Industry Analysis Resources

The sources listed below include print and electronic resources available through Maag Library which contain industry profiles and/or relevant information. A section of pertinent web resources has also been included.

Industry Codes

In the United States, there are two primary numbering systems used to identify industries. Because several of the databases allow you to search by these codes, locating the relevant code can be very useful when researching an industry.

The SIC or Standard Industrial Classification is the older of the two systems. SIC numbers are gradually being phased out, but are still used in databases and some print sources. SIC codes have been traditionally used for U.S. industries.

The NAICS or North American Industrial Classification System is the newer of the two systems and is gradually being established as the standard classification system for industries in the United States, Canada and Mexico. It is revised every five years.

Use the U.S. Census Bureau’s 2007 North American Industrial Classification (NAICS) site to determine the appropriate NAICS Industry code for your industry. You can use either the keyword search box or the drill down chart.

The U.S. Department of Labor, Occupational Safety & Health Administration: Standard Industrial Classification website allows the user to search the 1987 version SIC manual by keyword, to access descriptive information for a specified 2, 3, or 4-digit SIC, and to examine the manual structure.

Trade Associations

Trade associations can be a good way to learn more about an industry. You may learn more about current issues and trends, identify the industry’s trade publications, and locate conferences.

- The Directory of Business Information Resources DIF 54.52 US D567 2008
  Print source located in Maag Library’s Reference Room.
  Premier reference book for business researchers covering 58 industries, from Accounting and Advertising to Water Supply and Wholesale Services. Each chapter includes a wide variety of valuable industry-specific resources, including Associations, Magazines, Journals, Newspapers, Trade Shows, Directories, Databases and Web Sites. This edition includes 21,900 listings, including hundreds of brand new listings and thousands of updates. It’s the most comprehensive guide to business information on the market today.

- The Center for Association Leadership Gateway to Associations
  The ASAE Gateway to Associations Directory is easy to use and is updated daily to help you make networking more convenient. This directory service takes you directly to many of the associations currently operating on the World Wide Web. The search results provide a list of associations that meet your selection criteria.

Reference Room Resources

Reference materials are available for in-library use only and are shelved alphabetically by call number in the Reference Room. Basic reference materials are held at the Reference Desk. Reference materials on specific industries are available by request.
Directory services provided by the American Society of Association Executives

The ASAE Gateway to Associations Directory is easy to use and is updated daily to help you make networking more convenient. This directory service takes you directly to many of the associations currently operating on the World Wide Web. The search results provide a list of associations that meet your selection criteria.

Search guidelines

This page allows you to search for an association by name, interest area, or geographic location. You also can

<table>
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<td>Member 2 Member Directory</td>
<td>Gateway to Associations</td>
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| Upcoming Programs and Events

- Leadership and the Balance of Power: What's a #2 to Do?
  - May 25, 2011
- NOVA SAFE (Small Association Forum for Executives - Alexandria)
  - May 26, 2011
Gateway to Associations

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Search guidelines

This page allows you to search for an association by name, interest area, or geographic location. You also can search using a combination of fields.

**Search by**

- Association name starts with:
- Association name contains:

pharmacutical

city:

state/province:

- All
- Country:
  - Argentina

geographic scope:

- All

organization type:

- All

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Gateway to Associations

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Search Again
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\[\text{b}e\text{v}e\text{r}a\text{g}\\]

City:

State/province:

All

Country:

All

Geographic Scope:

All

Organization Type:

All

Search
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American Beverage Association
1101 18th St NW #700
Washington, DC 20036-4803
United States
Phone: (202) 463-6732
Web address: www.amenbev.org
Beverage Industry Info
The American Beverage Association

Companies that belong to the American Beverage Association make and sell some of the world’s most popular non-alcoholic beverage products in the world. You might say that our American Beverage Association members quench America’s thirst. At the same time, the American beverage industry is an important part of our nation’s economy. In this section you will find:

- Events
- Trade Press
Beverage Industry Trade Press

The American Beverage Association

- Leading Soft Drink Industry Trade Press
- Non-U.S. Beverage Industry Trade Press

Leading Soft Drink Industry Trade Press

**Beverage Aisle**
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New York, NY 10003-9993
Telephone: (646) 654-4500
Fax: (646) 654-7727
Contact: Bob Phillips, Editor

Focuses on the merchandising of beverages through a variety of channels, including supermarkets, chain stores, warehouses, mass merchandisers, drug stores, and convenience stores. Regular features include volume of beverage movement in supermarkets with more than $2 million in sales and "New Products Showcase." Published monthly.

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