### Library Guide Information

**URL:** [http://libguides.csuchico.edu/BADM638](http://libguides.csuchico.edu/BADM638)

### Business Librarian

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Drop in consultations @ Reference Desk (2nd floor): Thursdays 12-1; Fridays 1-3.  
Or by appointment.

### Guide Tabs

- **Starting your assignment**  
- **NAICS industry Codes**  
- **Trade & professional associations**  
- **Government data**  
- **How to research an industry**  
- **Target markets & customers**  
- **Industry news**  
- **Citing Sources**

### Library Databases - Available from the ReSEARCH Station/DatabasesA-Z  
[http://www.csuchico.edu/lref/dbaz.html](http://www.csuchico.edu/lref/dbaz.html)

- **Mintel Oxygen (market research)**  
- **Mergent Online Industry Reports**  
- **Encyclopedia of American Industries (from Gale Virtual Reference Library)**

- **NetAdvantage Industry Surveys**  
- **Business Source Premier (articles, SWOT, industry profiles)**

### Economic Census & Government Data - Organized by NAICS codes (there’s a tab on this Guide that explains all about it)

- **Economic Census** [http://www.census.gov/econ/census07/index.html](http://www.census.gov/econ/census07/index.html)  

### Trade association sources

Use to find news, trends, forecasts, regulatory issues, technology updates & sometimes market data. Find listings in Mintel and NetAdvantage, plus these websites:

- **Mintel**  
- **ValuationResources.com**  
- **NetAdvantage Industry Surveys**  
- **Ency of Business Information Sources (Ready Ref book)**