



Scrawled shortcuts through the research maze...

What Company Do You Keep?

Business Source Premier

In what year did Coca-Cola attempt to change its formula and how long did it last? When did McDonald's introduce the Happy Meal?

Find these answers and more in a Datamonitor report.

Choose **Business Source Premier** from the **Databases by Name** List.

Select *Company Profiles* tab, browse company name and retrieve company overview, history, products, key employees and their biographies.

Hoover's

Is Pay Pal a public company? Use free content on Hoover's to find out the dirt on public companies or subsidiaries like PayPal. You can find loads of free info on public companies including key financials, subsidiaries and a list of top competitors. <http://www.hoovers.com/free/>

Securities and Exchange Commission

Want all the details on that PayPal/eBay merger? Check eBay's 8/28/02 Registration Statement, S-4/a, filed with the SEC. All publicly held companies are required by law to file documents disclosing company financial condition and business practices.

For executive compensation, try the most recent Definitive Proxy Statement, Def14a. The SEC is also a great place to track down a company's annual (10K) and quarterly (10Q) reports.

www.sec.gov

Yahoo Finance and MarketWatch

Did the purchase of YouTube in 11/06 affect Google's stock price?

Find current and historical stock prices, and indicators like market capitalization and P/E ratio.

<http://finance.yahoo.com> and www.marketwatch.com

Don't Forget to Search Company Web Sites!

Look for tabs such as "Investor Relations" for financial data, "Media Relations" for press releases and "Corporate Info" for general information. See <http://www.apple.com/pr/library/2007/01/09iphone.html> for Apple's official iPhone announcement.

** Warning: Browsing reference books can be enriching!*