



Finding Information About Companies

Resources for Business 245 Stock Market Assignment

<http://library.cuesta.edu/webres/classres.htm>

Finding the Annual Report

An Annual report is a company's comprehensive financial and operational document. It reflects how a company wants its stockholders and the public to perceive it. It is an excellent source for current information on the company, and for where the company says it is going. Find the annual report on the company's Web page. Most businesses have online versions of the report to read or download in PDF. To find a company's home page, go to Google, Yahoo, Firefox or other search engine. The company's home page will have links to investor information and financials.

Finding Current Articles

All library resources are available through the myCuesta portal. Select the **Resources** tab at the top of your myCuesta page. The Library channel is on the left. Under **Databases**, choose the database you want to use.

Journal and newspaper articles on companies will give you the most current information available. They are invaluable for your report. You can find articles in the following databases from Cuesta Library's home page:

1. **EBSCOhost** (<http://libdata.cuesta.edu/database.htm>). An online journal/magazine database with many full text articles

There are two ways to use EBSCOhost for good results.

First, from the basic search screen, type in your company's name and check the **Full Text** box. This will give you a list of articles, starting with the most recent ones. For better results, combine your company's name with something else you want to know (i.e. **Google AND CEO** or **Microsoft AND competitors**). This will narrow and focus your search.

Second, from the search screen, choose the **Subjects** tab at the top of the page, then type in the company name. Look for the main listing for your company, which should show hundreds of articles. Choose **periodicals** and then **trade journals** and scroll through the list for useful articles (Skip the newspaper references, since they will not be full text in *EBSCOhost*).

2. **National Newspaper Index** (<http://libdata.cuesta.edu/database.htm>). An online newspaper database with full text
Under **Databases** choose *ProQuest NNI*. Type in your company name for articles from 5 national newspapers, including the *Wall Street Journal*. Always check the **Full Text Documents only** box. You can also choose a time period from the drop-down box.

Stock Prices

Go back one year to find out how your company's stock is doing. Use an online financial site such as **Yahoo! Finance** (<http://finance.yahoo.com/>), or **Google Finance** (<http://finance.google.com/>). When tracking a stock online, check the listing after 1:00 PM, because the New York Stock Exchange closes at 4:00 pm EST (1:00 pm PST).

Chart Your Stock Chart your company by pulling the graph from your finance page. This makes it easy to see how your company's stock has performed over time.

Trading symbols and abbreviations for publicly owned companies are found on the Internet at:

New York Stock Exchange - <http://www.nyse.com/>

Yahoo! Finance - <http://finance.yahoo.com/>

Internet information on companies can be found on the company's own website ("http://www.companyname.com"), or at one of the following sites:

- Yahoo! Finance - <http://finance.yahoo.com/>
- Daily Stocks - <http://www.dailystocks.com/>
- Google Finance - <http://finance.google.com/>

Long Island U. Center for Business Research (<http://www.liu.edu/cwis/cwp/library/cbr/cbrvl.htm>)
This page has hundreds of links to business sources.

Stock Performance and Trends

1. *Value Line Investment Survey*. **Located at Reserve Desk.** *Value Line* is updated weekly, has very current financial information, and is useful for your report. It looks hard to use, but go online to the *Exploring Value Line* page (http://www.valueline.com/ed_vlpage.html). It contains a good tutorial. Go into *Value Line University* from this page for more investment information. You can find information on your stock performance from the sources listed below, which you have already found.
2. Your company's annual report - The annual report has useful financials.
3. Your company's home page - You can get some financial information here as well.
4. Yahoo! Finance (<http://finance.yahoo.com/>) – has current and past performance as well as other information.

Useful Reference Books in the Cuesta Library

Overviews of Companies are found in the **Reference** section of the Cuesta Library:

Hoover's Handbook of American Business, 2008 (ref HG 4057 A28617) contains basic financial information, company history, competitors, and contact information. These handbooks are very useful, and are issued annually.

Company Histories are found in the multi-volume set:

International Directory of Company Histories (ref HD 2721 I5x). The San Luis campus has over 50 volumes of information on companies. These books allow you to read about the background of the company and its original mission statements. Have the current company policies fulfilled the promises of the past?

Finding Books in the Cuesta Library

Go to your myCuesta page to find current business books. Select the *Resources* tab for the Library channel. Beneath **Find a Book**, choose 'For eBooks search NetLibrary'. This brings up the NetLibrary home page. Find recent full-text eBooks by typing any of the following keywords in the Search Box:

Stock market,
Stocks,
Investments
Stock exchanges.

Bibliography

References for your paper should be properly formatted. When researching, be aware that you will need to create entries for your bibliography. Ask your instructor how he or she wants you to cite your sources.

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