



Company Search for an Internship or Job Search: Information from Folsom Library

Public Companies

- Sell shares to the general public.
- Are regulated by the Securities and Exchange Commission (SEC).
- Must make a public report of information on many items, including financials, subsidiaries and executive compensation.
- *Are much easier to research than private companies.*

Private Companies

- Can be well known such as L.L. Bean.
- Can be large such as Cargill, Inc.
- Can be long-established such as Ghirardelli which was founded in 1854.
- Are privately owned or held.
- Do not have to disclose financial information or file with the SEC.
- *Are much harder to research than public companies*

Search for Cargill, Inc. Its headquarters is in Minnesota. Is this company public or private?

- Go to <http://library.rpi.edu/>. Click on subject resources/reference tools tab. > Management, Business and Economics (General) > companies tab. > Business and Company Resource Center.
- Click on the *Company* button. In the Company Name or Ticker Symbol search box, enter keyword, *cargill*, Click on the *Search* button.
- Click your *company name from the search results*. The company's profile will display. **See the Features field to determine if the company is public or private.**
- The company's URL is included in the profile. Click on the company's URL and its website will open in a separate window.
- Close the company website window. See the left frame for links to articles about Cargill.

Find Cargill's Competitor Companies. Search for rankings and market share.

- Click on the *Rankings* button at the top of the page for various types of company rankings.
- Click on *Market Share* tab for comparison with other companies.

Find Companies by Industry and Location. Search for wireless companies in NY State

- Click on the *Company* button near the top of the page. > In the Industry Code/Description search box, enter the keyword, *wireless*. > In State Location box, enter *ny* for New York. Click on the *Search* button. > A list of matching companies will display.

Find an Industry Overview. Search for an overview of the wireless industry.

- Click on Advanced Search button near the top of the page. From the Content Area pull down menu, select Industry Overview. Enter the keyword, *wireless*, in the search box. Click on the Search button
- Select an industry overview from your search results to review.

Background Information from Trade Publications or Newspapers

Sample Search in ABI/INFORM Global for articles on mobile advertising from the last three months.

Log on to Advanced Search Mode

- Go to <http://library.rpi.edu/> Click on articles/journals tab at top of page.
- Click on A. Click on ABI/INFORM Global. Click Advanced tab.

Use Phrase Searches and Variant Endings in Search Terms

- In the first search box, enter "*mobile advertis**".

Note: The **double quotes** indicate a phrase search; The **asterisk** in *advertis** indicates variant word endings such as advertise, advertisement, advertising, etc.

- From the Date Range pull down menu, select *last 3 months*. Click on the Search button.

Limit the Search Result to Trade Publications

- Click on the Trade Publications tab. Your results will be limited to recent articles (the last 3 months) on mobile advertising that were published in trade publications.

Job Seekers, Some Useful Guides for You on the Library Website!

First, go to <http://library.rpi.edu>. > Click on subject resources/reference tools tab in upper right corner of the library homepage. > Click Management, Business and Economics (General) link.

For More Information and Job Seeking Resources

Click **guides** tab. > Scroll down to Subject Related Guides. > Click on Job Seekers' Guide

For a Guide to Searching for Industry Reports

Click **guides** tab. > Scroll down to Doing Library Research. > Click on Industry and Market Reports at Folsom Library

For Tips on Searching Trade Publications & Newspapers

Click **guides** tab. > Scroll down to Doing Library Research. > Click on Search Tips: Trade Publications and Newspapers.