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BRIDGEWATER, BOUND BROOK, HILLSBOROUGH, MANVILLE, MARY JACOBS, NORTH PLAINFIELD, PEAPACK & GLADSTONE, SOMERVILLE, WARREN, WATCHUNG

Research competition, potential employers and more at SCLSNJ

A recommendation from Cathy Briant, SCLSNJ business librarian.

Cathy has dual degrees in accounting and economics, a Masters in Library and Information Science and 15 years experience as a business information specialist. She's available to bring you to the bank of financial online resources, books, and magazines at SCLSNJ to enhance your quest for business information.



When you're on a quest for comprehensive business information, I recommend using one of SCLSNJ's key free resources: [ReferenceUSA](#). This database offers access to a wide range of business information. Think: online phone book with value-added information.

Central to the information attainable on [ReferenceUSA](#) are business profiles for local and corporate enterprises. A 'Quick Search' will find business names, addresses, phone numbers, a schematic of the corporate tree, and an arrow link that will find the corporate headquarters. Additional information that may be available, depending on the business, includes: management directory, business and industry profile, historical data extending back to 2003, company news, stock data, and job listings.

You can search for businesses a variety of ways on [ReferenceUSA](#), including by type, geography, and business size. The resource can generate a downloadable or printable list of up to 250 companies for you. This is a great way to generate marketing lists or to find competitors.

One of the more intriguing search capabilities in [ReferenceUSA](#) is the U.S. Consumers/Lifestyles Search. This is a great tool that allows for selections to be made to create a custom list of consumers based on up to one hundred personal lifestyle interests. For example if you were to market N.Y. Giants collectibles you could create a list or map for a specific geographical area of consumers interested in football.

ReferenceUSA not only helps business professionals research competitors or potential clients, but it also helps individuals search for jobs, healthcare providers, and even residential phone numbers. Powered by Indeed.com, [ReferenceUSA](#) allows a jobseeker to search for employment a number of ways, including by job title, location, salary ranges, and even specific companies. You can even upload your resume to apply for positions easily and keep a folder of job prospects. With a custom U.S. Healthcare Search, you can select prospective physicians or dental care providers by geographical area and their credentials. Using the U.S. Standard White Pages Search option, you can find that long lost friend or relative.



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It is amazing what you can find using this fun, easy tool – even about the millionaire next door! Give [ReferenceUSA](#) a try. If you would like to find out more, I encourage you to attend our next ReferenceUSA program on May 13 at the SCLSNJ Hillsborough Library Branch as our guest speaker will be Bill Loges from ReferenceUSA. For additional program information: sclsnj.org/s/officeonthego.

In the meantime, if you want to check out ReferenceUSA at home or work, visit SCLSNJ.org. Point to 'Research' in the green bar at the top of the page and then click on 'Business'. Scroll down to ReferenceUSA and click on the database. Be sure to have your library card and PIN number handy to access the database. Our mobile app will also give you access by tapping on 'Services' then ReferenceUSA. You can then choose to 'Take a Tour' or select the link that will search for the information you would like to find.

To find out ways to use ReferenceUSA to help you learn all you can about competitors, potential clients, and potential employers, visit us at any of SCLSNJ's 10 library branches.



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