

Researching Your Employer

A guide to finding company information

PART I – Basic Company Research

Starting Points

Just beginning your company research? You may want to start by locating the following types of information:

- ❑ **Ownership** Is the company public or private?
- ❑ **Profile** Company overview, history, etc.
- ❑ **Financial** Corporate financial information
- ❑ **News** Recent articles about the company

Resources for One-Stop Shopping

Select a company and these resources provide profiles, financials, news and more. Great places to start your search.

[MarketLine](#) (RU restricted)

Provides Datamonitor reports and links to recent news articles.

[Factiva](#) (RU restricted)

Select “Companies/Markets” tab, then select “Company” to search for individual company profiles.

Provides links to latest news stories.

Public companies only.

(Private company profiles only contain latest news links.)

[Mergent Online](#) (RU restricted)

Focuses on financial aspects of public companies.

Includes links to SEC filings and annual reports.

Public companies only.

Hoover’s

<http://www.hoovers.com/free/>

Free content includes links to news and SEC filings.

Other sources:

[ReferenceUSA](#) (RU restricted)

Provides concise company profiles. Includes US and Canadian businesses.

[Business Source Premier](#) (RU restricted)

Click on “Company Profiles” to search for company reports.

[LexisNexis Academic](#) (RU restricted)

Select “Business.” You can search for “Company Profiles,” “SEC Filings” and more.

Yahoo! Finance

<http://finance.yahoo.com/>

WetFeet

<http://www.wetfeet.com/>

Includes brief company overviews and insider guides for a fee. Select “Company Profiles” to start.

Hoover's Handbook of Private Companies. Austin, Tx: Hoover's Business Press, 2004.

Kilmer Library (Livingston)

HF5035.H68 yr. 2004 – REFERENCE

PART II – Targeted Company Research

Digging Up Dirt

Resources that focus on the good, the bad and the ugly of major employers

Responsible Shopper

<http://www.responsibleshopper.org/>

A valuable resource that contains information about well-known, large public corporations. Provides summaries of corporate issues such as labor, discrimination, diversity, fair employment, outsourcing, unionization, and worker benefits. Links to information sources provided for further research and verification.

Public companies only.

GreenBiz

<http://www.greenbiz.com/>

For the environmentally conscious, this web resource focuses on “sustainable business, cleaner production, and the bottom line.” Want to find out if a company has implemented any sustainable business practices or programs? Just type the name into the site search box.

Vault

<http://www.vault.com/>

A career information site. Find information about one of over 4000 companies profiled by Vault, including public, private, non-profit, etc. Vault provides “insider” type information on what it’s like to work for a company, straight from employee’s mouths. While much of the juicier information is reserved for paying members, valuable information can be gleaned from the site’s snapshots and summaries.

Legal Research Tip

If you are looking for a public company’s current legal entanglements, check their SEC filings. The “Legal Proceedings” section of their 10-K lists current cases. Where do you find SEC filings? On the SEC’s website: <http://www.sec.gov/edgar/searchedgar/companysearch.html>.

- You can also access SEC filings via Hoover’s, Mergent Online and LexisNexis.
- **LexisNexis search tip:** Try searching for a company as a “party name” in the “Get a Case” tab to see if you get any hits.

Executive Compensation

CEO Pay Database

<http://www.aflcio.org/corporatewatch/paywatch/>

Click on [Search by Company Name](#) to view the total compensation of CEOs.

SEC

<http://www.sec.gov/>

For salaries of top ranking officers of public companies.

Go to <http://www.sec.gov/edgar/searchedgar/companysearch.html> to search for a company’s Annual Proxy Statement (Form DEF 14A). This filing reports executive compensation in all its gory detail, and may not be for the financially faint of heart.

(The SEC’s page on the subject: <http://www.sec.gov/answers/execomp.htm>)

Rankings and Awards

Fortune Top 100 Lists:

2007: "In good company" *Fortune*. January 22, 2007, vol. 155, issue 1: pp. 94-116.

- 1 Google
- 2 Genentech
- 3 Wegmans Food Markets

2006: "And the winners are...." *Fortune*. January 23, 2006, vol. 153, issue 1: pp. 89-108.

- 1 Genentech
- 2 Wegmans Food Markets
- 3 Valero Energy

Both articles are available via [Business Source Premier](#) (RU restricted)

Baldrige National Quality Program

<http://www.quality.nist.gov/>

Click on [recipients](#) to view award winners and read summaries of company best practices.

Great Place to Work Institute

<http://www.greatplacetowork.com/index.php>

Includes [Best Companies Lists](#). Also ranks medium and small-sized companies.

Forbes Lists

<http://www.forbes.com/>

Select the "Lists" tab and "All Forbes Lists" to select rankings, including:

- 200 Best Small Companies
- 400 Best Big Companies
- America's Best Big Companies / America's Best Managed Companies

Industry Reports

[Business Source Premier](#) (RU restricted)

To easily locate reports on an industry, use the alternate interface for this resource. Click on the blue "Choose Databases" tab and select "**Enhanced Business Searching Interface**," located next to Business Source Premier. Select the button for "Industry" and enter search terms.

[MarketLine](#) (RU restricted)

Click on the "Industries" tab to browse or search.

[Mergent Online](#) (RU restricted)

Includes international as well as domestic industry reports. Select the "Industry Reports" tab for a complete listing.

Yahoo! Finance – Industry Center

<http://biz.yahoo.com/ic/>

Also try [Intel Reports](#) and [Investext Plus](#). These resources contain market research and analyst reports, respectively. (Both RU restricted)

Blogs

Blogs can be a fruitful alternative for finding information about a company. Many current and former employees blog about their employers—whether authorized to do so or not. Companies may also have one or more sanctioned blogs used to communicate with their customers and the public.

Anything found in blogs should be taken with a grain of salt and checked against reputable sources. But you might find up-to-the minute “insider” type information that may not be available in traditional sources.

Corporate Blogs List (from [TheNewPR/Wiki](#))

<http://www.thenewpr.com/wiki/pmwiki.php?pagename=Resources.CorporateBlogsList>

Lists over 100 companies with blogs.

Blog Search Engines:

Google Blog Search

<http://blogsearch.google.com/>

Technorati

<http://www.technorati.com/>

Good Luck!

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