



Locating Company Information

About This Guide

This guide explains how to find information about companies using the Library's online business databases.

Business Databases

The Library provides current students, faculty, staff, and administrators access to a substantial collection of online business databases that contain company information. Below is a partial list:

- *Business Source Premier*
- *Hoover's Premium Online*
- *Lexis-Nexis Academic*
- *Marketline Business Information Center*
- *Mergent Online*

How to Access Business Databases

- Begin at the Library Home Page (www.chapman.edu/library).
- Locate the Research area on the right-hand side of the page.
- Click the link for Research/Subject Guides.
- On the Research/Subject Guides Home Page (<http://chapman.libguides.com/index.php>), click on the link for Business in the Browse by Subject box (left-hand side).
- Click the Business/Economics/Economic Sciences Institute (ESI)/HR link.
- Select the Databases tab in the row of tabs that runs across the top of the page.

Using the Business Databases

The Business Databases page is divided up into several text boxes. The General Databases box will contain links to databases that can be useful when beginning your research on almost any topic. The Business-specific electronic resources can be found in the text box named Business & Economics Databases. Most of these databases will allow you to search for company information.

The three databases that have the greatest focus on providing company information are *Hoover's*, *Mergent*, and *Marketline*. These databases have generally similar features, and we will only look specifically at *Mergent*. To enter the *Mergent Online* database, after clicking on the link for *Mergent Online*, click on the Enter Mergent Online button. It can be found on the left-hand side of the *Mergent Online* Home Page. After connecting to the *Mergent Online* database, you should see something similar to the image shown on the back:

This guide is one in a series of "How To" Reference and Instruction Guides created by librarians at the Leatherby Libraries. View the series online at www.chapman.edu/library/reference/guides

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Date created: July 31, 2009. Revised: October 28, 2010.



In the image above, take note of the tiny boxes above the Company Search box. The bottom box (D&B Private Company Database) is grayed-out. That means that you cannot search for information about private companies using this database. You will need to use the *Hoover's Premium Online* database to obtain information about private companies.

Searching in the Mergent Online Business Database

The basic search interface supports searching for company information by the (1) company's name, (2) ticker symbol, (3) CUSIP (Committee on Uniform Securities Identification Procedures), or (4) DUNS Number (Data Universal Numbering System). Let's do a search for information about Google by using its ticker symbol: GOOG. Shown below are the results from this search.

1 Companies Found								
Displaying 1-1								
(ALL)	Company Name	SIC Code	Exchange	Ticker	Active/Inactive	Country	Sector	
<input type="checkbox"/>	Google Inc	7375	NMS	GOOG	Active	United States	Public	

In order to access the full report on Google, click on its name. The full report on Google will look like the image shown below. Detailed information is available by navigating the various tabs.

Google Inc (NMS: GOOG)

Address: 1800 Amphitheatre Parkway Mountain View, CA 94043 United States | Phone: 650 253-0000 | Company Website: www.google.com

Incorporated: September 1998, CA, United States
 Reincorporated: August 2003, DE, United States
 CUSIP: 38209P50
 Auditor: Ernst & Young LLP
 Legal Counsel: Wilson Sonsini Goodrich & Rosati
 Transfer Agent: Computershare Trust Company, N.A., Providence, RI
 Country: United States

Sector: Internet & Software
 Industry: Information retrieval services (SIC 7375)
 Industry: Internet Service Providers (NAICS 518111)
 Number of Employees: 18,835 (Year End Average Staff as of 12/31/2009)
 Number of Shareholders: 90 (approximate record class B common); 2,721 (approximate record class A common) (as of 01/29/2010)

Market Cap: 151,937,662,080
 Revenue: 26,213,679,000
 Net Income: 7,408,075,000
 EPS Basic: 23.34 EPS Diluted: 23.04
 PE Ratio: 15.8035

Company Details | Executives | Ownership | Company Financials | Equity Pricing | Reports | Filings | News | Competitors | Report Builder

Synopsis | Highlights | History | Business | Property | Subsidiaries | Long Term Debt | Capital Stock | Earnings Estimates | Business Segments

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