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a monthly
column devoted
to answering
questions relating
to competitive
intelligence

The focus of this issue is on helpful Internet sources - Part 2 (G to Z)

Dear CI Corner: When I use the Internet to gather information on my competitors and the market, I typically google a word and see what is out there. Can you provide me with a list of helpful Internet sources (both Canadian and U.S.) to augment my search?

Marketing Manager, Transportation Firm

Dear Marketing Manager: We have put together a fairly thorough list, as your question is one that many users of the Internet have, no doubt, asked themselves.

Google	www.google.ca Canadian search engine; make sure the option is selected to search only for Canadian web content
GRA Research Hotlinks	www.grai.com/links.htm Over 100 links for international economic and political research
Harris InfoSource	www.harrisinfo.com/harrisinfo Profiles of over 400,000 manufacturers and thousands of decision-makers
Hoover's Online U.K. Inc. 500	www.hoovers.com/freeuk U.K. and European companies
Industry and Professional Associations	www.inc.com/resources/inc500/2006 Inc. Magazine's rankings
Industry Research	strategis.ic.gc.ca/epic/internet/inrti-rti.nsf/en/h_te02456e.html Industry Canada's comprehensive list of Canadian, provincial, and international business, professional and trade associations
International Business Resources on the WWW	www.virtualpet.com/industry/howto/search.htm Guidance and resources on how to research an industry or company
Internet Stats	globaledge.msu.edu/resourceDesk Michigan State University Center for International Business Education and Research
LexisNexis	www.internetstats.com Links to U.S. and Canadian market information and trends
Librarian's Index to the Internet Market Research	www.lexisnexis.com Access to thousands of worldwide newspapers, magazines, trade journals, and industry newsletters, as well as tax and accounting information, financial data, public records, legislative records, data on companies and their executives
Market Guide - Reuters	www.lii.org A Library of California-sponsored guide to the Internet; where to look to find specifics
MarketWire	www.marketresearch.com A one-stop source for finding market research reports; it gives the price of a report and an abstract of the information
MacRae's Blue Book Metacrawler	today.reuters.com/investing/defaultUS.aspx Fairly comprehensive reports, called "Snapshot Reports," are available on publicly traded corporations; accompanied by an excellent tutorial on all aspects of snapshot reports, explaining how various ratios are derived and what these mean
National Research Council (Canada)	www.marketwire.com Newswire services with articles about companies and principles; first-hand knowledge about businesses and general business conditions in an area
Expertise Database	www.macraesbluebook.com Industrial products directory and buyers guide
New York Public Library	www.metacrawler.com Customizable engine, which does not include a filter for Canadian content
Northern Light	www.nrc.ca/expertise/index.html A bilingual database providing web access to the expertise available at NRC for colleagues and potential customers; NRC has over 1000 experts in a variety of fields including biotechnology, construction technology, information and telecommunications technology, infrastructural technology, and manufacturing technology
Office of the Superintendent of Financial Institutions	www.nypl.org Library resources and links
People	www.nlresearch.com An American database of articles; provides summaries of articles, then gives the option to purchase article; no filter for Canadian content
Profusion	www.osfi-bsif.gc.ca/osfi/index_e.aspx?ArticleID=3 OSFI regulates and assesses federally chartered financial institutions (banks, insurers, pension plans); the financial data section provides national data for individual companies as well as aggregate totals on a quarterly basis
Proquest	www.edgar-online.com Search for specific people to find who is sitting on which board and get a brief background of corporate officers
Researching A Company	www.fpinfomart.ca <i>Financial Post</i> : directory of directors
	www.rati.com Industry-specific sources such as ATI for aerospace will have people's CVs
	www.zoominfo.com Web-based search tool for information on individuals; search can be refined by adding the company name
	www.profusion.com Metasearch engine; searches over 1000 information sources and the "invisible web"
	www.micromedia.ca/Directories/hotlinks.htm Access to information: companies, media sources, regulatory bodies, and government agencies; usually available free through library memberships
	www.bondra.com/COMPTRAINING.HTM Good introduction and checklist for searching company information; extensive list of resources by topic

Reuters	today.reuters.com/news/home.aspx Newswire services with articles about companies and principles; first-hand knowledge about businesses and general business conditions
Salesgenie	www.salesgenie.com U.S. data compiled from thousands of publicly available data sources, government files, corporate reports and filings, magazine databases, online shopping databases, secretary of state data, U.S. postal service change of address files, utilities records, periodicals, websites; phone verified; 13.7 million existing businesses and the 2.6 million brand new businesses that open every year
Scott's Directory	www.scottsdirectories.com Recognized as Canada's most accurate and in-depth contact information database, Scott's Directories captures hard-to-get business data from the largest multinationals to the fastest growing small businesses
Sedar	www.sedar.com Canadian electronic securities document filing system: company annual reports, searchable database by type of filing; subscription service
Selectory	www.harrisinfo.com/harrisinfo Business databases offer advanced search capabilities to help you create targeted lists that import directly into your CRM; traditional business directories provide basic company lookup features to help you quickly find information on customers and prospects; global database has a total of 23 million records including all businesses in the U.S. and Canada, and international firms (Asia-Pacific, Europe, Latin America)
Silicon Investor Skyminder	www.siliconinvestor.com Stock price trends, discussion boards for specific stocks www.skyminder.com A subscription site that provides access to in-depth credit and financial information, plus business information on millions of companies and industries worldwide
Sources: Directory of expert contacts and media spokespersons	www.sources.com/home.htm More than 5,000 expert contacts and media spokespersons representing more than 1,000 organizations ready to answer media questions on their areas of expertise; search by subject (economics, health care, taxation, education, etc.) or names, or browse the alphabetical list; includes corporations, organizations, educational and research institutions, charities, and foundations
Statistics Canada's Business Data	statcan.ca Statistics and industry-specific information; contains publication references, analytical studies, and census data for any given subject; the website is searchable by sector (e.g., agriculture, energy, transportation), location or subject
Strategis (Industry Canada)	www.strategis.gc.ca/engdoc/main.html Canada's business information and intellectual property website; guide to chartered companies in Canada; searches can return any old name, address, registration date, directors, and parent/subsidiary information; helpful sections include searchable patent and trademark databases
Strategy	www.presenceweb.net Company websites www.companylink.com Links to valuable corporate information: news, press releases, SEC filings, company profiles, company home pages, and competitors
Thomas Register of American Manufacturers	www.thomasnet.com Comprehensive information on U.S. manufacturers; searchable by product/service, company name, and brand name; contains company profiles, contact information, CAD models (downloadable 2D and 3D models of mechanical parts, plant components, and building products), and more
Thomas Global Register Teoma	www.thomasglobal.com Over 300,000 industrial suppliers from 23 countries www.ask.com Next generation search engine; claims to provide more relevant and authoritative search results utilizing technology developed by Rutgers University; delivers three types of search results: web pages, folders grouping web pages by relevant topics, and expert links (pages of directories of links for related subjects)
The Street	www.thestreet.com Source of information on U.S. publicly traded companies; provides investors with financial news and analysis
Trademarks and Patents	www.knowledgeexpress.com Biotech information: find key contacts, potential partners, market information, patient information, and new product concepts
Vivisimo	www.vivisimo.com Metasearch engine; clusters search results into like categories, helping to eliminate extraneous information
Wall Street Executive Library	www.executivelibrary.com A business portal for executives; includes newspapers, TV and radio, magazines, search engines, web directories, a business toolkit, and reference; research categories include government, financial markets, company and industry, business and legal, marketing and advertising
Wall Street Journal WebClipping.com	www.wsj.com Online version of <i>The Wall Street Journal</i> www.webclipping.com The world's most established and effective Internet monitoring and press clipping service; new citations delivered daily from 20,000 web-based publications, 63,000 Usenet news groups, 1.5 billion web pages, and 90 real-time streaming newswires
WebstersOnline	www.webstersonline.com A business directory for searching businesses by state, province, country, SIC codes, etc.; includes over 1 million products, services and brand names
Wilink	www.wilink.com Links to newspapers; order annual reports; online forums where senior executives of public companies are members; webcasts
Yahoo Finance	biz.yahoo.com Free short company profiles; business news
Your Local Marketplace	www.ylm.ca Online local business directories for major Canadian communities

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