Finding the Annual Report
An Annual report is a company’s comprehensive financial and operational document. It reflects how a company wants its stockholders and the public to perceive it. It is an excellent source for current information on the company, and for where the company says it is going. Find the annual report on the company’s Web page. Most businesses have online versions of the report to read or download in PDF. To find a company’s home page, go to Google, Yahoo, Bing or other search engine. The company’s home page will have links to investor information and financials.

Finding Current Articles
All library resources are available remotely through myCuesta. Select the Resources tab at the top of your myCuesta page. The Library channel is on the left. Under Find an Article: Databases, choose the database you want to use. Journal and newspaper articles on companies will give you the most current information available. You can find articles in the following databases:

1. **EBSCOhost.** An online journal/magazine database with many full text articles
   There are two ways to use EBSCOhost for good results.
   First, choose Ebsco from the Databases list. From the EBSCO home page list choose EbscoHost Multi-Database. Scroll down to Business Source Elite. At the basic search screen, type in your company’s name and check the Full Text box below. Choose Search. This will give you a list of articles, starting with the most recent ones. On the left, under Refine Your Results, move the slider so that you get only articles from 2011-2012. For better results, combine your company’s name with something else you want to know (i.e. Google AND CEO or Microsoft AND competitors). This will narrow and focus your search.
   Second, at the very top banner, choose Company Profiles, and then type in the company name. You get a DataMonitor Report, and can also choose Search Periodicals and Other Sources for....

2. **National Newspaper Core.** An online newspaper database with full text articles.
   Under Databases choose ProQuest NNC. Type your company name for articles from 5 national newspapers, including the Wall Street Journal. Always check the Full Text box.

Stock Prices
Go back one year (or more) to find out how your company’s stock is doing. Use an online financial site such as Yahoo! Finance, (http://finance.yahoo.com/) or Google Finance (http://www.google.com/finance). When tracking a stock online, check the listing after 1:00 PM, because the New York Stock Exchange closes at 4:00 pm EST (1:00 pm PST).

Chart Your Stock Chart your company by pulling graphs from your finance page. This makes it easy to see how your company’s stock has performed over time.

Trading symbols and abbreviations for publicly owned companies are found on the Internet at:
New York Stock Exchange (http://www.nyse.com/)
Yahoo! Finance (http://finance.yahoo.com/)
Internet information on companies can be found on the company’s own website ("http://www.companyname.com"), or at one of the following sites:

- Yahoo! Finance (http://finance.yahoo.com/)
- Google Finance (http://www.google.com/finance)
- Long Island U. Center for Business Research (http://www.liu.edu/cwis/cwp/library/cbr/cbrvl.htm)

This page has hundreds of links to business sources.

### Stock Performance and Trends

1. **Value Line Investment Survey. Located at SLO County Libraries and Cal Poly.** Due to budget cuts, Cuesta no longer gets ValueLine. *Value Line* is updated often, has very current financial information, and is useful for your report. It looks hard to use, but go online to the *Exploring Value Line* page (http://www.valueline.com/ed_vlpage.html). It contains a good tutorial. Go into *Value Line University* from this page for more investment information. You can find information on your stock performance from the sources listed below, which you have already found. Some of the companies on your list will have their most recent reports listed under *Dow30*. If so, you can access these online at http://www.valueline.com/dow30/index.aspx.

2. Your company’s annual report - The annual report has useful financials.
3. Your company’s home page - You can get some financial information here as well.

### Useful Reference Books in the Cuesta Library

Background information about your company is found in the multi-volume set *International Directory of Company Histories* (ref HD 2721 I5x). The San Luis campus has over 50 volumes of information on companies. These books allow you to read about the background of the company and its original mission statements. Have the current company policies fulfilled the promises of the past?

### Finding Books in the Cuesta Library

Go to your myCuesta page to find current business books. Select the *Resources* tab for the Library channel. Beneath *Find a Book*, choose ‘For eBooks search EBSCOhost’. This brings up the EBSCOhost eBooks home page. Find recent full-text eBooks by typing any of the following keywords in the Search Box:

- Stock market,
- Stocks,
- Investments
- Stock exchanges.

### Bibliography

References for your paper should be properly formatted. When researching, be aware that you will need to create entries for your bibliography. Ask your instructor how he or she wants you to cite your sources.

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