



The Digital Research Tool of Business.

Academic Library Edition

Institutional Subscription Licensing

Our Business is Research

2010 Product Guide

Fast... Accurate... Powerful...



Summary

U.S. Business Reporter is an online business and economic information resource providing corporate, financial, industry, marketing, retail, investment, and legal research intelligence in a concisely comprehensive integrated electronic platform.

An academic institutional subscription to U.S. Business Reporter offers users unlimited and unparalleled access to the dynamic world of business and industry.

- Millions of comparable data and statistics on industries, companies, and markets.
- Forward-looking industry, retail, investment analysis and company perspectives.
- Insightful and creative commentary from expert analysts.
- Periodic industry, economic, retail, and investment report updates to ensure you have the latest detailed analysis.

The U.S. Business Reporter has a wide variety of product applications that can be used and customized across a company's functional departments in marketing, strategic planning, finance, administration, legal, purchasing, or operations. Whether you are advising clients on entering new markets, launching products and services targeted to new consumer market segments, benchmarking a company against its competitors, or investigating the growth potential of specific industry sectors, U.S. Business Reporter offers research you can depend on.

Its simple, user-friendly interface makes it easy to navigate from statistical data points to supportive written report analysis.

U.S. Business Reporter business database supports teaching and research across a wide range of disciplines:

- Business Administration
- Economics
- Humanities
- Social Sciences
- International Business
- Hospitality Management
- Food Marketing
- International Relations
- Environmental Health
- Public Administration

Access a vast amount of research through a single web platform.

U.S. Business Reporter is organized into 9 major categories which consists of Corporate Research, Financial Research, Industry Research, Retail Research, Market Research, Economic Research, Business Law, Investment Research, and Business Statistics. Sub-sector categories are provided underneath these major categories on the home page. The sub-sector categories allows a user to speed directly to a specific content area. Our user-friendly interface reduces the number of steps necessary to reach the information you need.

U.S. Business Reporter gives your students more and better choices in research reference sources and tools. The product is equally applicable at both the undergraduate and graduate levels of study.

U.S. Business Reporter provides your students the information components to assemble their own reports, studies, term papers, and dissertations.

U.S. Business Reporter has a strong editorial focus which has made our business and economic reports some of the most highly sought resources for students.

Unique and Unparalleled Content.

Students, faculty and staff have access to a vast array of unique and proprietary research that is not available from any other source. Students are intrigued by the insightful analysis and thoughtful presentation of our information.

Statistics and analysis across industries, countries, and markets are continuously updated to ensure that users have access to the latest content.

Real World Relevance.

U.S. Business Reporter prepares students for the real world they will enter after graduation. Our product allows students to create projects and case studies relevant to the business challenges they will encounter in the corporate world. This includes strategic planning, market entry studies, market assessment, merger and acquisition analysis, competitor intelligence, benchmarking, and new business development.

In addition, students have access to the same high value research as the world's top banks, consultancies, manufacturers, retailers, and government agencies. Furthermore, with U.S. Business Reporter becoming a fixture in the corporate world, students can easily transition their skills and knowledge of our product after job placement in the corporate world.

Corporate Research Section

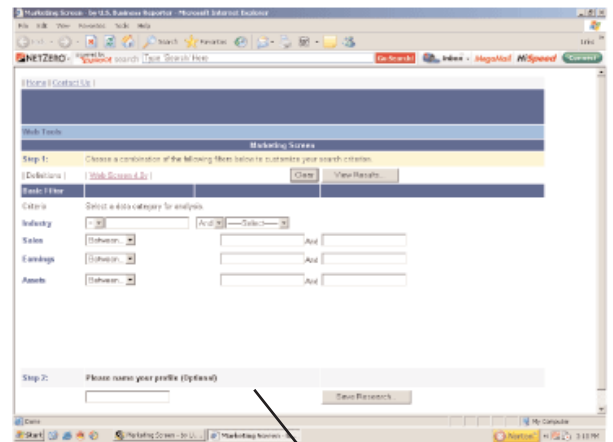
Our Corporate Research Solutions provides users with high grade information on major U.S. corporations which includes business summaries, products and services, major competitors, subsidiaries, corporate affiliates, and financial statements, that is highly integrated into a single platform. In addition, includes profiles of leading U.S. private companies, merger/acquisition data, and corporate name changes.

- Corporate Profiles and Business Summaries
- Corporate Products and Brands
- Corporate Affiliates (subsidiaries, divisions)

Includes powerful search capabilities that 's integrated with our WebScreen 4.0 tools which allows filtering of companies by city, state, zip code, MSA, subsidiaries, industry sector and other methods.



Company profiles feature in-depth business descriptions and detailed company information on one page.



Our WebTools area allows users to quickly filter financial and statistical data to their exact needs.

Financial Research Section.

Our financial research section offers one of the most compelling tools to perform any type of financial analysis of U.S. companies. This includes financial ratios, banking ratios, insurance ratios, and cash flow ratios. In addition, we offer financial data models, financial pivot tables, and filters which allows you to make time-series comparisons of a particular company or benchmark an industry sector of companies. The financial research section allows you to monitor and evaluate financial performance easily with the click of a button.

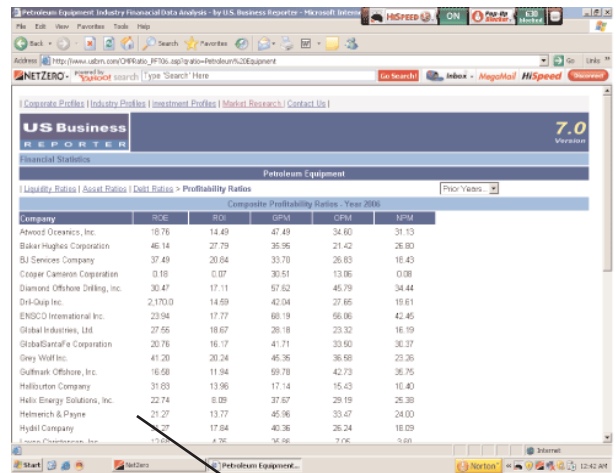
- Financial Statements.
- Detailed Financial Ratios
- Detailed Cash Flow Ratios
- Detailed Banking Ratios
- Detailed Insurance Ratios
- Financial Modeling
- Financial Data Filtering
- Time-Series Comparisons
- Five-Year Growth Rates (CAGR, etc.)

And More.

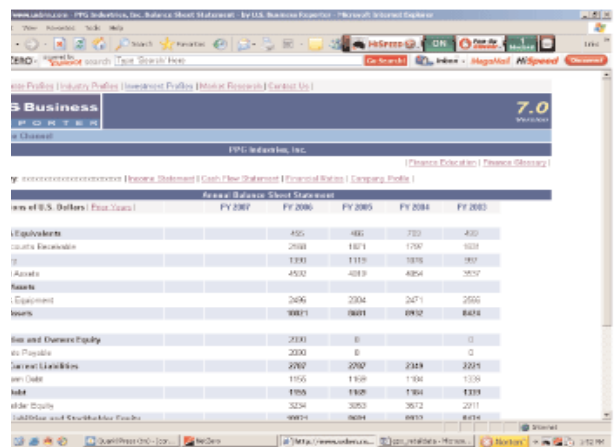
Ranking, scoring different types of financial data elements of selected companies or industries.

Time-Series comparisons are pivot tables that allows users to review data in three dimensions.

Review and analyze growth rates using 3-year, 5-year and 10-year Compounded Annual Growth Rates (CAGR) by sales and earnings of companies.



Company financial data is well organized and pre-filtered which saves users time.



Industry Research Section

We offer one of the most comprehensive sources of industry information on the internet. We offer an in-depth, constant evaluation of the top 50 industries, sub-segments and separate industry sector analysis section. In addition, we include an industry composite of financial data of all companies, SIC/NAICS searches, business ratios, and financial ratio comparisons.

- Industry Reports
- Industry Forecasts
- Industry Composites
- Industry Statistical Data
- Industry Norms and Business Ratios

Industry Reports offers comprehensive, high-level commentary, and industry analysis of the top 50 U.S. industries with coverage of sub-sector industries included.

Key sections include industry environment, market overviews, industry trends, industry issues, company overviews, industry outlook, industry forecasts, appendix, graphs and tables.

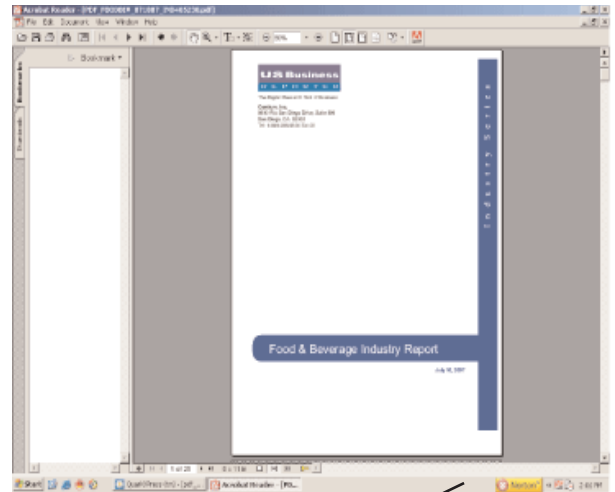
Strategy and Analysis. Each industry report focuses on key strategies of major industry players and analyzes their prospects under current and future industry conditions.

Data Composition. Each report analyzes company and industry data to make benchmark comparisons to current and historical patterns of data. Based on this data, we are able to draw conclusions about an industry's short and long-term prospects.

Market Overview. Each report gives a brief overview of current market conditions. This can include market value, percentage changes, and industry volume trends for the latest data on file. We include tables showing current industry pricing and trends to draw reasonable conclusions about future pricing trends.

Industry Sector/Segment Analysis. An analysis of industry sectors and market segments to show potential opportunities and problems that can impact an industry.

Industry Statistical Data. Allows rapid searching of key industry information through hyperlinks that are cross-referenced with industry forecasts and statistical trends. Industry information is categorized into specific sub-industry sections.



Industry reports are presented in a professional, executive-style PDF-format.

Standard Data Series	Frequency	Coverage	Format
US Steel - Production, Capacity, Utilization, & Consumption	Annual	United States	Table /Chart
US Steel - Shipments by Market Classification	Annual	United States	Table /Chart
Aluminum - World Consumption of Refined Aluminum	Annual	United States	Table /Chart
Aluminum - World Production of Refined Aluminum	Annual	United States	Table /Chart
Copper - Production, Capacity, Utilization, & Consumption	Annual	United States	Table /Chart
Copper - Shipments by Market Classification	Annual	United States	Table /Chart
Zinc - Production, Capacity, Utilization, & Consumption	Annual	United States	Table /Chart
Zinc - Shipments by Market Classification	Annual	United States	Table /Chart
Nickel - Production, Capacity, Utilization, & Consumption	Annual	United States	Table /Chart
Titanium - Shipments by Market Classification	Annual	United States	Table /Chart

Industry statistics tables have an easy layout for viewing and analysis.

Retail Research Section

Our retail research section offers a wide variety of standard and proprietary retail data including sales per square foot, same-store sales, retail inventory information, retail expense ratios, and gross margin return on inventory investment data segments. The retail section also offers a retail finance area which allows you to make time-series comparisons of retail performance over a number of years or compare retail financial information with industry peers. In addition, we offer periodical retail sector reports with comprehensive coverage on retail trends, retailer strategies, merchandising changes, margin analysis, and customer mix, with high resolution graphs and charts that enhances analysis and understanding of the dynamic U.S. retail industry.

- Proprietary Retail Data Coverage
- Retail Sector Reports

Benchmark retail competitors with our proprietary retail data composition.

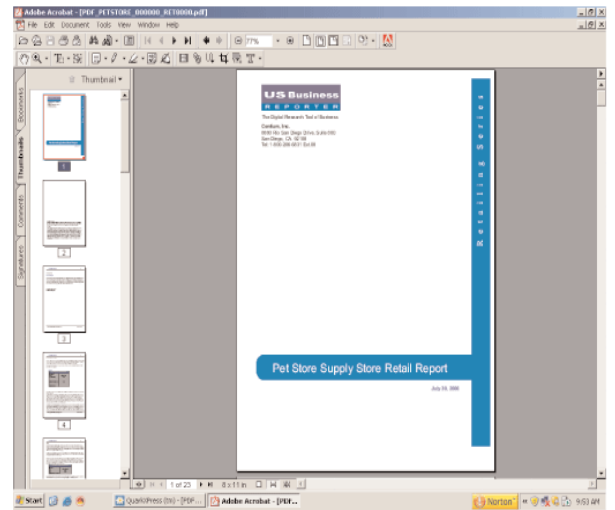
Sales per square foot. Review annual sales per square foot data by retail merchant and through time-series analysis pivot tables.

Gross Margin Return on Inventory Investment (GMROI) data allows users to compare the return on each retailer's inventory.

Retail Inventory Analysis. Tables enables users to analyze four different inventory data elements about a specific retail merchant. This includes historical data such as inventory turnover, inventory per square foot, and sales-to- inventory.

Retail Sector reports includes specific reports on each retail sector with high-level commentary and analysis. All reports include margin analysis by department, retailer strategies, merchandising, customer mix, graphs, tables,

And More.



Our retail information is available through our database for speedy viewing and analysis.

 A screenshot of the U.S. Business Reporter software interface showing a table of historical sales per square foot data for Auto Parts. The table is titled 'Historical Sales Per Square Foot (\$/SQFT) by Company (EISE)'. The table has columns for Year, Type, Sales, Avg. Price, Sales Change, and Total Sales. The data is as follows:

Year	Type	Sales	Avg. Price	Sales Change	Total Sales
2002	Auto Parts	68.00	10,876	1,279.00	2,250
2003	Auto Parts	74.00	7,400	1,200.00	2,400
2004	Auto Parts	76.00	10,717	1,206.00	2,604
2005	Auto Parts	78.00	13,005	1,216.00	2,720
2006	Auto Parts	84.00	12,476	1,207.00	2,817
2008	Auto Parts	NA	NA	NA	NA

Market Research

Market Research Section

- Market Value and Data (Volume and Value)
- Market Forecasts (Five-Year Summary and Growth)
- Market Shares and Brand Shares
- Market Statistics and Demographics
- Market Research Reports
- Company Profiles

Our **Market Research Database** features market and data capsules of important marketing information and analysis including an overview of market value, market growth rates, market forecasts, market shares, brand shares and market trends of specific market sector categories. This information is available simply by pointing and clicking links in our database.

Key data elements include:

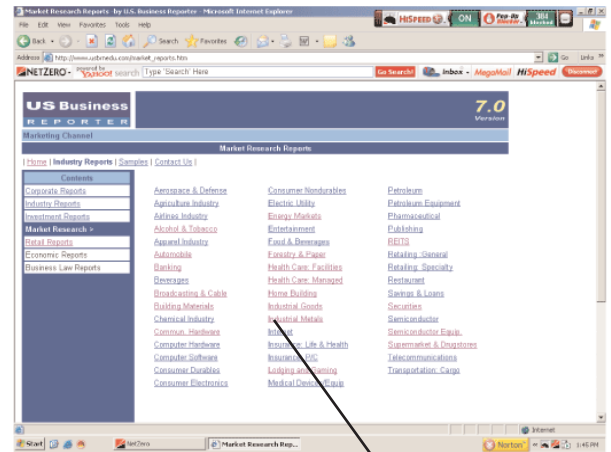
Market Value. The market value section show the total value in dollars of a specific market. Most information dates back to 1996.

Market Sectors. The market sector data breaks the entire market into different sub-sector percentages that encompasses the entire market value.

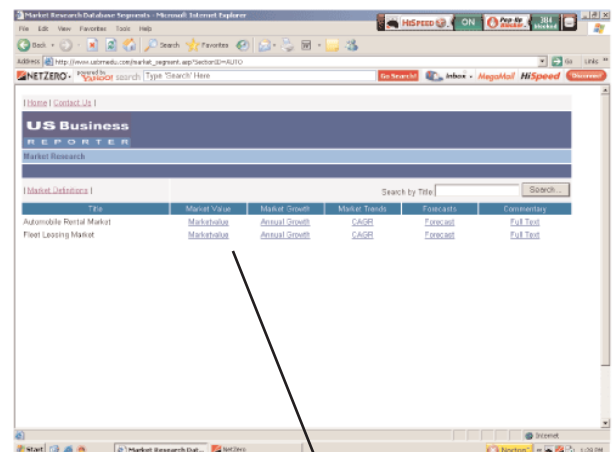
Market Trends. Shows the Compounded Annual Growth Rate (CAGR) of the market in three (3), five (5), and ten (10) year intervals.

Market share data gives users the ability to identify leading companies in the market and how their market performance is changing on an annual basis.

Brand share data section offers detailed information on specific brands of companies and their corresponding share of the total market.



Links to key industry sectors.



Our market research database allows users to quickly find marketing information easily.

Market Research

Market Statistics includes a wide variety of historic and forecast statistics that allows users to build detailed market profiles and analysis. This includes:

- Population structure (age, sex birth rates, race, death rates, marital status, family size, etc.)
- Business environment (labor participation rates, taxes, education)
- Government policy (expenditures, investment)

Political structure (government type, religion)

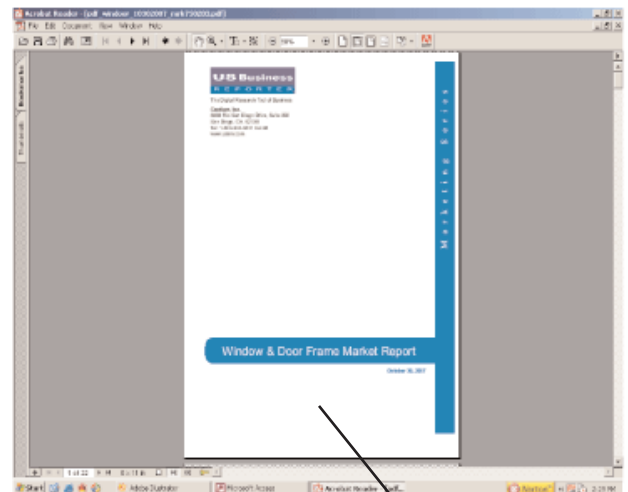
- Economic structure (disposable income, household income, savings rates, consumer spending)
- Infrastructure (telecommunications, transportation, public services, household goods)
- Environment (recycling, energy resources, consumption)
- National Security (crime, types of crimes, etc.)

Market Commentary. High-level market commentaries consists of a general overview of the current marketing environment. In addition, rational explanations and assertions about prior marketing activities and opportunities and threats are written that may impact future market activities.

Our **Market Research Document Database** provides narrowly defined market research reports in a PDF-executive style format. This includes important sections such as market environment, facts and findings, market overview, market trends, market statistics, market forecasts, market shares, company analysis, and distribution channels. We include important opinions and commentaries about each market.

Market Share Categories		
Total Region		
SIC	Title	NAICS
4012	Total US Airlines Market Share	401111
Atlantic Region		
SIC	Title	NAICS
4012	Delta Air Lines, Inc. - Charlotte, Georgia (DL)	401111
4012	Southern Airways - Washington, DC (SW)	401111
4012	Southwest Airlines - Dallas, Texas (WN)	401111
4012	United Airlines - Chicago, Illinois (UA)	401111
4012	US Airways - Phoenix, Arizona (MQ)	401111
4012	JetBlue Airways - New York, NY (B6)	401111
4012	Allegiant Air - Las Vegas, NV (G0)	401111
4012	Allegiant Air - Reno, NV (A8)	401111
4012	Allegiant Air - St. Louis, MO (G4)	401111
4012	Allegiant Air - Wichita, KS (G8)	401111
4012	Allegiant Air - Reno, NV (A8)	401111
4012	Allegiant Air - St. Louis, MO (G4)	401111
4012	Allegiant Air - Wichita, KS (G8)	401111

Market share data is categorized by specific industry sector group.



Our market research data base features a rich collection of high level marketing commentary and data analysis. Reports are available in both PDF and HTML format.

Investment Research Section.

We give readers a periodic stock analysis of the most widely held U.S. stocks from the top U.S. companies. Information includes valuation, growth, risk factors, and high-level commentary and analysis of each stock we cover. We choose approximately 2,000 stocks to perform written analysis to give readers an intellectual perspective on a stock's prospects and future performance.

- Stock reports and analysis.
- Stock filtering to customize data analysis.
- Stock valuation and earnings estimates.

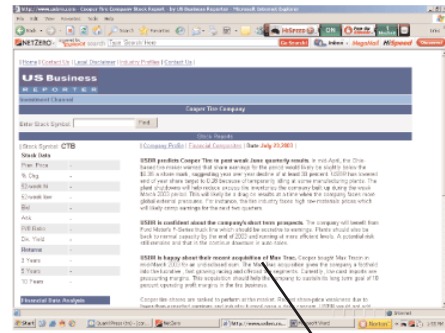
Stock Valuation. Commentary and analysis of a stocks investment prospects by considering competitor actions, industry conditions, government regulation, and macroeconomic factors.

Financial Data. Annual balance sheets, income statements, and cash flows along with benchmark comparisons of similar companies.

Investment Ratios. Investment ratios such as P/E ratios, dividend yields, book value per share, cash flow per share, and enterprise value for investors.

Sector Analysis. Peer reviews and comparisons of investment prospects within an industry sector. Includes tables that shows the median performance level of stocks within the industry.

And More.



Easy navigation tools enhances usability.



High-level stock commentary and analysis is presented in our interactive stock reports.

Economic Research Section.

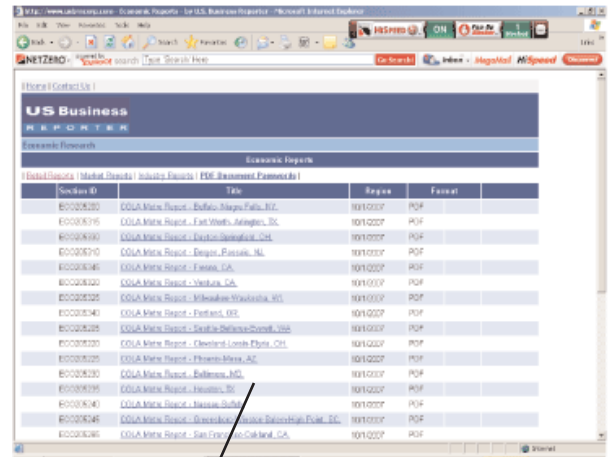
Detailed economic reports include employment forecasts and trends, housing data analysis, state-by-state economic analysis, metropolitan economic reports, manufacturing and service sector analysis, and much. Critical information on gross metro product, unemployment trends, political factors, manufacturing activity, and consumer spending.

- Metro Economic Reports
- State Economic Reports
- Macroeconomy I: Unemployment, interest rates, trade,
- MacroeconomyII: Commerce, interest rates.

Metropolitan Reports gives readers a concise overview of the top 25 metropolitan markets throughout the United States. These reports gives deep insight into the future economic performance of a defined geographical region.

State Economic Reports offers high-level periodic economic analysis of all 50 U.S. states with detailed coverage on unemployment, government spending, budget issues, and the economic outlook.

These reports are important for any company considering locating offices, plants, or expanding their market to a specific geographical area. These reports consider the risks and returns of each metro area and state.



Report ID	Title	Region	Format
E0008100	CGIA Metro Report - Buffalo-Beacon Falls, NY	1010200	PDF
E0008110	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008120	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008130	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008140	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008150	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008160	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008170	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008180	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008190	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008200	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008210	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008220	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008230	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008240	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008250	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008260	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008270	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008280	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008290	CGIA Metro Report - East Northport, NY	1010200	PDF
E0008300	CGIA Metro Report - East Northport, NY	1010200	PDF

Economic reports are presented in an easy to use format for viewing selected reports.

Business Law Research Section.

Features SEC filings information with filtering technology which enables users to customize their information. Section includes bankruptcy reports

- Bankruptcy Reports.
- SEC Filings.

Background includes a brief history of the bankrupt company and reasons that led to Chapter 11/7 or Chapter 7 bankruptcy.

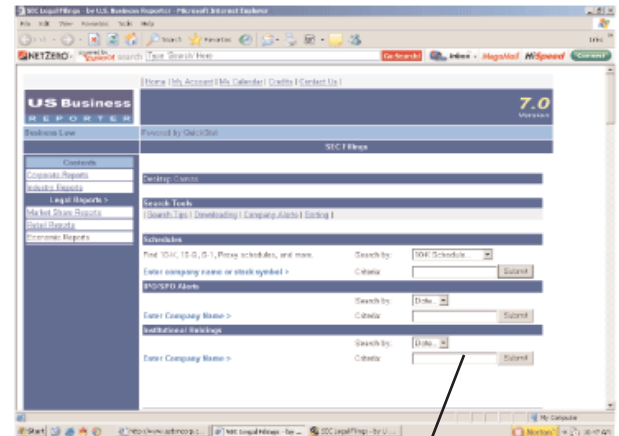
Business Analysis section explains the company's product and service lines.

Financial Analysis explains the company's debt leverage and equity financing in detail before and after bankruptcy. Information explains line of credit facility prospects and risk analysis.

Court Proceedings gives the reader information on date of filing, name of court, judge, approval dates, type of filing, Plan of Reorganization, Disclosure Statements, and general court information.

Business Outlook explains prospects for recovering from Chapter 11/7 and industry factors that could impair its ability to recover.

SEC Filings includes delivers a broad spectrum of data including SEC filings, fundamental data, institutional holdings, insider trades, IPO/SPO registrations. Information can be filtered, customized and analyzed to your exact needs with our web tools.



Select specific SEC data rapidly from a single page.

Industrial Strength Business Intelligence.

U.S. Business Reporter is powered by an integrated network of over 100 industrial strength databases to deliver the most efficient access to the user.

Historical Perspectives.

U.S. Business Reporter not only covers current data but also historical industry, financial, economic, and market data.

U.S. Business Reporter can even work as a substitute for industry newsletters and industry trade magazines which can be shared across an entire company.

A User Friendly Web Interface.

Intuitive online navigation makes it easy to find research by simply browsing through the site.

U.S. Business Reporter is an integrated information system. All content is available in one web interface. Therefore, users can perform a single search to find statistics, reports, financials, and other research.

All reports and data are cross-referenced to other links and related content. This makes it easy for users to find content they might not have known existed.

Powerful data analysis functions allows users to review datasets through pre-built in queries to enhance their research needs.

It is even easy to save searches and export results to Microsoft Excel and Adobe Acrobat.

Robust Research Methodology.

U.S. Business Reporter's data and analysis is researched from thousands of national and international sources. Methodologies vary depending on the nature of the information being collected and analyzed, but they are always consistent across companies and industries to allow comparisons.

U.S. Business Reporter is transparent about its research methodology and sources. Detailed data definitions are provided to ensure users understand the research and use it with confidence.

Academic Library Solutions.

The U.S. Business Reporter Academic Edition is designed specifically for the college and university community. Students and professors in the school of business and economics can prepare for exams more effectively, supplement class lectures, and prepare better for case study classes.

In addition, U.S. Business Reporter is an effective research tool for college professors who need to perform in-depth research on various topics in business and economics. College professors has been used to prepare course materials, lecture assignments, compliment textbooks, and lectures, and to perform basic research The extensive information allows users to find the information they need with a minimum amount of research time.

U.S. Business Reporter is an effective learning tool because it compliments class lectures and textbooks to enhance the learning process.

Key Features and Benefits.

Dedicated Computer Access. The U.S. Business Reporter service is provided through IP Access. This service is exclusive to the IP address of your college and university. U.S. Business Reporter is hosted from a dedicated computer that is exclusive to your university.

Remote Access. U.S. Business Reporter provides remote access which allows your students to gain valuable access to our information from an off campus location. This is a major convenience since students can access our database at odd hours when the library is closed. This includes holidays, weekends, or because of time conflicts with student schedules. Remote access is included with your academic subscription at no additional charge. Students can access the full database using a special patron access code such as student ID, username, or password authorization code.

Usage Statistics. U.S. Business Reporter provides a web-based usage statistics system for all institutional subscribers. The statistics adheres to the guidelines set forth by the International Coalition of Library Consortia (ICOLC). Statistics can generally be gathered on a daily, weekly, monthly, or yearly basis for any single library. Statistics can be reported with the IP's provided or for each username and password assigned. Consortia has the ability to view all the statistics for each library or system. However, individual libraries may only view their own statistics.

Extranet Services. The USBR Extranet Services allows you to access a wide variety of ancillary services at no additional charge. The USBR Extranet Service is available to the library administrator or key contact at your institution. You can add more users to access our extranet services at your company. The USBR Extranet Service is a self-service system which allows you to lookup your account online, upgrade your account, update contact information, change username/passwords, renew your account, download user manuals, download invoices, download contracts, add newsletters, and more. You can perform any of these functions 7 days a week, 24 hours per day.

Learning Tools. Learning tools is a special section developed exclusively for the Academic Edition of U.S. Business Reporter to supplement college textbooks and provide interactive learning.

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