Research public and private companies information in the 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 students may also access Mergent Online.

New books added and serials updated

The McLeod Business Library has added some new books and updated several serials to the collection. Please refer to the sidebar, New and updated books and serials in the Business Library collection, for a listing of these items.

The first new book, 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 ma-
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.

Left. The components Selected on that will company Above. The company with ten generated...
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
- 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 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 at http://mason.wm.edu/about/library/database.

Left. The Report Builder from the Company Details page. Using the data fields on this page you can create a report with selected data elements. The various elements are included in the expanding table of contents in the Select Data Items data field. Clicking on the plus signs will open the list for that item. As you highlight items click on the arrow button to move the items to the other data field. When ready, click on the Create Company Report button to generate your report.

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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 include 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.

Electronic Catalog
All reference materials in the McLeod Business Library are listed on the Earl Gregg Swem Library electronic catalog (http://lion.wm.edu/uh/bin/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 file on the search page. This will ensure that only materials held in the Business Library are searched and displayed on the results page.