



## Finding Information About Companies

### Resources for Business 245 Stock Market Assignment

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

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#### 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](#), [Bing](#) 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 remotely through myCuesta. Select the **Resources** tab at the top of your myCuesta page. The Library channel is on the left. **Under Find an Article: Databases**, choose the database you want to use. The library home page is available remotely as well. 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:

1. [EBSCOhost](#). An online journal/magazine database with many full text articles  
There are two ways to use EBSCOhost for good results.

First, choose *Ebsco* from the Databases list. Then, 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 Core](#). An online newspaper database with full text.  
Under **Databases** choose *ProQuest NNC*. 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 two years 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://www.google.com/finance>). 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 graphs 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:

[Google Finance](#) (<http://www.google.com/finance>)  
[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/) (<http://finance.yahoo.com/>)

[Google Finance](http://www.google.com/finance) (<http://www.google.com/finance>)

[Long Island U. Center for Business Research](http://www2.liu.edu/cwis/cwp/library/cbr/cbrvl.htm) (<http://www2.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 only at SLO City-County Libraries.** Due to budget cuts, Cuesta no longer gets *ValueLine*. *Value Line* is updated often, has very current financial information, and is useful for your report. It looks hard to use, but go online to the *Using Value Line* page ([http://www.valueline.com/Tools/How\\_To\\_Use\\_Value\\_Line\\_Pages.aspx](http://www.valueline.com/Tools/How_To_Use_Value_Line_Pages.aspx) ). It contains a good tutorial on how to read a Value Line report. You can find information on your stock performance from the sources listed below, which you have already found. Some of the companies on your list will have their most recent reports listed under [Dow30](#). If so, you can access these online at <http://www3.valueline.com/dow30/index.aspx>
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

Background information about your company is 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.

This subject guide is available online at the URL listed at the top. Access is from your myCuesta page.