

ReferenceUSA is a research and reference tool licensed to libraries, educational institutions and government agencies. Its business database contains 14 million companies and organizations.

ReferenceUSA is password protected. If you are on the MU campus you do not need a password. Otherwise, please call the Career Services Center, 414-288-5304, for the password and ID. You can also e-mail: career.services@marquette.edu.

ReferenceUSA Can Be Used to:

- Compile a list of companies in a specific industry with information about them and their competitors.
- Locate and compile a list of out-of-town companies
- Conduct job searches
- Search for business opportunities and suppliers
- Track down addresses and phone numbers
- Conduct market and patent research

How to Use Reference USA as a Job Hunting tool:

Because it is a database, students, as an example, may want to find all the pharmaceutical companies in Denver and can generate a list of the pharmaceutical companies in that area. They could then proceed to peruse the quick information—facts and statistics, see local competitors, view the company's corporate family and click on the company's website.

Tips

There are two tabs: **Quick Search** and **Custom Search**

- On Quick Search tab, put in a pharmaceutical company that you know, i. e. Abbott Labs, North Chicago IL
- Get into the company information
- Find the **SIC** code: (5122-03, pharmaceutical products wholesale). There can be several SIC's; these numbers pin point the company industry

- Then go to the Custom Search tab
- Click on the SIC Code and City boxes (or MSA for entire metropolitan area)
- Put in the SIC Code and city; a list will come up of all pharmaceuticals in Denver with some information about each

(If you don't have an SIC code, you can always use a yellow page heading to identify the type of Organization you are interested in. (i.e. Attorneys, Milwaukee))

Sample Searches

- Where is the headquarters of Nike. What is their sales revenue? Are they on the Fortune 1000 list? What's the latest news and headlines?
- Can you give me a list of all of the advertising companies with under 49 employees in Huntsville, AL?
- Patrons needs to find family entertainers for a benefit party in the state of New Hampshire. They bring you the following SIC's. 7029 and 5963
- I need to find all of the home-based businesses in Colorado that were established in the year of 2003-2006.
- I am researching, for a class project, manufacturing companies in Kentucky and I need ones with web addresses
- I would like to find all the florists in the Metro Statistical Area (MSA) of Houston.