Business Resources: Hoover's Online

Hoover's Online offers reliable and comprehensive business intelligence on millions of companies, contacts, and hundreds of industry segments. Whether you are researching companies and industries, generating leads, or comparing competitive strategies, *Hoover's* data and analysis provides some of the most up-to-date business information available.

To access *Hoover's Online*, begin on the UNB Libraries home page www.lib.unb.ca, select the Article Databases tab, go to "Browse for databases by title," scroll down to H, and choose *Hoover's Online* from the alphabetical list, click GO and then click the title *Hoover's Online* to open the resource. You can also access *Hoover's Online* from the Business Administration Subject Guides page by going to "View All Results."

You can search *Hoover's Online* for companies, industries, and people.

To search *Hoover's* for companies, simply select "Companies" category in Search Box and type in the company name. I will select "Companies" and then search for Apple Inc. *Hoover's* gives you a wealth of material about the company including its competition. Right away, you can identify the company type, whether it is public or private. You will also notice that beside the official company name, you can see the ticker symbols of the stock exchanges where a public company's stock is traded around the world. The ticker symbol is the code name used on a particular stock exchange to identify particular shares. The ticker symbol for Apple Inc. on the NASDAQ, for instance, is AAPL. The ticker symbol for Apple varies according to the exchange where the company stock is traded. You can use *Hoover's* to quickly identify at which exchanges across the world a given company stock is traded.

Let's go back to our search results for Apple Inc. The Company Index dashboard organizes your access to a wealth of company and industry information in the form of clickable links. Under financial listings, for instance, you can find a Financial Summary, a Balance Sheet, Cash Flow, Income Statement, Historical Financials, and SEC Filings. The competition link gives you "Competitive Landscape" and "Competitors List." The "Competitors List" is a great feature that allows you to compare industry competitors. We can select up to three companies, for instance, Blackberry, Samsung, and LG, and *Hoover's* will generate a competitive landscape for these companies including annual sales, employees, market cap, and more. If you don't select any companies, the database will default to its own choice of competitors and display these results.

You should also know that *Hoover's* is a very effective discovery tool for the true identity and ownership of a company, which can be of great help when you are having trouble finding information about a company.

If you can't find a listing for your company, first, double check the spelling of your company. Second, check whether your company might be a subsidiary or division of a larger parent company. For instance, if we look up Ben & Jerry's as accompany we find out that it is in fact a subsidiary of Unilever.

Third, check if your chosen company is private; it will likely be more difficult to find financial information. Keep in mind that public companies are mandated by the government to provide their financial data to investors. Private companies do not have to provide financial data as they are not traded on a public stock exchange. For instance, if we look up J. D. Irving, *Hoover's* indicates that it is a private company. Notice that a lot of the information in the Company Index dashboard is grayed out. We can still, however, get basic financial information in the Financial Summary. When we try to take a look at the Balance Sheet, *Hoover's* tells us that this information is not available.

For more detailed company financials, see the following databases:
-Infomart (Canadian companies)
-Mergent Online (U.S. and some international companies)

For specific database help, visit the UNB Libraries' Research Help Desk or contact us via text, e-mail, phone, or web chat.