### Business Database Assignments

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| Find as much information as you can about a business-related topic.        | • Business Source Premier  
• LexisNexis—Business News and Industry and Market News  
• ABI/Inform (ProQuest)  
• Wall Street Journal—Newspapers (ProQuest) | Employee benefits, cheese production, etc.                               |
| Find as much information as you can about a particular company.            | • Business Source Premier—Company Profiles  
• LexisNexis—Company Profiles | Kraft, Verizon, etc.                                                      |
| Find as much information as you can about a company’s financial standing. | • LexisNexis  
  • Financial Reports  
  • SEC Filings (Annual Reports)  
  • Value Line—Company Reports | Kraft, Verizon, etc.                                                      |
| Find as much information as you can about an industry.                     | • Business Source Premier—Industry Profiles  
• Value Line—Industry Profiles | Apparel, Healthcare, etc.                                                |
| What are a particular company’s competitors? What companies are involved in a particular business? | LexisNexis  
  1. Find SIC Code in Directory  
  2. Do SIC search in Company Profiles | • Some Company Profiles (in Business Source Premier and LexisNexis) name Competitors.  
• LexisNexis uses SIC.  
• Business Source Premier uses NAICS. |
| Find as much information as you can about a current market.                | • Business Source Premier—Market Research Reports and Country Profiles  
• LexisNexis—American Marketplace and World Business Opportunities | Automotive News, Healthcare News, etc.                                   |
| Find as much information as you can about a particular country’s economic status. | Business Source Premier—Country Profiles | Afghanistan, Iraq, etc.                                                 |