Finding Company Information: Selected Titles and Tips

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Public librarians often receive requests for company information: sales leads, prospective employers, providers of a service, makers of tangible products. For the generalist, it is important to gather some basic information about the company during the reference interview. What does the company do? Is it a public or private company? Where is the company located? What else can you tell me about the company? Finding out as much as possible will allow you to match the patron information need with the appropriate resources. In order to provide information on companies, it is helpful to have an understanding of key terms and concepts: public vs. private, subsidiary vs. parent company, popular name (United Airlines) vs. official name (UAL Corporation). See BRASS Business Guides "Company Industry Research" for more information.

Not all company directories are the same. These selected sources have different angles and strengths. Knowing the nuances will help point people in the right direction.

Standard & Poor's Register of Corporations, Directors and Executives

Good for locating executives of a company.

Ward's Business Directory of Private

Directory of manufacturers. Available by state.

Free Web Sites

The Public Register Online

This free annual report service allows you to search by company name, ticker symbol, industry, sector, and more. Formerly Annual Report Service.

IRIN - Annual Report Resource Center

Search more than 11,000 current and historical annual reports from over 4,700 public companies. Search by ticker symbol or company name. Also provides links to charts and other company informati

SuperPages

Search for U.S. businesses with the online yellow pages. It is possible to search by keyword, business name, street address, zip code, phone number, keyword, and more.

SEC Filings & Forms (EDGAR)

The U.S. Securities and Exchange Commission's EDGAR database contains filings from over 1,000,000 entities (companies and individuals) from 1993 to present.