Find Public and Private Company Information in Mergent Online

The Mergent Online database includes detailed information on public companies, both U.S. and foreign, and private companies. This Internet-based database covers fundamental data on more than 10,000 U.S. public companies and their real-time SEC (EDGAR) filings and 20,000 non-U.S. companies. The private company data includes information on more than 1,000,000 U.S. and international companies.

Accessing Mergent Online

As with all networked electronic databases offered by the Business Library this program is available to all patrons. Patrons may access this program by using one of the many computer workstations in the Business Library in Alan B. Miller Hall or the Peninsula Center in Newport News.

Mason School of Business faculty, staff, and graduate students also may access Mergent Online by using your personal Mason School of Business accounts through the Remote Desktop Connection program. All faculty, staff, and graduate student computers should have the Remote Desktop Connection program installed. If you do not have this program please contact the Mason School of Business Information Technology help desk for assistance.

Other College of William & Mary students, faculty and staff may access Mergent Online by going to the Earl Gregg Swem Library home page at http://swem.wm.edu. Select Databases on the Home page, then Business & Economics in the Categories column. Mergent Online will be on the list displayed.

Using Mergent Online

The program opens with the Basic Search page displayed. U.S. and International companies are already included in any search you do. You may exclude one or more of the initial databases, which are listed on the search page, by removing the checkmark from the check box beside the selected database.
To include private companies ensure the check box next to the D&B Private Company Database selection has a checkmark in it.

The Basic Search page allows you to search by company name (or ticker symbol for public companies), industry code, index, exchange or country.

After selecting the databases you want to search, enter a search term into the data field. Then click on the Go button.

If you want to search a specific industry classification code, index, exchange or country select what you want from the menus and click on the Search button in that section of the Basic Search page.

The search results will include all companies that meet your search criteria.

Search Results Page

If more than one company meets your search criteria you will next be presented with a Search Results page. This page lists all the companies found. Each name on the list is a link that will open the Company Details page for that company. If this list is too long you have the option to conduct a new search within the search results to narrow down the list.

The list on the Search Results page has a column with check boxes for each company that, when clicked on, will select that company for addition to the Company Analysis List. Companies are added to the Company Analysis List by clicking on the Add Currently Selected Companies selection in the Company Analysis List data field menu in the program header. This list, which is included in the My Mergent Tools box, is described later in this article.

Company Details Page

The Company Details page is the main repository of information for each company. The page has ten tabs, each of which has secondary menu bars. The tabs are: Company Details, Executives, Ownership, Company Financials, Equity Pricing, Reports, Filings, News, Competitors, and Report Builder.

Each tab will open a page with information specific to that tab. For instance, the Company Details tab opens with a page of general information. This tab also has a menu with ten items: Synopsis, Highlights, History, Business, Property, Subsidiaries, Long term Debt, Capital Stock, Earnings Estimates, and Business Segments.

Each of the menu selections will open a new page with the selected information displayed. The titles of the tabs and menu selections give you an idea of the variety of data provided by this database.

The Reports and Report Builder tabs will open pages with a selection of reports that are available. The Report Builder feature allows you to design reports with your selected elements.

Company Analysis List

By adding companies to the Company Analysis List you may run some reports on those companies. The reports available are Company Comparison Report and Multiple Company Report. These reports are similar in format to the reports available in the Company Details page. However, the reports in the Company Details page pertain to the company presented in the Company Details page. The reports in the Company Analysis List feature will cover many
companies, depending on how many you have put into the list and which ones you select for each report.

The **Company Comparison Report** selection opens the Comparison Report Criteria Selection Screen. This screen allows you to select the companies to be included in the comparison and the elements of the report.

The **Multiple Company Report** uses a similar layout for company and report element selection. The companies selected in the Company Analysis List will be included in the report using the elements you selected in the report form.

**Country Profiles**

Another feature of Mergent Online is Country Profiles. The Country Profile feature may be accessed from the Basic Search Page, Search Results Page and the Company Details Page. Each profile includes a map and multiple pages, usually 20 or more, of information about the country.

**User Guides**

As with all electronic databases in the Business Library, there is a user guide available to help you find the information you are looking for. User guides for this program are located in the Business Library, Peninsula Center and also electronically on the Business Library web site databases page (http://mason.wm.edu/about/library/databases). The user guide for this database is http://mason.wm.edu/about/library/documents/mergentonline.pdf.

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**Databases Available Through the McLeod Business Library**

The following databases are available through the McLeod Business Library database server. The server is accessed through the Remote Desktop Connection program. All public access computers in the Business Library are set up to access these databases. Mason School of Business faculty, staff and graduate students may access the database server through the Remote Desktop Connection program on their own computers.

The access requires the use of the Mason School of Business account information.

Each database has a user guide designed to assist our patrons to use the databases that are available in the McLeod Business Library. All guides are in Adobe Acrobat PDF format.

**Accounting Research Manager** | [User guide](http://mason.wm.edu/about/library/documents/mergentonline.pdf)

CCH's Accounting Research Manager is a comprehensive online database of analytical accounting and SEC information as well as primary source data. The program is updated daily and provides current, complete and objective resource materials for your financial reporting needs.

**Baseline** | [User guide](http://mason.wm.edu/about/library/documents/mergentonline.pdf)

Baseline is an Internet-based database that presents financial information in a visually revealing, graphical framework that delivers instant insight into the strengths and weaknesses of stocks and portfolios. The application provides users with a comprehensive source for financial information and analytics.
Bloomberg
The Bloomberg Professional® service is an interactive financial information network. This service integrates data, news, analytics, multimedia reports and e-mail onto a single platform. An intrinsic feature of this program is its analytic ability, helping clients understand the markets by means of real-time tools. More than 1,000 data analysts maintain the data feed to the Bloomberg Professional service.

Business Monitor Online | User guide
Business Monitor Online provides coverage of country markets across North America, Asia, Latin America, Europe, the Middle East and Africa. The program features intra-daily news analysis; political and economic risk assessment; strategic views on currency and debt developments; systematic macroeconomic forecasts over a 5-year horizon; country-comparative risk ratings, and rigorous benchmarking of the business environment.

Checkpoint | User guide
Resource of full tax libraries and tax news. Includes complete libraries of federal, state, local, and international tax research materials. Also included are RIA's analysis, daily updates of rulings, WG&L treaties, and tax analysis. One of the most complete web-based tax research databases available. Entire spectrum of tax information including complete tax law, expert analysis, treatises, tax-related news, tax cases and rulings, and more.

Choices 3 | User guide
The Choices3 CD-ROM from Simmons Market Research Bureau allows you to explore a single source measurement of major media, products, services, in-depth consumer demographic characteristics figures and statistics. The CD-ROM contains a wealth of marketing data collected from a comprehensive survey of about 30,000 American adults, which has been projected to reflect the general population. The Simmons National Consumer Study (NCS) is an annual survey of consumer buying habits and preferences, coordinated with demographic characteristics and with media usage and audience. There are about 5,000 questions with 50,000 possible answers. The primary purpose of the study is to assist marketing and advertising researchers in planning and analyzing market strategies. The Choices3 program makes the effective use of this complex set of information easy and fast.

Datamonitor 360 | User Guide
Formerly MarketLine, Datamonitor 360 offers company, industry, country and product intelligence. This includes SWOT analyses, 30,000 company analyses, company financials and executive biographies, more than 300 industry profiles in 215 markets and 25 regions, 215 countries, and 145 product categories. The program includes business strategy reports including more than 1000 strategic and management reports. A daily news feed is also included.

EBSCOhost Business Source Complete | User guide
EBSCOhost provides full text for more than 2,950 business journals. This program includes the Business Source Complete database. EBSCOhost also offers full text articles (in .pdf format) for more than 300 of the top scholarly journals dating as far back as 1922. You may search the database using basic or advanced scholarly journals dating as far back as 1922. You may search the database using basic or advanced searching supported by Boolean logic. There are also natural language, enhanced subject indexing and journal searching features.

Factiva | User guide
Factiva is a joint venture between Dow Jones & Reuters. The database includes global content
with the Dow Jones and Reuters Newswires as well as the Wall Street Journal. Factiva offers multiple language interfaces and multilingual content covering nearly 8,000 sources.

**Faulkner's Advisory for IT Studies (FAITS) [User guide](#)**

Faulkner’s Advisory for IT Studies (FAITS) is a web-based database that contains a virtual library of reports covering technology areas such as IT infrastructure, telecom, data networking, wireless communications, security, enterprise systems, and the Internet and World Wide Web, as well as technology vendors. FAITS also has convenient links to major online technology and business news resources. The service also provides direct links to online bibliographic resources.

**First Research [User guide](#)**

First Research is a leading industry intelligence database. This program provides industry profiles with information synthesized from hundreds of sources. Each industry profile is updated quarterly.

**Hoovers [User guide](#)**

Business-oriented perspective on topics such as company and industry information, money management, career development, news, and business travel. Includes company profiles, lists of competitors, key people, competitive landscapes, comparison data, detailed annual financials, detailed quarterly financials, historical financials, and market data.

**MarketResearch.com Academic [User guide](#)**

MarketResearch.com Academic offers access to previously unavailable market research reports. Students now have access to a fully searchable and browse-able repository of market research reports on dozens of topics. MarketResearch.com Academic provides:

- Internet access to more than 500 market research studies.
- The same reports used by key executives worldwide.
- Full text version of every report.
- Daily updates with new reports.
- Graphs, tables and charts in many reports.
- Over $1,000,000 worth of business intelligence.
- Hundreds of MarketLooks.

**Mergent Horizon [User guide](#)**

Mergent Horizon provides patrons with the capability for finding, filtering and organizing information about companies and industries. Coverage is provided for the more than 6,200 companies that are actively traded on the NYSE, AMEX and NASDAQ. This includes enhanced details on the 3,700 companies in the Healthcare, Technology, Media and Finance sectors.

**Mergent Online [User guide](#)**

The Mergent Online database has fundamental financial information on more than 60,000 global publically traded companies. Formerly Moody's Financial Information Services, Mergent has been publishing detailed business descriptions, corporate histories and financial statements since 1900. There are more than 15 years of financial statements included in the Mergent Online database. Mergent Online also maintains data on 1,000,000 private companies worldwide.
Mergent WebReports | User guide
Includes company annual reports, prospectuses, industry reports and other company related documents in PDF image formats. Access more than 300,000 documents covering over 50,000 global companies from over 100 countries.

Mintel Oxygen | User guide
Mintel Oxygen is a series of research reports covering the U.S. and European marketplace. Each market research report combines data and analysis of the competitive landscape, market-share analysis and consumer profiles. Complex demographic issues are divided into concise sections explaining consumer behavior and demonstrating the structure of the market.

Morningstar Direct | User guide
Morningstar Direct is a web-based research platform that connects institutional investment professionals directly to Morningstar's full universe of investment research and data (including current and historical). The program equips the user with highly customizable tools for selecting, developing, and monitoring investments.

OneSource | User guide
OneSource Global Business Browser is an Internet-based reference service from the Library Division of infoUSA. The site was designed for use as a reference tool in libraries. The OneSource database is accessed by first opening the Reference USA database and then selecting International Businesses from the Reference USA home page. The OneSource database has information on more than 3 million international businesses from the United States and around the world.

Plunkett Research Online | User guide
This database offers intelligence, industry trends, statistics and market research. Search results may be presented in a variety of report formats. Plunkett Research Online has more than 30 industry sectors organized in industry research centers. Each research center includes a search function, links to statistics, and a market research and trends page.

ProQuest ABI/INFORM Global | User guide
ProQuest online information service provides access to thousands of current periodicals and newspapers that you can search or browse. ProQuest’s articles are copyright-cleared which means that you may copy, e-mail, or print them. ABI/INFORM is a database covering business, management, economics and a wide range of related fields. It provides abstracts of material from 1971 onwards and full text (various formats) from 1986. Not all journals are available in full text. ABI/INFORM Global now offers the full text of more than 900 premium business journals.

ReferenceUSA | User guide
Reference USA is an Internet-based reference service from the Library Division of infoUSA. The site was designed for use as a reference tool in libraries. The Reference USA database contains detailed information on more than 14 million U.S. businesses and 1.3 million Canadian businesses. Business information is compiled from the following public sources: more than 5,200 Yellow Page and Business White Page telephone directories; annual reports, 10-Ks and other SEC information; federal, state and municipal government data; Chamber of Commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories; and postal service information, including National Change of Address updates.
Research Insight (Compustat PC Plus) | User guide
This software provides an efficient means of conducting research via data queries, retrieval, manipulation and analysis. Includes annual and quarterly income statements, balance sheets, cash flow statements, statistical and market information for publicly-held U.S. and Canadian corporations. Places a wealth of financial data, company reports, performance graphs, and documents at your fingertips. Access more than 160 pre-defined reports and company performance charts including financial statements, market summaries, forecasts, and total returns, sales growth and price and earnings momentum.

The COMPUSTAT (North America) database contains up to 20 years of annual, 12 years of quarterly, seven years of business and geographic segment, and 240 months of stock prices and dividend data. With fundamental financial and market data for more than 10,300 U.S. and Canadian companies, the North America database makes it easy to analyze the domestic market. The database also contains data for more than 7,600 inactive companies that no longer file with the Securities and Exchange Commission due to a merger, liquidation, bankruptcy, etc.

Standard Rate and Data Service (SRDS)
The SRDS database of media rates and information catalogs more than 100,000 U.S. and international media properties. Each listing is verified up to 20 times per year and more than 21,000 listing updates are made every month. SRDS provides accurate, up-to-date media information — including detailed ad rates, dates and contact data. These databases allow you to search, create contact reports and obtain additional information with direct links to media kits and audit statements.

Thomson One Banker | User guide
Thomson One Banker is an Internet-based analytics tool that combines source data, flexible universal searching, and instant charting to give you the data and tools for in-depth research. Thomson One Banker provides up-to-the-minute data that is fully accessible. This tool is a key link to important intelligence on corporate, industry, and market financials. It includes historical research and statistics as well as forecasts. Thomson One Banker gives you access to company and market intelligence from the leading industry authorities, such as Datastream, Worldscope, Extel, I/B/E/S, Standard & Poor’s Compustat, SEC, Interactive Data Corporation, ILX Systems, and Global Access.

Value Line Investment Analyzer | User guide
Value Line Investment Survey Online | User guide
Comprehensive source of information and advice on approximately 1,700 stocks, more than 90 industries, the stock market, and the economy. Similar to the printed version, the electronic version has three main sections:

- **Summary & Index** contains an index of all stocks in the database as well as many up-to-date statistics. It also contains a variety of stock "screens" designed to identify companies with various characteristics.

- **Ratings & Reports** have one-page reports for each company in the database. Each company report includes Value Line’s Timeliness, Safety, and Technical ranks, financial and stock price forecasts for the coming 3 to 5 years, and an analyst’s written commentary.
Selection & Opinion is a weekly newsletter that contains Value Line’s latest economic and stock market forecasts, write-ups of interesting and attractive stocks, model portfolios, and financial and stock market statistics.

**WRDS -- Wharton Research Data Services | User guide**
Wharton Research Data Services, or WRDS, is a web-based data management system that allows faculty and students to retrieve information from a wide variety of financial, economic, and marketing data sources.

**New and Updated Books and Serials in the Business Library**
The McLeod Business Library has added some new books and updated several serials in the collection. Please refer to the gray section, New and updated books in the Business Library, below for a listing of these items.

*Hoover’s handbook of world business* profiles 300 major global enterprises. It is divided into four sections. The first section is a short explanation of how to use the handbook. The next section is a “List Lover’s Compendium” that lists companies in a variety of ways. Some examples are: the 100 largest companies by sales, the 100 most profitable, the 100 largest employers, and the world’s 100 largest public financial companies.

Next is the list of companies. Each profile is about a page in length and includes a description, history, list of executives some financials and more.

The last section has some indexes that group the companies by industry and headquarters location. The last index lists company executives.

The next book is *Hoover’s handbook of American business*. This book offers profiles of 750 major U.S. companies. These companies were chosen because of their important role in American business. Hoover’s researched all companies and organizations in the book and contacted many of the companies so the company could provide information. The book is intended to provide its readers with accurate and authoritative information.

Next is a set of six books. These are the *CFA (Chartered Financial Analyst) program curriculum: Level I, 2011*, volumes 1 through 6. The volume titles are: *Volume 1: Ethical and professional standards and quantitative methods; volume 2: economics; volume 3: financial reporting and analysis; volume 4: corporate finance and portfolio management; volume 5: equity and fixed income; and volume 6: derivatives and alternative investments.*

This program curriculum is organized into ten topic areas, with each topic divided into one or more study sessions. These materials are designed to be used in a CFA program. The books provide information on how to enroll and set up your study/exam schedule.

The updated serials includes *The adweek directory, 2011: the directory of U.S. advertising agencies, public relations firms, media buying services and specialized marketing companies.* This serial, which is updated annually, lists, in addition to the organizations listed in the title, specialty shops offering recruitment, healthcare, ethnic specialty, interactive, out-of-home, and other services. Each listed firm has full contact information, parent/affiliate office information, organization type, services offered, fields served, year established, and the number of employees, personnel and accounts.
Another serial is *The brandweek directory, 2011: the directory of U.S. brand-name products and services and their marketing companies*. This directory is organized alphabetically by brand name and includes three cross-referencing indexes (Product/Services Index, Brand Marketer Index, and Geographical Index). Entries include key brand marketing personnel and corporate executives, location, phone and fax numbers, and other information.

*Mergent’s handbook of NASDAQ stocks* is a serial that provides access to key financial statistics on companies listed on the NASDAQ Stock Exchange. This is a quarterly publication that includes market data, performance ratios, stock prices, and dividend information in addition to recent quarterly results and future prospects.

*Mergent's handbook of common stocks* provides access to basic financial and business information on more than 900 stocks that are included in the Russell 1000, S&P 500, S&P 400 and Mergent’s Dividend Achievers. This is a quarterly publication that includes price charts, statistics and analyses.

### New and updated books in the Business Library


**BUS. LIB. HG4928.5 .C482 2011 vol. 1-6**


**BUS. LIB. HG4009 .H66 2011**


**BUS. LIB. HG4057 .A28617 2010**


**BUS. LIB. HF6182 .U5 A387 2011**


**BUS. LIB. HF6182 .U5 A39 2011**


**BUS. LIB. HG4921 .M67 Winter 2010-2011**


**BUS. LIB. HG4921 .M67 Winter 2010-2011**

### Electronic Catalog

All reference materials in the McLeod Business Library are listed on the Earl Gregg Swem Library electronic catalog (http://lion.wm.edu/uhtbin/webcat). To find books held by the Business Library, narrow your search while using the Library Catalog by selecting **McLeod Business Library** from the **Library** data field on the search page. This
will ensure that only materials held in the Business Library are searched and displayed on the results page.