over 133,000 reports are available in the collection. Registered users can also receive free email alerts. This search page is part of the full LegiStorm site that provides detailed and substantive information on people and events related to Congress, including contact information, news, events, salary data, financial disclosures and more.

**FEE/FREE:** FREE and FEE ("Pro" version)

**SOURCE CHECK:** The site is a creation of LegiStorm LLC, a non-partisan, non-profit company founded in 2006 located in Washington DC.

**OUR VIEW:** We are very impressed with LegiStorm. Although several segments are restricted to paying "Pro" members, there is a great deal of valuable free information—and not only the highlighted searchable database of the reports, which permits searching the entire fulltext of the reports with date range filters—but additional features such as the ability to locate, screen and get contact information for Congresspersons. *Consider this site when you need to find Congressional contacts or reports on economic, trade, policy, lobbying, industry, technology or other business information topics that relates to public policy.*

**October 2018**

## Congressional and White House Report Search

Full-text search of 113,415 reports relating to the U.S. Congress

Full-text search  
trade china tariffs

Title

Period  
From 2017-09-01 To 2018-10-30

Report or Bill No.

Search these reports:  CRS  GAO  CBO  SAP  EO

New: Set up an email **Lightning Alert!** First you must log in.

### Search Results:

DATE	REPORT NO.	SOURCE	TITLE
Oct. 22, 2018	IF10708	CRS	<b>Enforcing U.S. Trade Laws: Section 301 and China</b> ... the United States threatened to impose increased tariffs against China over its IPR policies. In 1992, ... request China to remove all of its many trade barriers and make taxes and tariffs between ... be subject to increased 10% tariffs if China retaliated against U.S. tariffs hikes, and he warned of ... high-level trade negotiations with China, but on September 17, it announced 10% increased tariffs on \$200 ...
Oct. 15, 2018	IF10030	CRS	<b>U.S.-China Trade Issues</b> Updated October 15, 2018 U.S.-China Trade Issues Background The U.S.-China trade and economic relationship has expanded ... 232 of the 1962 Trade Act). In response, China on April 2 raised tariffs by 15% to 25 ... The current trade dispute between the United States and China could result in increased tariffs on ... nearly all bilateral trade. For the ...
Sept. 24, 2018	IN10971	CRS	<b>Escalating Tariffs: Potential Impacts</b> ... billion of additional U.S. imports from China could face increased tariffs. China's potential retaliation against another round of ... restrictions is within its rights under international trade agreement obligations, U.S. trade partners disagree and have initiated dispute ... below provide the range of potential trade volumes affected by the U.S. tariffs and trading partner retaliation. In ...
Sept. 24, 2018	IN10943	CRS	<b>Escalating Tariffs: Timeline</b> ... key events related to each U.S. trade action. In addition to tariffs, the President has imposed quotas, or ... see CRS Insight IN10971, Escalating Tariffs: Potential Impacts.) Table 3. Section 301 China Trade Barriers Investigation 8/14/2017 ... to an additional 10% tariff if China retaliates against Section 301 tariffs, and an additional \$200 billion if ...
Oct. 16, 2018	IF10119	CRS	<b>U.S.-China Relations</b> ... am the first President ever to challenge China on trade, the President stated. In his October ... Trump directed the U.S. Trade Representative (USTR) to determine if China's policies may be harming ... of merchandise imports from China subject to additional tariffs, to \$517 billion. China has so far responded ... and weaken global trade rules. North Korea Between 2006 and 2017. China voted for U.N. Security

**SITE:** Think Tank Search

**URL:** [https://guides.library.harvard.edu/hks/think\\_tank\\_search](https://guides.library.harvard.edu/hks/think_tank_search)

**CATEGORY:** Public Policy

**PURPOSE:** This is a library produced information resource guide ("LibGuide") identifying, describing, and linking to information about think tanks. The site includes a Google Custom Search Engine of over 700 think tanks

**FEE/FREE:** FREE

**SOURCE CHECK:** This guide was created by librarians at Harvard's Kennedy School of Government.

**OUR VIEW:** Articles and reports issued by think tanks are one of the more interesting but lesser used business research sources. They often provide the kind of in-depth analyses not easily available from other resources, and typically cover topics of concern to the public and policy makers. Some of these institutes are left leaning; some right leaning and others more purely data focused. We like this guide because the sources it lists were curated by an excellent business library, and there are several different types of resources listed including the think tank search mentioned above, links to directories, a blog, a link to how to evaluate think tanks and more. *Consider this site if you research issues related to public policy and concern and want to find an analysis from experts on the topic.* **September 2018**

# Scholarly Information

**SITE:** BASE

**URL:** <http://base-search.net>

**CATEGORY:** Scholarly Information

**PURPOSE:** A search engine that aggregates, indexes and links to tens of millions of academic open access documents: books, articles, theses, maps, videos, images and more—from over 3,000 different open source repositories and collections. The materials in BASE are in multiple languages and originate from around the world. About 70% of the documents are in fulltext.

**FEE/FREE:** FREE

**SOURCE CHECK:** BASE is a creation of the Bielefeld University Library, located in Bielefeld Germany.

**OUR VIEW:** This is a fascinating, unique and valuable database aggregating high quality academic documents. While not focused exclusively on business information, BASE includes a great deal of economic, financial and other business-related information. There are a great number of advanced and sophisticated Boolean search options and field limits too so the user can narrow and focus his or her search. Keep in mind, though, that keywords are run against the descriptive meta data for each document, and not the actual fulltext. *Consider this site if you want to locate high quality academic articles, documents, reports and other treatments from scholarly institutions around the world.* **September 2015**

**SITE:** CORE (COnnecting Epositories)

**URL:** <http://core.ac.uk/>

**CATEGORY:** Scholarly Information

**PURPOSE:** A search engine of over 24 million journal articles and other academic and scholarly documents held in data repositories around the world.

**FEE/FREE:** FREE

**SOURCE CHECK:** CORE's team of academics and researchers are headquartered at The Knowledge Media institute at The Open University in London.

**OUR VIEW:** This is a real gold mine of a research site. You can perform precision searches by using the advanced search to quickly search via phrase or Boolean; limit by author, publisher and year; choose to only return articles available in fulltext; and search the entire text or limit to those found in the title and abstract.

After the list of initial results are returned, you can further refine the list by publication type, language, journal and other fields. CORE also will suggest similar articles and displays these via a visually impressive interactive graph. While a good number of articles returned are available in PDF fulltext, even for those that are not, full bibliographic information and an abstract are provided. *Consider this site if you are looking for academic and scholarly papers from around the world, including those in languages other than English.* **June 2015**

**SITE:** Dimensions

**URL:** <https://app.dimensions.ai/discover/publication>

**CATEGORY:** Scholarly Information

**PURPOSE:** Dimensions is a database that indexes academic papers, citations, patents and other scholarly research works, and links those to related grants, funding agencies, and clinical trials and more.

**FEE/FREE:** FREE (FEE-BASED to analyze grant and patent data)

**SOURCE CHECK:** Dimensions was launched this past January by Digital Science, a technology firm based in London and part of the Holtzbrinck Publishing Group.

**OUR VIEW:** Although primarily geared for academia and scholarly research uses and launched as a mostly free competitor to sci-tech database heavyweights like Scopus and Web of Science, Dimensions is valuable to all types of business researchers as well. It provides access to a wide range of high-quality business journal articles (from publications *like Industrial Marketing Management, Journal of Business Ethics, Management Decision* and many more), detailed global patent data (from the World Patent Information), and related financial information. There are easy to use filtering and sorting tools, and nice analytics as well. *Consider this site if you need to understand the relationships between scholarly research, including patents, and related financial sources and underpinnings.* **July 2018**

**SITE:** Directory of Open Access Journals [Business Section]

**URL:** [doaj.org/subjects](http://doaj.org/subjects)

**CATEGORY:** Scholarly Information

**PURPOSE:** This site allows you to browse and perform keyword searching on over 11,000 open source journals from over 127 countries. More than 3 million articles are included and over 8,000 are keyword searchable at the article level.

**FEE/FREE:** FREE

**SOURCE CHECK:** The Directory of Open Access Journals (DOAJ), is a membership

organization that began at Lund University in Sweden in 2003. The organization's stated mission is to "increase the visibility, accessibility, reputation, usage and impact of quality, peer-reviewed, open access scholarly research journals globally, regardless of discipline, geography or language."

**OUR VIEW:** This is a great multi-language resource for searching and locating quality, substantive journals and articles that are freely accessible from around the globe. While there are several of these open access directories on the Web, this one is very comprehensive, global, and significantly, permits browsing or narrowing a search based on specific sub-discipline. For example, you can click first on "social science" then "commerce" then "business," and finally select subcategories ranging from accounting/bookkeeping to marketing, retail trade, shipment of goods and many more. *Consider this site when you want to find free scholarly journals, particularly those published from around the world.* **May 2018**

**SITE:** Futurity

**URL:** <https://www.futurity.org/>

**CATEGORY:** Scholarly Information

**PURPOSE:** Futurity monitors research findings issues by research scientists and scholars at about 75 universities from Brown to Yale and publishes the findings in an attractive, easy to read magazine style online publication. The site itself is keyword searchable and contains an archive of about 25,000 articles.

**FEE/FREE:** FREE

**SOURCE CHECK:** Futurity was created in 2009 by a small group of academics working at the University of Rochester, Stanford and Duke, and eventually it received the backing of the Association of American Universities (AAU). Its small editorial staff is supported and housed at the University of Rochester's (NY) Office of Communications offices. The data itself comes directly from the participating universities, normally in the form of press releases from a Public Communications office.

**OUR VIEW:** Futurity is somewhat of an alternative selection for Best of the Business Web as it is not just business focused site and more scholarly than practical. However, we have consistently found it to be engaging, valuable and substantive for all kinds of research, and that includes business. It is special in that it makes scholarly research results compelling and easily understandable to a broad audience. You may find interesting business focused evidence and data from researchers studying everything from workplace design to HR policies, job hiring, management techniques, social media marketing and much more. We like the concept of taking often dry and dense academic data and findings and pulling out the most significant findings and presenting them in an accessible, interesting and

visually pleasing manner. *Consider this site if you need to find academic and scholarly research on business related topics.* **November 2018**

**SITE:** Hathi Trust Digital Library

**URL:** <http://babel.hathitrust.org>

**CATEGORY:** Scholarly Information

**PURPOSE:** A searchable database of digitally scanned books, journal articles, statistical data sets, manuscripts and other documents.

**FEE/FREE:** FREE (though searchers that do not log on through a partner institution have certain limits on what can be viewed in fulltext)

**SOURCE CHECK:** Hathi Trust Digital Library was developed by a partnership of major research institutions and libraries with a mission to preserve and provide digital access to public domain and non-public domain works.

**OUR VIEW:** This is a carefully thought out, scholarly endeavor to make much of the world's knowledge, previously published in print easily findable and accessible. As it is created by librarians, archivists and other business professionals, it has a top-notch search engine with a wide range of advanced search operators. Business researchers will find it particularly valuable for doing historical business research stretching back many decades to locate materials not easily available from any other online source. *Consider this site if you need to locate academic, public domain, and particularly older works on management, market research, company histories, or other topics that would be treated in business sources.* **May 2015**

**SITE:** JURN

**URL:** [www.jurn.org](http://www.jurn.org)

**CATEGORY:** Scholarly Information

**PURPOSE:** This search engine retrieves a curated collection of free and open source academic materials and books. Topics include not only business, but arts, humanities, science, law and the natural world as well.

**FEE/FREE:** FREE

**SOURCE CHECK:** JURN was launched in 2009 by David Haden, a British teacher who had previously taught at the School of Theoretical and Historical Studies, at Birmingham City University. JURN's original focus was to surface free academic materials in the arts and humanities but has since expanded to other disciplines.

**OUR VIEW:** While there are various sites on the Web for locating scholarly works, open access materials, e-journals and the like, one of the features that makes

JURN special is that it also incorporates curation, so the materials in the database are carefully selected to include the most substantive and relevant free academic and scholarly resources. Other plusses include the ability to use Google's standard search commands, and an accompanying blog that highlights recent additions and news about JURN. *Consider this site if you need to find free academic and scholarly works on topics related to business, science, law, art and humanities.*

**May 2016**

**SITE:** Open Syllabus Project

**URL:** <http://opensyllabusproject.org/>

**CATEGORY:** Scholarly Information

**PURPOSE:** This site is a searchable collection of data extracted from over 1 million syllabi from courses taught in the U.S. and worldwide. The project's goal is to "make the intellectual judgment embedded in syllabi relevant to broader explorations of teaching, publishing, and intellectual history."

**FEE/FREE:** FREE

**SOURCE CHECK:** The Open Syllabus Project is a volunteer effort organized by the American Assembly at Columbia University in New York City and is headed by its Vice President, Joe Karaganis. The American Assembly itself is non-profit public policy organization founded in 1952 by Dwight Eisenhower with a mission to foster non-partisan public-policy discussions through convening, research, and publication

**OUR VIEW:** Professors' syllabi are a lesser used but potentially extremely valuable and rich research resource that can surface what scholars and top practitioners in a discipline have determined are the best books, journals, and other resources on a topic. This fascinating project, (still in beta 0.4 stage), permits keyword searching across all of its syllabi. It permits searchers to apply filters to limit by discipline and other areas and surfaces the most commonly used books (and selected journal articles) in the target courses. Note that the actual content of the syllabi itself is not viewable, but there are plans by the organizers to eventually make this and other content available as well. *Consider this site if you need to find out which readings professors are using most often in certain business and other courses, and see associated details about those works.* **September 2016**

**SITE:** Unpaywall

**URL:** <http://unpaywall.org>

**CATEGORY:** Scholarly Information

**PURPOSE:** Unpaywall, a Google Chrome plug in, scans thousands of open-access journal and information repositories worldwide to locate and retrieve any free

fulltext versions of the document legally uploaded by the article's author. The site claims that it is able to find the fulltext for 50-85% of articles, depending on topic and year of publication.

**FEE/FREE:** FREE

**SOURCE CHECK:** Unpaywall is a creation of Impactstory, a non-profit organization supported by grants from the National Science Foundation and the Alfred P. Sloan Foundation. The site's mission is to make science more open and re-usable online.

**OUR VIEW:** As the open access movement to make journals and scholarly knowledge documents more freely available grows, an increasing number of tools and sites have been introduced to make it easier to locate and view free versions. While much of the interest and developments in open access retrieval are related to scientific disciplines, the trend also impacts business research too, particularly when searching for academic treatments of business topics ranging from management techniques, new marketing methods, ethics, corporate governance, international trade and more. Unpaywall also not only locates free open access versions of a sought-after publication, but actually provides access as well. *Consider this site if you regularly search for academic and scholarly business publications but frequently run into fee-based purchase options and want to discover free alternatives.* **July 2017**

# Search Engines

**SITE:** The Periodic Table of SEO Success Factors

**URL:** <https://searchengineland.com/seotable>

**CATEGORY:** Search Engines

**PURPOSE:** Provides a visual graphic, in the form of a periodic elements table, of the various elements that Google examines and weighs when giving a score to a site to determine how high it will rank in a search.

**FEE/FREE:** FREE

**SOURCE CHECK:** The “table” was published by Search Engine Land, published by Third Door Media (Redding, CT), a producer of publications, conferences, and events on search engine and digital marketing. Search Engine Land was founded by Danny Sullivan and Chris Sherman, both well-known and respected figures in the search engine industry world.

**OUR VIEW:** Although this is a BestBizWeb “selection” that would be of greatest use to those who need to figure out how to get their pages ranked higher on Google (SEOs or search engine optimizers), we feel that this is such a valuable and informative graphic on how Google assesses and ranks sites, that it would be of value to anyone who needs to better understand online search, and of course that includes business researchers. You will very quickly, and at a glance, be able to see all of the various key elements that are evaluated automatically by Google, and how much weight each is given. This chart was also created by our favorite site that covers search engines, and so it’s about as authoritative as it gets too. *Consider this site if you want to better understand how Google works, or if you ever are publishing on the Web yourself and want to help ensure that your site is ranked as high as it can be on Google.* **January 2019**

On-The-Page Factors	
These elements are in the direct control of the publisher	
<b>Content</b>	
<b>Cq</b> QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b> RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b> WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Cf</b> FRESH	Are pages fresh & about "hot" topics?
<b>Cv</b> VISUAL	Do you have image, text, news, video or other visual content?
<b>Ca</b> ANSWERS	Is your content turned into direct answers within search results?
<b>Vt</b> THINK	Is content "thin" or "shallow" & lacking substance?
<b>Architecture</b>	
<b>Ac</b> CRAWL	Can search engines easily "crawl" pages on site?
<b>Am</b> MOBILE	Does your site work well for mobile devices?
<b>Ad</b> DUPLICATE	Does site manage duplicate content issues well?
<b>As</b> SPEED	Does site load quickly?
<b>Au</b> URLS	Do URLs contain meaningful keywords to page topics?
<b>Ah</b> HTTPS	Does site use HTTPS to provide secure connection for visitors?
<b>Vc</b> CLADDING	Do you show search engines different pages than humans?
<b>HTML</b>	
<b>Ht</b> TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b> DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hs</b> STRUCTURE	Do pages use structural data to enhance listings?
<b>Hh</b> HEADERS	Do headers & subheaders use header tags with relevant keywords?
<b>Vs</b> STUFFING	Do you excessively use words you want pages to be found for?
<b>Vh</b> HIDDEN	Do colors or design "hide" words you want pages to be found for?

# The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.



Off-The-Page Factors	
Elements influenced by readers, visitors & other publishers	
<b>Trust</b>	
<b>Ta</b> AUTHORITY	Do links, shares & other factors make pages trusted authorities?
<b>Te</b> ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Th</b> HISTORY	Has site or its domain been around a long time, operating in same way?
<b>Vd</b> FRESH	Has site been flagged for hosting outdated content?
<b>Va</b> ADS	Is content ad-heavy? Do you make use of intrusive interstitials?
<b>Links</b>	
<b>Lq</b> QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b> TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b> NUMBER	Do many links point at your web pages?
<b>Vp</b> PAID	Have you purchased links in hopes of better rankings?
<b>Vl</b> SPAM	Have you created links by spamming blogs, forums or other places?
<b>Personal</b>	
<b>Pc</b> COUNTRY	What country is someone located in?
<b>Pl</b> LOCALITY	What city or local area is someone located in?
<b>Ph</b> HISTORY	Has someone regularly visited your site?
<b>Social</b>	
<b>Sr</b> REPUTATION	Do those respected on social networks share your content?
<b>Ss</b> SHARES	Do many share your content on social networks?

WRITTEN BY: Search Engine Land  
 CREATED BY: COUMBA FIVE  
 LEADS WORD: <http://leadword.com/seo-table>  
 © 2017 Third Door Media

**SITE:** Swisscows

**URL:** <https://swisscows.com/>

**CATEGORY:** Search Engines

**PURPOSE:** An Internet semantic search engine that sets itself apart from others as it employs AI to surface relevant results and stresses to its searchers that it does not track, monitor or retain users' searches or behaviors.

**FEE/FREE:** FREE

**SOURCE CHECK:** Swisscows, launched in 2014, was developed by Hulbee AG, a software technology based in Switzerland that sells AI-driven enterprise search products. It was founded by Andreas Wiebe, who also serves as the company CEO.

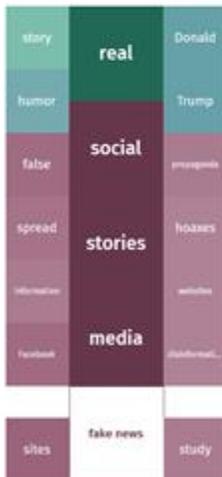
**OUR VIEW:** We don't typically review general search engines, since other than Bing and perhaps DuckDuckGo, we have not found one that gives Google a real run for its money. But we were very impressed with this multilingual search engine that focuses on protecting its users' privacy. From our tests, Swisscows was not only fast, accurate, and returned relevant results, but we also really liked the way a search also instantly surfaced colored squares that identified key words and phrases associated with the search results, which then could be clicked on to further narrow the search to include that selection too/ Swisscows does use Bing as its core search engine, though we find its interface and additions offering significant additional value. *Consider this site when you are searching the Open Web and are concerned about your privacy and/or want to use an alternative to*

Swisscows needs your donation. We ask for your support.



"fake news" ✕ 🔍 🇺🇸 EN

Web Images Video Music Translator



**How to Spot Fake News - FactCheck.org**

Fake news is nothing new. But bogus stories can reach more people more quickly via social media than what good old-fashioned viral emails could accomplish in years past. Concern about the ... <https://www.factcheck.org/2016/11/how>

**Fake news - Wikipedia**

Fake news or junk news or pseudo-news is a type of yellow journalism or propaganda that consists of deliberate disinformation or hoaxes spread via traditional print and broadcast news media or online social media. The false information is often caused by reporters paying sources for stories, ... [https://en.wikipedia.org/wiki/Fake\\_news](https://en.wikipedia.org/wiki/Fake_news)

**16 Fake News Stories Reporters Have Run Since Trump Won**

As always, the correction received far less attention than the fake news itself: Vox's article, for instance, was shared around 9,500 times on Facebook, less than one-sixth the rate of Rogin's ... [thefederalist.com/2017/02/06/16-fake-news-stories-reporters-have-...](https://thefederalist.com/2017/02/06/16-fake-news-stories-reporters-have-...)

**Fake news : NPR**

Fake News: An Origin Story . June 25, 2018 • Fake news in the U.S. is as old as American journalism itself. We explore the trade-offs journalists have long faced between elitism and populism ... <https://www.npr.org/tags/502124007/fake-news>

**Fake news: What exactly is it – and how can you spot it?**

"Fake news" was not a term many people used four years ago, but it is now seen as one of the greatest threats to democracy, free debate and the Western order. So great is the danger, the ... <https://www.telegraph.co.uk/technology/0/fake-news-exactly-has-...>

**Debunking False Stories Archives - FactCheck.org**

FactCheck.org is one of several organizations working with Facebook to debunk misinformation shared on the social media network. We provide several resources for readers: a guide on how to flag ...

# Search Strategies

**SITE:** Boolean Strings

**URL:** <http://booleanstrings.com/>

**CATEGORY:** Search Strategies

**PURPOSE:** This blog provides detailed and advanced strategies, techniques and tips for constructing powerful and effective Boolean search commands to help searchers do more precise and effective research.

**FEE/FREE:** FREE

**SOURCE CHECK:** The blog is a creation of Irina Shamaeva, a partner and Chief Sourcer at Brain Gain Recruiting in Palo Alto, CA. Shamaeva has many years experience as a sought-after researcher, writer, trainer, speaker and workshop leader on various IT, sourcing and research topics.

**OUR VIEW:** A blog just on Boolean searching? Sure, why not! In fact, it's one of the most interesting and unusual blogs we've come across in a long time. It's a great resource with lots of very smart research strategies, and is useful for beginners and advanced searchers alike. Shamaeva also publishes various free and fee-based guidebooks on Boolean searching and related topics, and offers workshops and other consulting and training services for researchers. *Consider this site if you want to improve your online searching skills and pick up valuable new tips for doing precision research.* **September 2016**

**SITE:** Business Resource Videos

**URL:** <https://libguides.library.ohio.edu/business/videos>

**CATEGORY:** Search Strategies

**PURPOSE:** This page provides links to dozens of short videos that clearly describe how to use popular business databases for a variety of business research purposes

**FEE/FREE:** FREE

**SOURCE CHECK:** The videos have been created by Chad Boeninger, the Business & Economics Subject Specialist at Ohio University Libraries in Athens, OH.

**OUR VIEW:** These short but highly informative videos are great, as they provide hands on and practical search strategies for popular fee based professional business databases ranging from Bizminer to LexisNexis to Euromonitor and more, and are produced by one of the most knowledgeable business librarians we know. Videos in this series include, for example, "how to understand the local apparel retail market

with SimplyMap," "how to find financial ratios and averages and market trends in Bizminer," How to locate competitors (or customers) in your industry with Mergent Intellect," and "How to find market research, industry trends, forecasts and statistics for the restaurant industry in Passport," among others. *Consider this site if you need to understand how to perform effective searching on popular and professional business databases.* **November 2015**

**SITE:** SearchReSearch

**URL:** <https://sites.google.com/site/dmrussell/>

**CATEGORY:** Search Strategies

**PURPOSE:** This site by Google's top tech lead for teaching Web searching provides a wide range of insider tips and strategies as well as exercises and insights on how to get the most out of Google and be a more effective researcher.

**FEE/FREE:** FREE

**SOURCE CHECK:** SearchReSearch is a creation of Dan Russell, a PhD in Computer Science who serves as a kind of anthropologist of search for Google, studying information seeking behavior. His exact title at Google is "Uber Tech Lead, Search Quality & User Happiness."

**OUR VIEW:** We've been around a long enough time to have encountered some of the smartest and most insightful analysts on open Web searching, but of all the experts we know, Dan Russell, whom we just recently became acquainted with, is among the very best—perhaps the best. He's the inside man at Google who knows pretty much everything on how to leverage Google searching to its max, and he freely shares his wisdom and strategies in this blog—along with a MOOC Google search class, how-to videos, slide presentations and more. His instructions and guidance is crystal clear and the advice comes from the number one gateway to the open Web itself-Google. (And having just had lunch with Dan last month at this year's Internet Librarian conference in Monterey, the editor can also attest to the fact that Dan is also a very nice guy too!) *Consider this site if you are looking to make your Google and Web research as powerful and effective as possible.*

**October 2015**

# Social Listening

**SITE:** Talkwalker

**URL:** <http://www.talkwalker.com/alerts>

**CATEGORY:** Social Listening

**PURPOSE:** Talkwalker provides a keyword based alert service for anyone that wants to track the appearance of specified words or phrases appearing on the Web, blogs, news sites or discussion groups. The alerts are delivered via email on a daily or weekly basis.

**FEE/FREE:** FREE

**SOURCE CHECK:** Talkwalker was launched in the spring of 2013 by Trendiction, a social media analytics firm based in Luxembourg specializing in big data crawling and analytics since 2009.

**OUR VIEW:** Getting Web updates via keyword alerts has been around a long time, and most people are familiar with this function from Google's own Alerts service. However, in recent years, problems have been reported in the reliability and accuracy of Google Alerts, and this service looks to be a good replacement. We like Talkwalker because it is simple to use, yet offers certain power features too such as permitting phrase searches via quotation marks, defaulting to an AND operator for multiple words, an option to filter results by language and country, and a preview button for refining the alert before going live. *Consider this site if you need to keep up with companies, products, brands, people or any other entity you are tracking.* **April 2015**

# Social Media

**SITE:** BuzzSumo

**URL:** <https://app.buzzsumo.com/research/top-content>

**CATEGORY:** Social Media

**PURPOSE:** BuzzSumo provides data, in chart form, on how often a particular word, phrase or other entity is being shared on major social media sites such as Facebook, LinkedIn, Twitter, and Google+

**FEE/FREE:** FREE (FEE-based for premium version)

**SOURCE CHECK:** This site was first developed in 2013, and is owned by three individuals (Henley Wing, James Blackwell and Steve Rayson). It has offices in London and New York.

**OUR VIEW:** This is a pretty cool site for finding out what kind of content is resonating on social media, as measured by what is being shared the most. It is simple and intuitive to use, but still offers useful search filters for narrowing results. There is also a function for locating influencers and for receiving daily alerts. The paid version provides a longer listing of where content is being shared, as well as unlimited top content, influencer and trending searches. *Consider this site if you need to find out which words, phrases, brands, or other text-based content are being shared most frequently on social sites.* **July-August 2015**

**SITE:** Fake News is Not the Problem

**URL:** <https://points.datasociety.net/fake-news-is-not-the-problem-f00ec8cdfcb#.kp0bck1>

**CATEGORY:** Social Media

**PURPOSE:** An analysis of the way digital content is created, disseminated and shared on the Internet today and why it is causing a more complex problem than simply hoaxes and false information.

**FEE/FREE:** FREE

**SOURCE CHECK:** The article was written by Gilad Lotan, VP and head of Data Science at BuzzFeed and a professor at NYU. This piece was contributed to the New York City based Data & Society research institute.

**OUR VIEW:** This article and analysis is the single best source we've come across that examines how information is created, disseminated, shared, and understood on social media. It's a fascinating look at matters such as "tinted" news, how we all interpret and see similar information in different ways, and the underlying causes

of the problem of discerning truth online. **December 2016**

**SITE:** First Draft News

**URL:** <https://medium.com/1st-draft>

**CATEGORY:** Social Media

**PURPOSE:** This site provides case studies, tips, tools, strategies and resources for verifying content located on social media and other nontraditional consumer generated material found on the Web.

**FEE/FREE:** FREE

**SOURCE CHECK:** First Draft News is edited by a staff of journalists and researchers who are well known for their work in verification strategies; among them are Craig Silverman, fellow with the Tow Center for Digital Journalism at Columbia University and NPR's Andy Carvin. The initiative is supported by various funders, including Google News Lab.

**OUR VIEW:** This is a new and very impressive site for obtaining some of the best advice available anywhere on how to verify information from citizen/consumer and social media on the Web. Though geared for journalists, it is valuable for all serious researchers, and First Draft News serves as an umbrella group housing some of the finest thinkers and most useful tools for assessing the authenticity and credibility of what you find online, which previously were dispersed and hard to find. *Consider this site if you need to obtain insights and strategies on evaluating tweets, YouTube videos, Instagram images and other socially derived content.* **October 2015**

**SITE:** Lies, Damn Lies and Viral Content

**URL:** <http://towcenter.org/research/lies-damn-lies-and-viral-content/>

**CATEGORY:** Social Media

**PURPOSE:** A report geared for journalists outlining current bad practices that exist among the news industry when utilizing social media as sources. The report also provides strategies and tools on how to better vet and evaluate social sources for credibility.

**FEE/FREE:** FREE

**SOURCE CHECK:** The report is published by the Tow Center for Digital Journalism at Columbia Journalism School at Columbia University in New York City. The author is Craig Silverman, *a journalist-entrepreneur, author and media critic based in Montreal.*

**OUR VIEW:** Although written for journalists, this document is an invaluable guide

for business and all other researchers who need to know how to sift through the enormous amounts of tweets, posts, pins, blogs, user generated videos and other consumer content and separate the credible content from the unverified rumors, hoaxes, and fake posts. Craig Silverman is a well-known expert in this area too, so you are getting deep analysis and advice from one of the best analysts on the topic. *Consider this site if you need to know how to verify the provenance, accuracy and credibility of information located via social media.* **June 2015**

**SITE:** Five Reasons Instagram's New Explore and Search is Great for Your Business

**URL:** <http://www.business2community.com/instagram/five-reasons-instagramrsquos-new-explore-search-is-great-for-your-business-01260896>

**CATEGORY:** Social Media

**PURPOSE:** This is an article that describes how the new *Explore* and *Search* features introduced by Instagram this past summer can be valuable for business research.

**FEE/FREE:** FREE

**SOURCE CHECK:** Business 2 Community is a popular business blog, news and information site founded by Brian Rice, an entrepreneur and marketing professional. Rice also serves as Sr. Director, Integrated Digital Marketing at SAP.

**OUR VIEW:** No doubt you've heard that for an increasing number of social media users, especially younger ones, the photo sharing site Instagram has become the "go to" platform to share and connect. But until the site rolled out its advanced search and tagging functions this summer, it had a limited potential for business research and intelligence. This piece provides a nice step-by-step overview of how those new Explore and Search functions can be leveraged, and not just for marketing, but for learning about business trends and for other business research applications. *Consider this site if you need to get up to speed quickly on how to use Instagram for business research and intelligence.* **July-August 2015**

**SITE:** Nuzzel

**URL:** <http://www.nuzzel.com>

**CATEGORY:** Social Media

**PURPOSE:** Nuzzel provides users with alerts to news items that have been shared most often by one's friends (and friends of friends) one's social network on Twitter and, to a lesser degree, Facebook.

**FEE/FREE:** FREE

**SOURCE CHECK:** Nuzzel was launched in 2014 and based in San Francisco. The company is also by prominent venture investors and has a very high-profile board of advisors, including the CEO of DataSift and HootSuite, the former CEO of Digg and the former Director of Ops at Facebook.

**OUR VIEW:** As an increasing number of us—particularly younger people—find news by noting what one’s friends and followers share on social media, Nuzzel serves as a very effective filter for highlighting what may be the news posts shared by your social connections that are most worth your attention by highlighting which ones are getting the most attention. It’s fast, simply, easy to set up and a very effective way to leverage your social contacts as a real-time alert service to help you determine what news you may want to be paying attention to. *Consider this site if you want to up with news and content your social connections are sharing most often.* **November 2015**

**SITE:** Warble.co

**URL:** <http://warble.co>

**CATEGORY:** Social Media

**PURPOSE:** Warble alerts users via an email message whenever a new tweet is sent out that contains the words or phrases the user indicated he or she wishes to track.

**FEE/FREE:** FREE

**SOURCE CHECK:** Warble.co was launched in 2013 and is created and run by Jess Eddy, a user experience consultant/digital product designer in New York City and Rich Eddy, a freelance Ruby On Rails developer and full-stack consultant based in London.

**OUR VIEW:** Twitter alert services can serve as a great “early warning” type service to learn what thought leaders in one’s field are mulling about, concerned with, or working on before they become widely known and reported. Although Warble is certainly not the first service to offer keyword alerts for Twitter, it’s the best one we’ve seen in a long time. The interface is outstanding, it includes all the various advanced Twitter advanced features for narrowing and targeting more precisely what you want to retrieve (e.g. tweets by hashtag, by author, by words in title, by location etc.) and it is not buggy—that is: it works! *Consider this site if you want to keep track of who is saying what on topics important to you on Twitter.*

**October 2015**

# Social Sciences

**SITE:** ICPSR (Inter-University Consortium for Political and Social Research)

**URL:** <https://www.icpsr.umich.edu/>

**CATEGORY:** Social Sciences

**PURPOSE:** The ICPSR provides browsable and searchable access to a huge range of information, training, data sets, databases analyses, reports and other services from and for social science researchers.

**FEE/FREE:** FREE and Free-based

**SOURCE CHECK:** The ICPSR was founded in 1962 as a membership-based organization, and currently has about 760 member colleges, universities and other research institutions around the world. The organization is a unit within the University of Michigan's Institute for Social Research.

**OUR VIEW:** This is an enormous collection of deep research on a huge range of social science topics, covering reports, data sets and other content collections created by researchers from around the world. You can browse this collection by topic/theme/geography and other filters, or conduct a keyword search against the entire collection. Note that while most of the research documents are free to anyone, a smaller percentage are available only to member institutions. *Consider this site when you need to dig up free social science research and reports from around the world.* **September 2017**

Filter Results

- Subject ▾
- Geography ▾
- Data Format ▾
- Type of Analysis ▾
- Time Period
 

yyyy to yyyy GO
- Restriction Type ▾
- Recency ▾
  - New/updated this year
  - New/updated this week (1)
  - New/updated this month (13)
  - New/updated this quarter (46)
- Data Availability ▾
- Export Results ▾

## Search Results

Use the search box below to revise your search, or [start a new search](#).

REVISE SEARCH

**Studies (219)**   **Variables**   **Publications**

Your query returned 132 studies. Series results are grouped under the most relevant study. [Ungroup series results](#) to view all results.

Sort by: Released/Updated ▾

		Released/ Updated
1.	<a href="#">National Survey of Early Care and Education (NSECE), 2012 (ICPSR 35519)</a> NSECE Project Team (National Opinion Research Center)	2017-09-27
2.	<a href="#">ANES 2016 Time Series Study (ICPSR 36824)</a> American National Election Studies (ANES); University of Michigan; Stanford University <a href="#">1 more result in American National Election Study (ANES) Series</a>	2017-09-19
3.	<a href="#">Los Angeles Metropolitan Area Surveys [LAMAS] 8, 1974 (ICPSR 36614)</a> University of California, Los Angeles. Institute for Social Science Research	2017-09-14
4.	<a href="#">Uniform Crime Reporting Program Data: County-Level Detailed Arrest and Offense Data, 2014 (ICPSR 36399)</a> United States Department of Justice. Federal Bureau of Investigation <a href="#">8 more results in Uniform Crime Reporting Program Data Series</a>	2017-09-12
5.	<a href="#">Newly Licensed Registered Nurse Survey, 2006 (ICPSR 36773)</a> Kovner, Christine; Brewer, Carol	2017-09-12
6.	<a href="#">Annual Arts Basic Survey, 2015 [United States] (ICPSR 36424)</a> National Endowment for the Arts; United States Department of Commerce. Bureau of Census; United States Department of Labor. Bureau of Labor Statistics	2017-09-11
7.	<a href="#">Annual Arts Basic Survey, 2014 [United States] (ICPSR 36413)</a> National Endowment for the Arts; United States Department of Commerce. Bureau of Census; United States Department of Labor. Bureau of Labor Statistics	2017-09-11
8.	<a href="#">Eurobarometer 81.4: Europe 2020. Financial and Economic Crisis, European Citizenship, and Living Conditions, May-June 2014 (ICPSR 36660)</a>	2017-09-08

ch.edu/icpsrweb/ICPSR/index.jsp

# Software Reviews

**SITE:** TrustRadius

**URL:** <https://www.trustradius.com/categories>

**CATEGORY:** Software Reviews

**PURPOSE:** Provides verified user ratings on over 1,000 software products, including business research focused software such as social listening tools, data visualization software and various business intelligence products.

**FEE/FREE:** FREE

**SOURCE CHECK:** TrustRadius was founded in June 2012 by Vinay Bhagat and Dave Hart. They had previously served as the CSO and CTO on Convio, a provider of SAAS solutions to nonprofits. The company is located in Austin, TX.

**OUR VIEW:** We are quite impressed with how this organization has been able to aggregate and authenticate so many thousands of substantive (reviews average 500 words), in-depth and useful business software user opinions on so many software products. The CEO told us that for authentication, every reviewer must provide his or her LinkedIn credentials, which is then checked for validity by the firm's own algorithm, and evaluated by the company's own researchers. It also poses key questions to reviewers, and takes other steps to ensure the reviews are valid. *Consider this site if you are considering buying business research related—or other business software—and want to learn its pros, cons, and user opinions before making a purchase.* **January 2015**

**trustradius™** Software Insights from Real Users

Search TrustRadius...

## Tableau Desktop Reviews

Reviews Alternatives Product Details Key Concepts

### Tableau Desktop Rating Summary

Metric	Rating	Count
Likelihood to Recommend	9.5	(37)
Likelihood to Renew	9.6	(36)
Product usability	9.4	(10)
Product availability	9.9	(7)
Product performance	8.9	(7)
Support rating	9.4	(10)
In-person training rating	9.0	(4)
Online training rating	9.7	(3)
Implementation satisfaction	9.2	(10)
Data Sharing and Collaboration	7.1	(7)
Data Sources	8.7	(7)

Get notified when new reviews are published.

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Compare Tableau Desktop to other Business Intelligence Tools

[Compare Side-by-Side](#)

#### Alternatives to Tableau Desktop

Alternative	Rating	Action
QlikView	★★★★☆	Compare
Cognos	★★★★☆	Compare
SAP Business Objects	★★★★☆	Compare
TIBCO Spotfire	★★★★☆	Compare
Birst	★★★★☆	Compare
GoodData	★★★★☆	Compare
C9	★★★★☆	Compare
salesPRISM	★★★★☆	Compare

# Statistical Information

**SITE:** CANISM

**URL:** <http://www5.statcan.gc.ca/cansim/home-accueil?lang=eng>

**CATEGORY:** Statistical Information

**PURPOSE:** This site provides fast and up to date access on social, economic, cultural and other key statistical data from and about Canada.

**FEE/FREE:** FREE

**SOURCE CHECK:** CANISM is produced by Statistics Canada, the official governmental source for gathering and publishing statistics about Canada.

**OUR VIEW:** This is a comprehensive, yet easy to use and free source for locating authoritative and official statistics related to Canada. You can perform a keyword search, browse subject areas, sort by type of information, and download raw data. Clicking on the two key business sections "business, consumer and property services" as well as "business performance and ownership" will provide tables, narratives, reports and data on individual industry areas, (e.g. accommodation and food; rental and leasing and real estate etc.) as well as key business and company topics like business cycles; corporate taxation; financial statements and performance and so on. And beyond business there are mountains of other topics covering areas like demographics, agriculture, health, sci/tech and much more. *Consider this site if you are looking for any kind of social, economic, and business statistic related to Canada.* **October 2016**

**SITE:** EU Country Profiles

**URL:** <http://ec.europa.eu/eurostat/guip/introAction.do?profile=cpro&theme=eurind&lang=en>

**CATEGORY:** Statistical information

**PURPOSE:** This app allows the user to visualize approximately 160 statistical indicators for the different European Union Member states.

**FEE/FREE:** FREE

**SOURCE CHECK:** The app is a creation of Eurostat, a Directorate-General of the European Commission, and is located in Luxembourg. The agency is charged with providing statistical information on the EU member states.

**OUR VIEW:** As more people do their research and data look-ups via apps, it is great to see the leading and official provider of statistical data on European countries introduce this full mobile version. The data includes detailed economic information, and the app allows the user to visualize about 160 key statistical indicators for the different EU States via a dynamic map. There is also the option to compare data for two countries within a data table. Another very good feature is that the apps update function allows the user to download the latest data from the Eurostat data server. *Consider this app if you need to find statistical data on European countries and are a regular mobile user.* **April 2016**

**SITE:** Evidence Based Living

**URL:** <http://evidencebasedliving.human.cornell.edu/>

**CATEGORY:** Statistical Information

**PURPOSE:** This site describes a range of social, economic, health, and daily living controversies and issues and surfaces and examines available scientific evidence to help people reliably assess the true facts of the matter.

**FEE/FREE:** FREE

**SOURCE CHECK:** The site is a creation of the Bronfenbrenner Center for Translational Research at Cornell University. The Center's mission is to "expand, strengthen, and speed the connections between research, policy and practice to enhance human development and well-being."

**OUR VIEW:** This is a much-needed site for all researchers today. While the coverage is broad and goes beyond business research—recent topics range from "artificial sweeteners: better than sugar" to "the body of evidence on meat and cancer" to "is your workplace making you sick," they cover many issues that business researchers may have to investigate and for which there is a good amount of noise, controversy, and conflicting data. This is an excellent and fair-minded place to go to try to get some unbiased, evidence-based analysis to help find the facts and assess the truth. *Consider this site if you are researching a contentious or timely subject and want to get reliable guidance on weighing the available evidence.* **November 2015**

**SITE:** Google Image Search Strategy (Tip, not Source)

**URL:** <http://images.google.com>

**CATEGORY:** Statistical Information

**PURPOSE:** A method for locating free substantive data, charts, graphs and polls

by entering key words into Google Images.

**FEE/FREE:** FREE

**SOURCE CHECK:** Google

**OUR VIEW:** This item is not a source but a business search tip! Many business research projects seek out charts, graphs and other well formatted data presentations. We have found that a great way to locate many is to use Google images, since Google “categorizes” charts and graphs as images. All you need to do is make sure you use the best and most precise key words to find the most relevant tables and charts. So, for example, if you were looking for, say, data on what skills the media industry is going to need in the future, you might enter, say, “media industry” survey OR poll skills OR talent future. Of course, you may need to experiment with your words and phrases but you will be pleased to discover how many good data rich tables and charts are available for free through this technique. *Consider this site if you need to locate data rich polls, surveys, and other data intensive items formatted as charts, tables or graphs.* **December 2017**

**SITE:** Statistical Terms used in Research Studies; a Primer for Media

**URL:** <http://journalistsresource.org/tip-sheets/research/statistics-for-journalists>

**CATEGORY:** Statistical Information

**PURPOSE:** A guide to understanding terminologies, jargon, and mathematical expressions commonly found in statistical reports and analyses

**FEE/FREE:** FREE

**SOURCE CHECK:** This page is one section of the *Journalists Resource*, a web site geared to helping reporters and those working in the media find, understand and analyze significant new research studies. *Journalists Resource* is part of the Shorenstein Center on Media, Politics and Public Policy, at the Harvard Kennedy School of Government and is part of the Carnegie-Knight Initiative on the Future of Journalism Education.

**OUR VIEW:** This valuable guide to understanding statistics is just the tip of the iceberg of what you can find at *Journalist’s Resource*, including research tip sheets, such as strategies for performing online research (<http://journalistsresource.org/syllabi/research-instruction-modules-tip-sheets-data-methods>) collections of data resources, sample syllabi, and sources and reports in area studies ranging from advertising and Africa to US Foreign Policy and Workers issues. *Consider this site if you need to find timely, reliable, and authoritative research related reports and advisories on current issues related to matters in the public interest.* **May 2015**

# Sustainability

**SITE:** 2017 Global 100 Most Sustainable Corporations in the World Index

**URL:** <http://www.corporateknights.com/reports/2017-global-100/2017-global-100-results-14846083/>

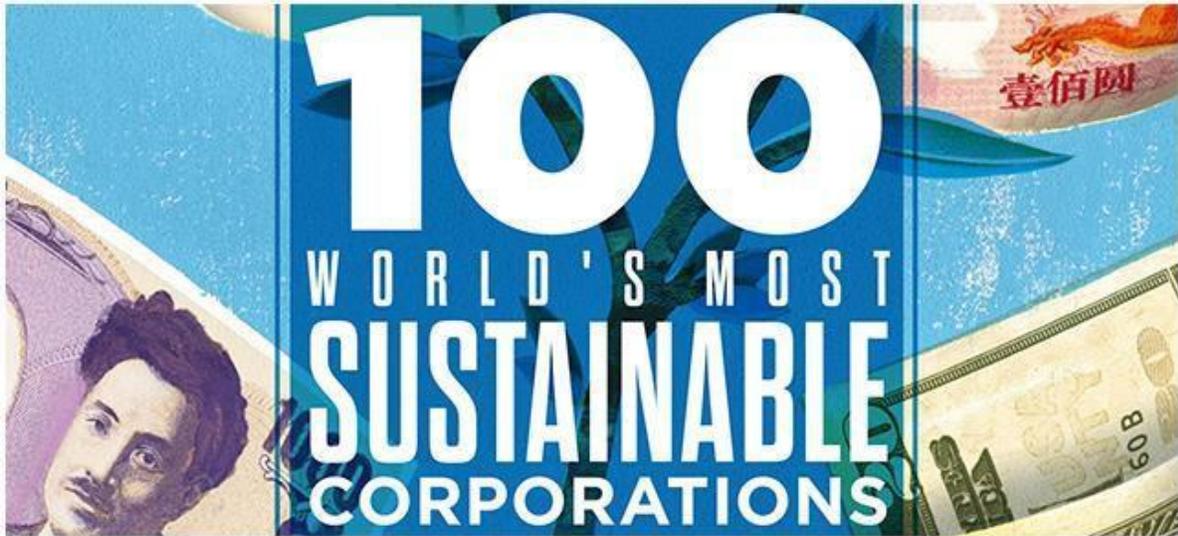
**CATEGORY:** Sustainability

**PURPOSE:** A listing of the 100 most sustainable corporations in the world. Each listing includes a company name, country, industry and sustainability “score.”

**FEE/FREE:** FREE

**SOURCE CHECK:** The Listing is created by *Corporate Knights* a Toronto-based magazine, founded in 2002 and distributed by the *Globe and Mail* and the *Washington Post*. *Corporate Knights* focuses on the intersection of business and society and supports what it calls “clean capitalism”. Its methodology for ranking companies can be found here: [http://www.corporateknights.com/wp-content/uploads/2017/01/2017-Global-100\\_Methodology-Final.pdf](http://www.corporateknights.com/wp-content/uploads/2017/01/2017-Global-100_Methodology-Final.pdf)

**OUR VIEW:** Not only is this listing of the most sustainable companies worldwide a valuable source of information on its own, we also found the unique and compelling articles in this publication also worthwhile for research on sustainable business. Topic areas cover, for example, buildings, clean technologies, climate/carbon, education, health/lifestyle, leadership, natural capital, responsible investing, supply chains, transportation and utilities/energy, waster, water and the workplace, and all from a sustainable perspective. *Consider this site when you need to find out which companies are most successful and most engaged in creating sustainable policies and actions.* **June 2017**



2017 Global 100 results

Show  entries

Search:

Rank ▲	Company ▲	Country ▲	GICS Industry ▲	Overall Score ▲
1	Siemens AG	Germany	Industrial Conglomerates	73.10%
2	Storebrand ASA	Norway	Insurance	71.83%
3	Cisco Systems Inc	United States	Communications Equipment	71.50%
4	Danske Bank A/S	Denmark	Banks	71.05%
5	Ing Group	Netherlands	Banks	70.93%
6	Commonwealth Bank of Australia	Australia	Banks	70.00%

# Teaching Tools

**SITE:** Business Case Studies

**URL:** <http://guides.lib.uw.edu/c.php?g=345675&p=5225382>

**CATEGORY:** Teaching Tools

**PURPOSE:** This LibGuide provides an annotated listing of sources, both free and fee-based, for downloading and finding business case studies

**FEE/FREE:** FREE

**SOURCE CHECK:** The LibGuide is a creation of the Library at the University of Washington, in Bothell WA.

**OUR VIEW:** Finding case studies has always been a tricky research task. First there are definitional issues about what constitutes a case study; then there are the restricted and in demand Harvard Business School case studies, and there are other providers and databases as well as free on the Web case studies. This library has done the best job we know of in sorting out the options and providing advice and links to the best places to find and download them, including global business case studies, HR case studies, and free case study collections on the Web. (NOTE: For a full treatment on case studies, also see The Information Advisor's Guide to Internet Research March 2018) Consider *this site if you need to understand and find business case studies.*

**October 2019**

**SITE:** Data Management Education Modules

**URL:** <https://www.dataone.org/education-modules>

**CATEGORY:** Data Sets/Teaching Tools

**PURPOSE:** Provides links to ten lesson modules on how to find, download, analyze and appropriately manage and use data.

**FEE/FREE:** FREE

**SOURCE CHECK:** These lessons are a creation of DataOne, an NSF funded and community-based organization that engages working groups and provides open source tools, resources and education "through universal access to data about life on earth and the environment that sustains it." DataOne is located in Albuquerque, NM

**OUR VIEW:** This is an excellent site if you either need to learn for yourself all the steps in finding, downloading and analyzing data sets or want materials to

teach it to others. Each section includes PowerPoints and a 1-page PDF summary of the lesson, and there are other accompanying teaching materials as well. *Consider this site if you want to learn or teach beginners how to use and analyze data in their research.* **October 2019**

# Trends and Forecasts

**SITE:** Edelman's 2017 Digital Trends Report

**URL:** <https://edelmandigital.com/wp-content/uploads/2016/12/2017-Edelman-Digital-Trends-Report.pdf>

**CATEGORY:** Trends and Forecasts

**PURPOSE:** This 50-page report looks at current and emerging trends at the intersection of marketing, advertising, digital information, media, changing customers, search and other areas that impact marketing, media and the digital age.

**FEE/FREE:** FREE

**SOURCE CHECK:** Edelman Digital, part of the giant Chicago-based public relations firm Edelman, focuses on helping companies with their digital marketing and promotion activities.

**OUR VIEW:** This is a fabulous free resource for anyone that wants to get expert insight and analysis on current and emerging digital trends from an organization that has its finger on the pulse of this area. Key topics surfaced in this detailed report are immersive content, paid media, influencer marketing; the search "renaissance," an "OTT" (Over the Top, meaning Internet delivered) entertainment revolution; bot and the evolution of conversational experiences B2B and the use of the Blockchain digital ledger technology for making Bitcoin (and other cryptocurrencies) more reliable and trustworthy. For each segment covered, the report examines the forces behind each trend, and includes a specific section on how brands need to respond. *Consider this site if you need to identify emerging trends in digital content and marketing and need to know how to adapt your own organization's products, marketing and branding to those trends.* **August 2017**

**SITE:** J. Walter Thomson Intelligence

**URL:** <https://www.jwtintelligence.com>

**CATEGORY:** Trends and Forecasts

**PURPOSE:** A collection of in-depth analytical and data-focused articles, reports and forecasts on a variety of timely business, social, technological, political and cultural trends and issues.

**FEE/FREE:** FREE (and Fee-based)

**SOURCE CHECK:** J. Walter Thompson Company, an international advertising agency is headquartered in New York City and was founded in 1884. The firm has

more than 200 offices in over 90 countries.

**OUR VIEW:** We came upon this site when doing research on the future of retail, and were pleasantly surprised how much substantive, analytical, social and business information and reports were available at no charge. Some of the documents are expensive though, but even in those cases some top-line data may be available for free. We also found it valuable just to browse the titles of the reports themselves, to get a sense of the current business-cultural zeitgeist as seen by J. Walter Thompson. *Consider this site if you need to find credible analysis on trends and issues facing business, society and culture.* **November 2016**

**SITE:** Thomas: Index

**URL:** <https://news.thomasnet.com/featured/browse/thomas-index>

**CATEGORY:** Trends and Forecasts

**PURPOSE:** Thomas Index provides short articles, insights, news, industry trends and data on matters related to the industrial B2B marketplace. Headlines of recent articles include, for example: Auto Manufacturers Drive Demand for Plating Services; New York Industrial/B2B Buying Trends; Castings Demand Rises Amidst Tesla Supplier Woes; and Sourcing Activity recap for Q1 2018.

**FEE/FREE:** FREE

**SOURCE CHECK:** Thomas Index is produced by Thomas Publishing, a long-time leading provider of data on B2B, products, particularly for the industrial markets. For many years, the company was well known in libraries for its popular green *Thomas Register* directories. These provided profile data and catalogs from industrial manufacturers, but the company has since branched out to provide various digital information services to industrial suppliers, manufacturers and buyers. Thomas is headquartered in New York City.

**OUR VIEW:** While there are lots of free sites on the Web that offer news, analysis and trends in manufacturing and industrial markets, this site stands out because of the pedigree of its source; the amount of data that is uniquely available to the company; and its crisp, compelling and often data filled free reports and analyses. *Consider this site if you need to find free, credible data and analysis on various segments of major and trending industrial B2B markets.* **April 2018**

# Venture Capital

**SITE:** 2015 Annual Halo Report

**URL:** <https://pitchbook.com/news/reports/2015-annual-halo-report>

**CATEGORY:** Venture Capital

**PURPOSE:** This PDF report analyzes trends in investment by U.S. angel investors, examining trends, activities of the most active angel investor groups, identifying share of activity, comparing sectors, listing valuations and more.

**FEE/FREE:** FREE

**SOURCE CHECK:** This report was created as a joint venture by the Salem, OR based Angel Resource Institute at Willamette University, a charitable organization devoted to providing education and information on best practices in the field of angel investing and Pitchbook, a premium M&A, private equity and venture capital database, with offices in Seattle, London and New York City.

**OUR VIEW:** If you are researching trends in entrepreneurship, and matters surrounding investment, venture capital and particularly angel investing (an angel investor is an investor who provides money to small start-up operations and entrepreneurs), this is a great resource. It is clear, comprehensive, and filled with valuable data, and charts gathered and analyzed by two very authoritative sources. *Consider this source if you need an overview of trends and activities of angel investors in 2015.* **May 2016**

**SITE:** CB Insights Blog

**URL:** <https://www.cbinsights.com/blog/>

**CATEGORY:** Venture Capital

**PURPOSE:** Provides news, features, analyses, graphs, charts and visualization on start-ups, recent deals, venture capital, innovation, funding for private companies and entrepreneurs and news on emerging industries.

**FEE/FREE:** FREE

**SOURCE CHECK:** CB Insights gathers data on private companies and venture capital funding to provide insights for its clients. It relies on aggregating and analyzing large amounts of data, using machine learning and algorithms to crunch, analyze, and present data and analyses, using data to drive probability-based analyses. The company was founded in 2008 and is headquartered in New York City.

**OUR VIEW:** We have been very impressed with the succinct, catchy, data-driven

articles, analyses and forecasts covering trends and insights on venture capital, startups and emerging industries that CB Insights is able to pull together via its data driven methods. While the main information service is quite expensive, those who want a substantive sampling of what this innovative data focused company is able to do can get an excellent feel by reading its free blog, includes many substantive analyses as well as free data packed charts, graphs and tables. *Consider this site when you need to obtain data driven analyses, insights and forecasts on venture funded private companies and start-up operations. **June 2017***

**SITE:** Crunchbase

**URL:** <http://www.crunchbase.com>

**CATEGORY:** Venture Capital

**PURPOSE:** Crunchbase provides a huge amount of data on new, fast growing, innovative, venture-based and growing companies, especially in the tech center. It also includes data on company mergers and acquisitions, venture capital, key people, recent news, organizational structure and much more.

**FEE/FREE:** FREE (and Fee-based)

**SOURCE CHECK:** Crunchbase is based in San Francisco and was founded in 2007. It gathers information on start-ups, venture funding, public and private companies, industry trends, investments, and provides timely news about hundreds of thousands of public and private companies globally.

**OUR VIEW:** You've very likely come across Crunchbase when doing a Google search on a company, or perhaps as a free and accessible source for VC and funding news and data. But we have increasingly been finding it to also be one of the best overall free company directory/profile sites, as it has detailed information on smaller and private companies that are hard if not impossible to find elsewhere. This includes organizational structure, names, titles and background of key executives, company history, funding sources and more. We particularly appreciate the option to add filters for limiting company searches to certain types of information, as well as pull-down boxes to do AND/OR, and NOT searching. *Consider this site if you need to get some basic information about public or private companies, in the U.S. or elsewhere, particularly if in the tech world, venture funded, and/or well known in its industry. **June 2018***

	Organization Name	Category Groups	Headquarters Location	Description	CB Rank (Organization)
<input type="checkbox"/>	1. Coinbase	Commerce and Shopping, Financial...	San Francisco, California, United St...	Coinbase is a digital currency wallet service that allows traders to buy and sell...	4
<input checked="" type="checkbox"/>	2. Blockchain, Inc.	Financial Services, Payments, Soft...	London, England, United Kingdom	Blockchain is a web-based bitcoin platform that makes using bitcoin safe, ...	8
<input type="checkbox"/>	3. Ripple	Financial Services, Internet Service...	San Francisco, California, United St...	Ripple provides one frictionless experience to send money globally using ...	16
<input type="checkbox"/>	4. TrustToken	Financial Services, Payments, Soft...	San Francisco, California, United St...	TrustToken is a platform to create asset-backed tokens that you buy and sell ...	152
<input type="checkbox"/>	5. Ledger	Financial Services, Information Tec...	Paris, Ile-de-France, France	Ledger develops security solutions for cryptocurrency and blockchain ...	617
<input type="checkbox"/>	6. Naspers	Advertising, Commerce and Shoppi...	Cape Town, NA - South Africa, Sout...	Naspers is a global internet and entertainment group and one of the ...	647
<input type="checkbox"/>	7. Tezos	Consumer Electronics, Financial Se...	San Francisco, California, United St...	Tezos is a new decentralized blockchain that governs itself by establishing a true ...	783
<input checked="" type="checkbox"/>	8. Block.one	Software	-	block.one provides end-to-end solutions to bring businesses onto the blockchain ...	802
<input type="checkbox"/>	9. Uphold	Apps, Financial Services, Mobile, P...	San Francisco, California, United St...	Uphold provides access to a 30+ currencies, 23 FIAT, 8 Crypto and Tokens ...	946
<input type="checkbox"/>	10. Chroniced	Internet Services, Transportation	San Francisco, California, United St...	Chroniced is a technology company leveraging blockchain and IoT to power ...	1,192
<input type="checkbox"/>	11. Origin Protocol	Consumer Electronics, Hardware, S...	San Francisco, California, United St...	Origin is a protocol for creating sharing economy marketplaces using the ...	1,299
<input type="checkbox"/>	12. Cambridge Blockchain	Financial Services, Information Tec...	Massachusetts, United States, Nort...	Cambridge Blockchain provides digital identity enterprise software for financial ...	1,300

**SITE:** The Daily Pitch: VC, PE and M&A

**URL:** <https://www.pitchbook.com/subscribe>

**CATEGORY:** Venture Capital

**PURPOSE:** The Daily Pitch offers news, features, opinion and analyses in the global venture capital, private equity and M&A spheres. It is a fact filled and succinct newsletter, and delivered directly to the subscriber via email.

**FEE/FREE:** FREE

**SOURCE CHECK:** The newsletter is a creation of Pitchbook, a leading data provider and SaaS company covering the VC and corporate deal industry. Pitchbook was founded in 2007 and its US headquarters is located in New York City.

**OUR VIEW:** While subscribing to one of Pitchbook's databases or software packages is extremely expensive, you can obtain many of its insights into corporate deal making by subscribing to its free newsletter. It's filled with well written, succinct and substantive reporting on what's happening in this space, and is an excellent way to keep up with deals and developments. Some examples of stories from its most recent issue include: Amid North Korean Tensions, These VC-backed Companies are Ready for War; Country Focus: France's Private Markets Primed for Further Growth; as well as a listing of new deals and values; benchmarking data, people news; the latest VC deals and more. *Consider this site if you want to keep up with news and trends in the VC space from an insider source. September 2017*

**SITE:** VentureDeal

**URL:** <http://www.venturedeal.com>

**CATEGORY:** Venture Capital

**PURPOSE:** A searchable database of venture-funded transactions going back to 2003.

**FEE/FREE:** FEE-BASED (But 14 day-free trial available to anyone)

**SOURCE CHECK:** VentureDeal, the company behind the creation of this database, was founded in 2006 and is headed by CEO Don Jones. The firm is located in Menlo Park, CA.

**OUR VIEW:** This easy to use but very useful daily updated database contains information on over 2,500 institutional venture capital firms; 23,000 funded technology companies and 75,000 senior executives. Users can create a precise search by using several fields such as investor name, investor type, industry, company name, funding round, transaction type, date, location and more. *Consider this site if you need to research sales leads, venture investor lists and past financial transactions in the venture capital arena. January 2016*

**SITE:** Whogotfunded

**URL:** <http://www.whogotfunded.com/>

**CATEGORY:** Venture Capital

**PURPOSE:** This site tracks and extracts news, developments and discussion on the Web on which companies have recently received venture capital funding.

**FEE/FREE:** FREE (And credit-based subscriptions; need to register)

**SOURCE CHECK:** Whogotfunded is a joint effort between social listening/competitive intelligence firm Digimind and Daedalus, a semantic analysis company. Sources scoured to extract the data includes online newspapers, official company filing sites, blogs, Twitter and digital news sites.

**OUR VIEW:** This unique and intriguing site scans the Web to find and retrieve information on recent venture funding deals. You can browse recent top deals or conduct a keyword search by company name, location, industry or investors to turn up any matches. Data on the covered deals may include the amount of the investment, investor names, location, and key people as well identification of the specific information source. *Consider this site if you need to track news and developments in venture funding. September 2015*

# Webinars

**SITE:** Natural Language Processing: Unlocking New Frontiers in Corporate Earnings Sentiment Analysis

**URL:** <https://tinyurl.com/yb5qylje>

**CATEGORY:** Webinars

**PURPOSE:** This is a one-hour webinar that examines how natural language processing (NLP) can be applied to corporate earnings call transcripts in order to analyze its tone and wording to get a deeper and more complex sense of a company's performance. The event was held on Thursday February 22<sup>nd</sup> at 11AM Eastern Time, but an audio recording was made available by the producer of the event.

**FEE/FREE:** FREE

**SOURCE CHECK:** This Webinar was produced by S&P Global Market Intelligence, the creator of S&P's Capital IQ global financial data collection, aggregation and analysis database. S&P Capital IQ was first launched in 1999, and acquired by McGraw-Hill Inc. in 2004. The company is headquartered in New York City.

**OUR VIEW:** Although this webinar, like virtually all others, is geared to raise interest and sell the products or services of the company, good webinars can provide free solid useful knowledge on a wide range of topics of interest to business researchers. The topic covered here is a particularly interesting area, as it applies the AI-related sentiment analysis technology to the very premium and sought-after corporate earnings report. While it's not certain just how much reliable sentiment and practical actionable analyses can be mined from these reports, it is worth listening to in order to get a sense of how these technologies are being applied and their potential. *Consider this site if you utilize corporate earnings reports and want to learn about a new and technologically-enabled approach to analyzing the company's performance.* **February 2018**

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