

BUSINESS 130: COMPANY SEARCH

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Citrus College Library

<http://www.citruscollege.edu/library/>



FIND THE COMPANY HOME PAGE ON THE WEB

<http://google.com>

1. "Use quotations for phrases" in Google.



2. Select the correct home page for the company, not some secondary site. It's usually the first one.



3. The most helpful links for company information are often found **at the bottom**.

Look for these links:

- About Us
- Careers
- Company info
- Contact Us
- Customer Service
- FAQs (Frequently Asked Questions)
- Investors
- Overview
- Profile
- Values

Look for this information:

1. Mission Statement
2. History
3. Basic Financial Information
4. Company Sponsorships
5. Social Responsibility Strategy (Sponsorships, ethics, environment)
6. Human Resource Policies
7. Describe Products / Services
8. Pricing Strategy
9. Promotional Strategy
10. Distribution Strategy

[Security & Privacy](#) | [Terms of Use](#) | [Wal-Mart Credit Cards](#) | [Join Our Affiliate Program](#) | [Site Directory](#)
[Store Finder](#) | [SAM'S Club](#) | [About Walmart.com](#) | [Careers at Walmart.com](#) | [Wal-Mart Associates](#)

LEXIS-NEXIS: ACADEMIC: Company Info & News

<http://www.lexisnexis.com/us/>

Warning! To Connect from Home: First, each semester, get a new personal "STUDENT LOGON" (User Name and Password) in any computer lab (IS 107, MA 129) or Library AV Desk, floor 2.

TO CONNECT FROM HOME:

1. From the library's Home Page <http://www.citruscollege.edu/library/>
2. Click on **Off-campus access**

TO SEARCH LEXIS-NEXIS for COMPANIES

1. From the Library's Home Page <http://www.citruscollege.edu/library/>
2. Click on **Lexis** (under **Quick Links**)
3. In the top left corner, in red, click on **Business**
4. In the right panel, note that you are in **Company Dossier**. (Later try other categories.)
5. In the search window next to **Company Name**, type your company name.
6. Click **Search** or press **Enter**.

LexisNexis[®] Academic

Start | Sign Out | Contact Us

Search Sources

General News Legal Business People

Company Profile

Company Name(s) Wal-Mart Stores Inc Search

Find Company Names...

Ticker

Enter Search Terms

Terms and Connectors Natural Language

Enter a question, a sentence, or a few descriptive terms. Use quotation marks for an exact phrase. Do not use wildcard characters such as ! or *.

Add keywords (Index Terms) to your search...

Terms and Conditions

Use of this service is subject to Terms and Conditions

Business Searches

- > Company Dossier
- > Dossier Create a Co List
- > Dossier Compare Companies
- ◀ Company Profiles
- > SEC Filings
- > Accounting
- > Country Profiles

LexisNexis[®] Academic

Return to Company Searches | Start | Sign Out

Company

Reports Edit Search | New Search | Return to Results

Snapshot WAL-MART STORES INC

Print Download Selected Docs

Type: Public - Parent

Address: 702 SW 10th St. Bentonville, Arkansas 72716 United States

Phone: 1 (479) 273-4000

Fax: 1 (479) 273-4053

Ticker(s): WMT

Exchange(s): New York Stock Exchange

E-mail: cserv@wal-mart.com

Internet: www.walmartstores.com

Employees: 1,900,000

Primary SIC Code: Variety stores (5331)

Primary NAICS Code: All Other General Merchandise Stores (452990)

Secondary SIC Codes: Toys and hobby goods and supplies (5092) Groceries, general line (5191) Tobacco and tobacco products (5194) Misc. general merchandise stores (5299) Grocery stores (5411) Family clothing stores (5651) Eating places (5812) Catalog and mail-order houses (5961)

Secondary NAICS Codes: Supermarkets and Other Grocery (except Convenience) Stores (445110) Pharmacies and Drug Stores (446110) Department Stores (except Discount Department Stores) Warehouse Clubs and Supercenters (452910) Full-Service Restaurants (722110)

3. Choose from the result list the most likely company name.
4. Scroll through the long document to get financial information, competitors, brand names, etc.

TO SEARCH LEXIS-NEXIS for NEWS

LexisNexis[®] Academic

Search Sources

General News Legal Business People

News

Enter Search Terms

Terms and Connectors Natural Language

wal-mart Search

In the Headline And

problem! or controvers!

Anywhere in the document And

Anywhere in the document More...


Add Index Terms [+ Show]

Select Sources News, All (English, Full Text)

CITRUS COLLEGE LIBRARY WEB RECOMMENDATIONS

1. From the library home page <http://www.citruscollege.edu/library/>
2. Click on **Links by Subject**
3. Click on **Business Information**

Citrus College Library



SEARCH:
 Databases / Articles
 Off-campus access
 eBook Catalog
 Journal Titles
 Audiovisual Catalog
 Course Reserves
 Other Libraries

QUICK LINKS:
 SEARCH CATALOG
 ADVANCED SEARCH
 EBSCO
 SIRS
 LEXIS
 CQ
 GALE

EXIT TO:
 Web Registration | Appt
 Web Grades
 Blackboard | Logons

RESOURCES:
 English 101
Links by Subject
 Research Guides

Citrus College Library

INTERNET RESOURCES SUBJECT GUIDE

Art	Business Information	Careers & Jobs	Colleges & Financial Aid	Communications, Research & Writing
Country Information	Dictionaries, Encyclopedias & Reference	Film & Performing Arts	Government & Law	Graphics & Maps
Health, Nursing & Cosmetology	Internet Tutorials	Literature, Languages, Philosophy, Religion	Media, News Sports & Weather	Multicultural Resources
History, Psychology & Social Sciences	Hot Sites			
Hot Topics: Links Hot Topics: Books	Music	Sciences	Search Engines	Statistics
	Cybraries	Journal Article Indexes	OwlBookstore	

4. Select links under **Companies & Commodities** or **Industry Information**.

<http://info.citruscollege.com/library/Business.htm>

Citrus College Library


BUSINESS
 Dictionary of Accounting and Dictionary of Business
 Citrus College (CITD) Center for International Trade Development
 Harvard Business School Web links
 Lexis Nexis Academic Universe

Companies & Commodities	Industry Information
Annual Report Gallery	NAICS Codes
Companies Online	SIC Code lookup
Corporate Information	Fuld Internet Intelligence Index
Edgar Online	Harvard Business School Research Guides
Hoovers Online	Hoover's Industries
IBM Patent Server	Industry Link
SEC Edgar:Corporate Info	Valuation Resources

SEARCH FOR BOOKS

<http://www.citruscollege.edu/library>

Use "and" between 2 words to avoid a phrase search.



SEARCH BOOK & AV CATALOG:


WORD

FIND COMPANY INFO IN MAGAZINE ARTICLES

EBSCO <http://search.epnet.com/login.asp?profile=web>

Academic Search, MasterFILE, & Business Source Premier

Together, these 2 databases offer over 4600 full text periodicals (some from 1985), plus over a 1000 more that are indexed only.

1. From the library's Home Page, www.citruscollege.edu/library
2. Click on **EBSCO** (under **Quick Links**, under the middle picture).
3. From home: User Name: **citruscc**; Password: **library**
4. Scroll down to add **Business Source Premier** (2300 fulltext magazines), by checking the boxes next to the titles.
5. Click **Continue**, at the bottom or top of the screen, or press **Enter** on the keyboard.
6. Use the following examples to design the search strategy.
7. To e-mail an article, select the article's full text form, and then click 



SEARCH TIPS:

1. Use singular nouns; EBSCO will search for both singular and plural forms.
2. Use an asterisk * for all forms of a word.
3. Note the left panel to narrow with additional descriptors.
4. Narrow with additional keywords &/or
5. Click the down arrow for TX All Text to get more hits.
6. Click the down arrow to sort by date.