



David Lithwick
and
Enrico Codogno



a monthly
column devoted
to answering
questions relating
to competitive
intelligence

The focus of this issue is on helpful Internet sources - Part 1 (A to F)

Dear CIC: 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.

A.M. Best	ambest.com Insurance-ranking agency that provides information on companies in the U.S., Canada and the U.K.; available with a free online subscription
ACNielsen Insights	www.acnielsen.ca Site features include news, 2001 beverage study, 2001 dairy case study, 2001 frozen food study, 2001 infant care study, top 20 drug store categories, and top 20 grocery categories
aRMadillo Company Database	www.rmonlie.com Full company and directory information on over 2 million U.K. registered companies; fee
AskAlix	www.askalix.com European business directory using Dun and Bradstreet reports
Associations on the Net	www.ipl.org/div/aon Internet Public Library's guide to websites of prominent organizations and associations
Better Business Bureau	www.bbb.org Public-interest organizations or lobbies, such as environmental and consumer groups
Bloomberg	www.bloomberg.com News, current affairs, market news (bonds, commodities, currencies, energy); offers an interactive financial information network that integrates data, news, analytics, multimedia reports, and email onto a single platform
Business.com	www.business.com Business-focused search engine and directory
Canada Business	canadabusiness.gc.ca Statistics and industry-specific information
Canada Industrial Relations Board	www.cirb.ccri.gc.ca/index_e.asp Labour research and individual provincial human rights tribunals (complaints and decisions related to labour conditions)
Canada Newswire	www.canadanewswire.com/en Newswire services with articles about companies and principles; first-hand knowledge about businesses and general business conditions in an area
Canadian Bar Association	www.cba.org/CBA/public/main Legal research
Canadian Business Resource	www.cbr.ca/Default.aspx Detailed profiles of over 50 Canadian companies
Canadian Economy	canadianeconomy.gc.ca/english/economy/about.html Statistics and industry-specific information
Canadian Government	dsp-psd.pwgsc.gc.ca Comprehensive list of links to federal, provincial and municipal websites in the public domain
Canadian Trade Index	www.ctidirectory.com Searches Canadian manufacturers by product, company name or brand
Canadian Intellectual Property Office	patents1.ic.gc.ca/intro-e.html Patent information
CAROL	www.carol.co.uk Annual report site providing direct links to U.K., European, Asian and U.S. companies; free
CEO Express	www.ceoexpress.com Business portal for executives; includes links to news (newspapers, TV shows, magazines, Internet search, weather, health, etc.), business research (financial and SEC information, government, statistics, law, banking, etc.), office tools and travel (directory search, essential downloads, airlines, reference material, office tools, etc.), and break time (sports, cars, real estate, leisure, shopping, etc.)
Clusty	www.clusty.com A search engine that clusters findings; general coverage
CNNMathews	www.cdn-news.com/www.cdn-news.com Newswire services with articles about companies and principles; first-hand knowledge about businesses and general business conditions in an area
Company's Competitors	www.hoovers.com Gives the names of the key competitors of a company in its company capsule
Companies House	www.companies-house.gov.uk Government registry of U.K. company info; documents delivered for a fee
Companies Online	yellowpages.superpages.com 100,000 public and private U.S. companies; provided by Dun and Bradstreet; includes Dun's number

Conference Board of Canada	www.conferenceboard.ca Website for the Conference Board, which runs conferences, conducts research, publishes and disseminates research, helps people network, develops individual leadership skills, and builds organizational capacity
Contact Canada	www.contactcanada.com A Canadian owned and operated family business focused on the first-hand collection and publication of up-to-date and timely "commercialization intelligence surrounding the life science industries in Canada"
Copernic	www.copernic.com Software tool that searches more than 90 search engines at once and allows the user to rearrange, sort and filter results
Corporate Financials Online	www.cfonews.com News on U.S. public companies and business news
Corporate Information	www.corporateinformation.com Links arranged by country to market research reports, laws, court rulings, currency rates, and population information
CustomScoop	www.customscoop.com/products/clipiqmain.cfm A leader in customizable media monitoring and technology delivers comprehensive, relevant market intelligence to its customers through ClipIQ, its online news clipping service, which pairs powerful technology with search consulting; searches U.S. online news sources (9,000+), international online news (2,800+), EU and U.S. government sites (6,500+), policy sites (1,900+) and blogs (14,000+)
Datamonitor	www.datamonitor.com Business information service specializing in industry analysis, covering the automotive, consumer markets, energy, financial services, pharmaceuticals, healthcare, technology, transport and logistics sectors; business information centre includes information on 10,000 companies, 2,000 industries, and 50 countries, featuring profiles, SWOT analyses, and industry rankings
Decisions of Federal Court	decisions.fct-cf.gc.ca/fct/index.html
Dialog	www.dialogselect.com A search tool that is divided by industry, including business, chemical, energy, food, IP, medicine & pharmaceutical; provides news, and industry-specific resources
Directory of Links	www.canada.gc.ca/depts/major/depind_e.html Departments and agencies of the Canadian government for industry-specific news, analyses and statistics
Dogpile	www.dogpile.com A metasearch engine that does not include a filter for Canadian content
EIU Economist Intelligence Unit	www.eiu.com Business statistics and studies on the e-commerce page provide links to extensive research, news and reporting on e-commerce and Internet business activities within business-to-business and business-to-consumer sales
Esource Canada	www.esourcecanada.com Directory of suppliers of products and services in Canada and the U.S.; browse the categories or search by company name, product/service, brand, location, and business type (distributor, exporter, manufacturer, retailer or wholesaler); site features include product specs, virtual trade shows, product catalogues, industry news, and much more
Factiva	www.factiva.com A single point of access to a deep archive of news and business information not available on the free web, allowing users to conduct in-depth research on companies, industries, regional affairs, or any news; includes access to nearly 9,000 credible sources, such as Dow Jones, Reuter's newswires, and <i>The Wall Street Journal</i>
FaganFinder	www.faganfinder.com A search tool that can search the web using one or many search engines, or metasearch engines, or look for specific types of content, such as reference materials (maps, biographies, law, science, health), media (images, audio, video), information (news, government, weather), words (dictionary, thesaurus, spellcheck, quotations), purchases (shopping, auctions), and miscellaneous (software, forums)
Feedster	www.feedster.com Search engine for feeds and blogs; instead of searching web pages like most search engines, Feedster searches feeds (documents read by computers, listing the latest and most recent items added), making it great for finding the latest news and opinions on any topic
Financial	www.hoovers.com Financial numbers and ratios of U.S. public companies and large non-U.S. companies www.edgar-online.com Complete balance sheet and income statement of public U.S. companies www.sedar.com or www.finance.yahoo.com Complete balance sheet and income statement of Canadian public companies www.dnb.com Other financial information on private companies www.gtnews.com Information source for senior treasury and finance professionals; includes articles, guides, special reports, directories, industry news, ratings updates, jobs, events
Financial Post Infomart	www.fpinfomart.ca <i>Financial Post</i> site, offering company snapshots, company listings by industry, investor reports, predecessor and defunct companies listing, and directory of directors
Financial Times.com	www.ft.com/reports/ft5002006 Includes global and U.S. rankings
First Word Industry News	www.firstwordplus.com News releases for pharmaceutical professionals
Forbes	www.forbes.com/lifestyle/health Health-related news stories, focusing on financial implications
Fuld Internet Intelligence	www.fuld.com/TIndex/HomePage.html Competitive intelligence resources from Fuld & Company

CJ Corner is written by David Lithwick and Enrico Codogno. David is a senior partner at Market Alert and can be reached at (416) 932-9820 or david@marketalert.ca.

Enrico Codogno is with the Customer Foresight Group, Limited and can be reached at (416) 651-0143 or enrico@customerforesight.com. Email your questions, and they will make sure you get the answers you need.