



Researching For Interview Prep

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HARVARD | BUSINESS | SCHOOL
Knowledge & Library Services

Areas of focus

- Accessing Baker Library Website
- Company analysis
- Industry analysis
- Company and industry news and trends
- Understanding job roles or functions

Area of focus

Accessing Baker Library Website





Area of focus

Company analysis

Company analysis: OneSource, Capital IQ & ThomsonOne

Feature	OneSource	Capital IQ	Thomson ONE
Global coverage	✓	✓	✓
Overviews of companies	✓	✓	✓
News and reports	✓		✓ (analyst reports)
Good for coverage of smaller U.S. companies		✓	✓
Strong in finance, deals and rankings, and transactions		✓	✓
Great source for building HBS alumni network		✓	
Access details	HBS Intranet	In Baker Library or request account for remote access	HBS Intranet

Company analysis: OneSource

Example: Find information on Amazon's corporate strategy using
<http://www.library.hbs.edu/go/onesource.html>

1. Type Amazon into the "Companies" search box
2. Choose the first company in the list
3. On the left side of the screen select:

-*Strategic Initiatives*

See also:

-*Strength and Weaknesses (SWOT)*

-*Significant Developments*

Company analysis: OneSource Example (continued)

Amazon.com, Inc.

The Strategic Initiatives report is created using technology to extract meaningful insights from analyst reports about a company's strategic projects and investments. [More about Strategic Initiatives](#)

Strategic Initiatives

Filter Data by:



Topic All Topics



Keyword

Filter

Sort Data by:

Topic Date

Planning

In September 2013, Personalized Media Communications, LLC filed against Amazon.com, Inc. for use of certain Kindle devices. In 2013, other companies such as Telebuyer, LLC, Cellular Communications Equipment, LLC, Busk v. Integrity Staffing Solutions, Inc. and several others filed lawsuits against the company. Expansion InitiativesThe company's **strategic initiatives** to widen its presence and strengthen its assortment of products drive growth opportunities. In March 2014, the company announced plans to open its Fourth Fulfillment Center in Kent, Washington, the US. In 2014, the company launched the 'www.amazon.co.uk/wearabletechnology', a new Wearable Technology Store.

Source: [GlobalData, November 7, 2014](#)

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Source: [GlobalData, November 7, 2014](#)

Resource Management

The use of smart phones, tablets and other internet enabled devices contributed to growing E-commerce market. This changing trend encourages retailers to focus on the new internet savvy customer segment and venture into this growing retail format. With established presence in e-retailing the company could further save on costs and boost its market share. Strategic AcquisitionsAmazon.com continues to view acquisitions as a key part of its growth **strategy**. These acquisitions are intended to supplement the company's core growth and assure ongoing expansion of its business, including new technologies, additional products, and geographic reach. Inorganic growth **strategy** adopted by the company may significantly increase its market share.

Source: [GlobalData, November 7, 2014](#)

With established presence in e-retailing the company could further save on costs and boost its market share. Strategic AcquisitionsAmazon.com continues to view acquisitions as a key part of its growth **strategy**. These acquisitions are intended to supplement the company's core growth and assure ongoing expansion of its business, including new technologies, additional products, and geographic reach. Inorganic growth **strategy** adopted by the company may significantly increase its market share. In April 2014, Amazon.com entered into an agreement to acquire comiXology, the company that revolutionized the digital comics reading experience with their immersive Guided View technology. In March 2014, the company announced plans to acquire 4.2% stake in Yodel from the Barclay brothers for £8.7 million. Foreign Exchange RiskAmazon has significant operational presence in major markets across the world, which increases its exposure to foreign currency fluctuations.

Source: [GlobalData, November 7, 2014](#)

Inorganic growth strategy adopted by the company may significantly increase its market share. In April 2014, Amazon.com entered into an agreement to acquire comiXology, the company that revolutionized the digital comics reading experience with their immersive Guided View technology. In March 2014, the company announced **plans to acquire** 4.2% stake in Yodel from the Barclay brothers for £8.7 million. Foreign Exchange RiskAmazon has significant operational presence in major markets across the world, which increases its exposure to foreign currency fluctuations. In 2013, International segment accounted for 40.2% of the company's total revenue. As a result of fluctuations in foreign exchange rates, International segment decreased \$1.3 billion in comparison with the prior year.

Source: [GlobalData, November 7, 2014](#)

Sales and Distribution

Our financial focus is on long-term, sustainable growth in free cash flow1 per share. Free cash flow is driven primarily by increasing operating income and efficiently managing working capital2 and capital expenditures. Increases in operating income primarily result from increases in sales of products and services and efficiently managing our operating costs, partially offset by investments we make in longer-term **strategic initiatives**. To increase sales of products and services, we focus on improving all aspects of the customer experience, including lowering prices, improving availability, offering faster delivery and performance times, increasing selection, increasing product categories and service offerings, expanding product information, improving ease of use, improving reliability, and earning customer trust. We also seek to efficiently manage shareholder dilution while maintaining the flexibility to issue shares for strategic purposes, such as financings, acquisitions, and aligning employee compensation with shareholders' interests.

Source: [GlobalData, November 7, 2014](#)

Company analysis: Capital IQ

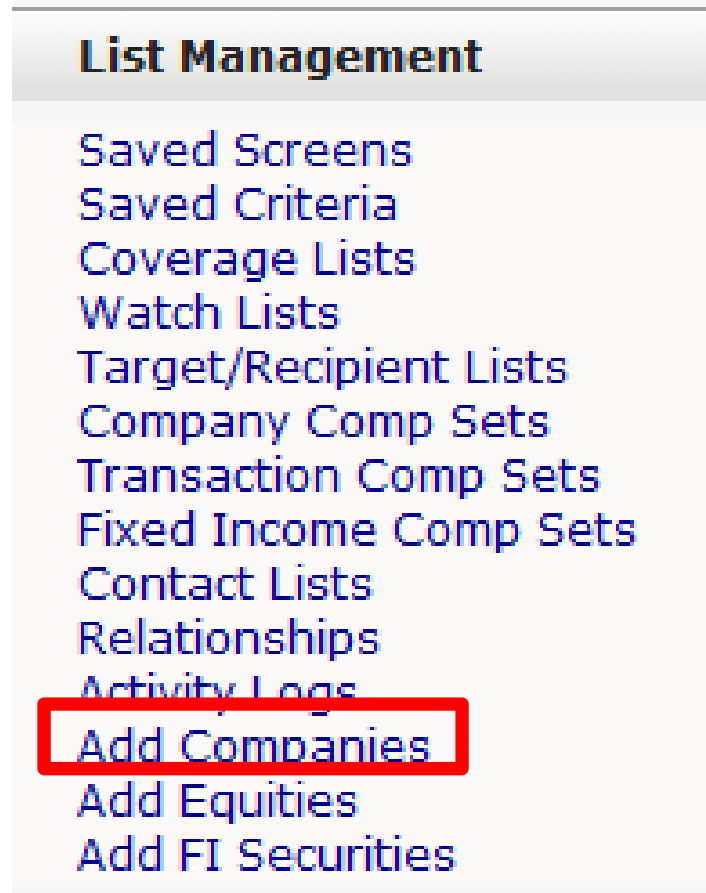
Example: List of Deals in Last 12 months by Financial Advisor JPMorgan Chase

<http://www.library.hbs.edu/go/capitaliq.html>

1. From the main menu choose “Screening” then “Transactions.”
2. Under “List Management” click “Add Companies.”
3. Search for advisors by name [in this case JPMorgan Chase].
4. Add them to Selected Companies, then select “Advisor” from the “This criterion describes” field. Click “Add Criteria” button.
5. Under “General Transaction Details” click on “Dates” and choose “last 12 months”. Click “Add Criteria” button.
6. Click on “View Results” to view results.
7. To create a specific report, click “Add Display Columns” under Display Options.
8. Choose desired fields and order to display and click “View Results.”
9. Click Excel icon to export screening results and aggregate data.

Company analysis: Capital IQ Example (*continued*)

Transaction Screening, List Management section



Company analysis: Capital IQ Example (*continued*)

Transaction Screening search criteria

Screen For: ☐ Companies ☐ Equities ☐ Fixed Income ☐ Key Devs ☐ People ☒ Transactions

View Criteria Customize Display Columns Saved Screens Idea Generation

Reorder Save as New Screen

1	Add Companies (Advisors): JPMorgan Chase & Co. (NYSE:JPM)	3943	Edit	X	Options ▼
2	All Transactions Announced Date: [Last 12 Months]	491	Edit	X	Options ▼

Search: Search or add data points and formulas ... Add to Screen

Sort by: All Transactions Announced Date ▼ DESC ▼ View: All Results ▼ of 491 **View Results >>**

Company analysis: Capital IQ Example (continued)

Transaction Screening results

View Criteria Customize Display Columns

+ Edit Criteria Return to Screen Builder

Search: Search or add data points and formulas ...

Screening Results - Currency: Original Settings Change

Export: All Transactions Templates: Go

Word Excel Go Keep Current Columns Add/Edit Display Columns

Save to List Group Results Functions: Aggregates Launch Visualization... Go

Viewing 1-50 of 491 [View 1-50 | 51-100 | 101-150 | 151-200 | 201-250 | > >>] [View All]

	All Transactions Announced Date	Target/Issuer	Transaction Types	Transaction Status	Total Transaction Value (\$USDmm, Historical rate)
	12/15/2014	Archer-Daniels-Midland Company, Global Cocoa Business	Merger/Acquisition	Announced	1,300.00
	12/15/2014	Talisman Energy Inc. (TSX: TLM)	Merger/Acquisition	Announced	13,518.02
	12/10/2014	Deutsche Annington Finance B.V.	Public Offering	Closed	1,240.93

Company analysis: Thomson ONE for Analyst reports

Example: Find initiating coverage analyst reports for Medtronic using <http://www.library.hbs.edu/go/thomsonbanker.html>

1. Select “Company Views” tab from the top of the screen
2. Select “Research” and then “Company Research”
3. Select link in the top right corner “Advanced Research Page”
4. Within area called, “Search Options” Type company name, “Medtronic” in company search box
5. Click box to the right of the company search box, “Initiating Coverage”
6. Open “Date Box” and change date to “Last 1 Year”

Company analysis: Thomson ONE Example (*continued*)

How to locate analyst reports in Thomson ONE

Thomson ONE

Market Views Company Views Screening & Analysis Tools & Tips

Research

Symbol/Name MSFT-US Go Market ALL COUNTRIES

Company Research - Embargoed

Research MICROSOFT CORPORATION

Research Update: Barclays Research is now available in the Investext / subscription collection

Search Options

Date: Last 90 Days 08/29/13 to 11/27/13

Enter Keyword(s) Search Tips

Title Contributor

Search Reset

1. Click on Research to refine your search
2. Adjust the date and other criteria- key words, number of pages and more.
3. Click on Search to retrieve reports

Company analysis: Thomson ONE Example *(continued)*

Results of Initiating Coverage analyst report on Medtronic

Equity Research

INTRODUCTION

We are initiating coverage on Medtronic with a Market Perform rating. Medtronic is a diversified medical technology company that is more lately being compared with Abbott Laboratories and Johnson & Johnson rather than with its traditional peers, Boston Scientific and St. Jude Medical. Recently, the company has been raising its dividend to seek new, and not totally growth oriented investors. Medtronic conducts business in the cardiovascular, spine, diabetes, neurovascular and ear/nose/throat markets. It is ahead of the curve in expanding into the BRIC countries. The following items may be of interest to investors.

- **Medtronic's stock price has been range bound for several years and is likely to remain so.** Medtronic's core businesses growth has slowed to the mid-single digits. Businesses and product lines that were expected to replace or expand Medtronic's growth potential have not. The company's mid-teens growth in the 1990's and early 2000's has slowed to mid-single top-line growth and high single-digit bottom-line growth. Good financial management has helped, but it is not likely to be good enough for investors to move back into the stock.
- **Most acquisitions since Sofamor Danek in 1998 have been value destroying.** A principle driver for growth at Medtronic and other medical device companies is through acquisitions. Acquisitions have not treated Medtronic kindly over the years. Most recently, Kyphon did not perform as well as expected, nor did the acquisition of Ablation Frontiers. The word is still out on CryoCath, Ventor and CoreValve, though the valuation given to those companies was 'heady', over \$380 million for CryoCath, \$325 million for Ventacor and \$700 million for CoreValve.
- **The new emphasis on 'One Medtronic' could lead to better top-line and bottom-line performance.** Certain businesses at Medtronic have been starved for investment because of the silos created at the company, something that began during the realm of Bill George, a former Chairman/CEO. That has changed, and we believe more principled investments are being made that could lead to better growth opportunities in what are now the smaller components of Medtronic's businesses, neuromodulation, for example.
- **New CEO/Chairman Omar Ishrak brings big company experience from GE Healthcare which should benefit the company, though we expect a learning curve as he adapts to an implantable-focused business.** The business climate is changing, and Medtronic appears to have used the change as a guide to bring in a new CEO with

Company analysis: FactSet

<http://www.library.hbs.edu/go/factset.html>

- Provides comprehensive data and analytics on global financial and economic markets and companies.
- In-depth company guides
- Intraday trade monitor
- Customizable workspace
- Request an account through the FactSet [More Info](#) page

Company analysis: FactSet

The screenshot shows the FactSet software interface for Eli Lilly and Company (LLY). The main window displays the 'Company Guide' for LLY-US, showing key financial metrics such as Market Cap (\$62,304M), EV (\$62,216M), and Sales (\$23,262M). A 'Quick Links' sidebar on the right provides navigation options like 'Company Guide', 'Price Summary', and 'Entity Structure'. A 'Select financial information to be included in report' dialog box is open, allowing users to select specific financial data to include in their report. The dialog box includes options for 'Print Custom Range' and 'Select All', and a list of financial metrics to choose from.

Quick Links:

- Company Guide
- Price Summary
- Entity Structure
- Economic Links
- Country Synopsis
- U.S. GDP
- GDP Price Indices
- Business Cycle Indicators
- Employment By Industry
- Import & Export Prices
- Gross Value Added

Financial Metrics:

Metric	Value
YTD	8.4%
3M	13.1%
1Y	4.5%
Beta	0.84
FY1 PE	13.4x

Financial Data Table:

	Dec '08	Dec '09	Dec '10	Dec '11	Dec '12	Dec '13E	Dec '14E	Syr Avg
Price Change (%)	-24.6	-11.3	-1.9	18.6	18.7	3.4	8.4	5.5%
+/- S&P 500 (%)	13.9	-34.8	-14.7	18.6	5.3	-26.2	8.8	-10.4%
+/- Industry (%)	-3.3	-23.8	2.1	5.1	8.5	-26.4	5.8	-8.9%
Div Yld (%)	4.8	5.4	5.6	4.7	4.0	-	3.5	4.9%
Syr CAGR								



Area of focus

Industry analysis

Industry analysis: S&P NetAdvantage, Passport and IBISWorld

Feature	S&P NetAdvantage Industry Surveys	Passport	IBISWorld
Market coverage	Best for U.S. markets	Global coverage	Also good for U.S. markets
Level of coverage	Broad industries	Deep coverage	Deep coverage
Standard sections for “How to analyze this industry/company” or “Competitive Landscape”	✓		✓
Good for consumer product sectors		✓	

Industry analysis: S&P NetAdvantage

Example: Use S&P NetAdvantage to find the most recent Biotechnology industry report for the U.S.

http://www.library.hbs.edu/go/s_and_p.html

1. Go to the box called “S&P Publication Search”
2. Use the drop-down menu for “Industry Surveys” and scroll to select “Biotechnology”
3. Click the arrow to go to the report

Industry analysis: S&P NetAdvantage Example (continued)

The screenshot displays the S&P NetAdvantage website interface. The top navigation bar includes the S&P Capital IQ logo, the site name 'NetAdvantage', and links for 'Glossary', 'Contact Us', and 'Help'. Below this is a secondary navigation bar with tabs for 'Home', 'Companies', 'Industries' (selected), 'Mutual Funds/ETFs', 'Directories', and 'Financial Education'. The main content area is titled 'Biotechnology' and dated 'SEPTEMBER 2014' by 'Jeffrey Loo, CFA', a 'Health Care Sector Equity Analyst'. It features a sidebar with various survey and data links, a central section for 'CURRENT ENVIRONMENT' and 'INDUSTRY PROFILE' with sub-links, and a 'COMPARATIVE COMPANY ANALYSIS' section with links for financial ratios. The bottom of the page contains a footer with legal notices and the McGraw-Hill Financial logo.

S&P CAPITAL IQ
McGRAW HILL FINANCIAL

NetAdvantage

Glossary Contact Us Help

Home Companies Industries Mutual Funds/ETFs Directories Financial Education

Industry Surveys Archived Surveys
Biotechnology Sep 2014 Enlarge view/Printer friendly Download Comparative Company Analysis

Search by
Company Name

S&P CAPITAL IQ
McGRAW HILL FINANCIAL

Biotechnology
SEPTEMBER 2014
Jeffrey Loo, CFA
Health Care Sector Equity Analyst

INDUSTRY SURVEYS

[CURRENT ENVIRONMENT](#)
[INDUSTRY PROFILE](#)
[Industry Trends](#)
[How the Industry Operates](#)
[Key Industry Ratios and Statistics](#)
[How to Analyze a Biotechnology Company](#)

[GLOSSARY](#)
[INDUSTRY REFERENCES](#)

COMPARATIVE COMPANY ANALYSIS
[Revenues](#) [Net Income](#) [Profit Ratios](#)
[Balance Sheet Ratios](#) [Equity Ratios](#) [Per-Share Data](#)

CURRENT ENVIRONMENT
Biotech stocks consistently outperform the broader market

Over the past four years, biotechnology stocks have substantially outperformed the broader equity markets. In our view, the industry's resurgence and consistent outperformance can be attributed to several positive trends that emerged after 2010. First, the FDA picked up its pace of new drug approvals—30 new drugs in 2011, followed by 39 in 2012. Although new drug approvals slipped to 27 in 2013 and 23 in 2014 as of August 8 (latest reading), we note that these levels were still above the 2010 approvals of only 21. In addition, drugs approved in 2013 and 2014 have significant commercial prospects and represent major advances in some therapeutic areas, which, in our view, mitigate the negative sentiment over the lower approval output.

Further, drugs addressing rare diseases continue to represent an increasing portion of new drug approvals, which we see signaling an important shift in the drug development landscape. Rare disease-focused drugs are typically granted orphan drug designation ("orphan status") by the FDA, and are marked by less competition and increased pricing power. These drugs tend to target smaller patient populations, which can offer quicker clinical timelines and more favorable regulatory paths to market. Recent novel drug approvals were granted for diseases in need of new treatment options, including the Hepatitis C virus, the neurological disease multiple sclerosis (MS), and various cancers. In late 2012, the FDA introduced the "breakthrough therapy" designation to further accelerate the development and approval timeline for programs that represent significant advances over existing treatments. Granting this designation 35 times since 2012, three breakthrough therapy drugs were approved this year as of May 2014. The FDA, in its efforts to streamline the regulatory processes, released its final guidance on expedited drug approvals on May 29, 2014.

Another factor in biotech's outperformance has been the greater acquisition of biotech companies by a wider set of companies, which saw an uptick after the

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Industry analysis: Passport

Example: Use Passport to find the most recent report for Beauty and Personal Care in India.

<http://www.library.hbs.edu/go/gmid.html>

1. With the Search Tree for Industries selected, choose “Beauty and Personal Care” as the industry
2. Select “Beauty and Personal Care” as the category, then click Go
3. Click *Now Choose Geographies* to select India, then click *Run Search*
4. View desired reports
5. Use filter options if desired

Industry analysis: Passport Example *(continued)*

Selecting industry and category

SEARCH TREE

- ☒ Industries
- ☐ Countries & Consumers

Beauty and Personal Care ▼

Beauty and Personal Care ▼

Go >

Industry analysis: Passport Example *(continued)*

Category is
selected

Now choose
Geographies

The screenshot displays the Passport tool interface. On the left, the 'CATEGORY TREE' section features a search bar labeled 'Enter Filter Keywords' and a 'Filter Tree >' button. Below this is a list of categories under the 'Industries' heading. The 'Beauty and Personal Care' category is selected, indicated by a red box around its checkbox. On the right, the 'CATEGORY SUMMARY' section shows 'Beauty and Personal Care' with a blue 'X' icon, also highlighted by a red box. A red arrow points from the 'Beauty and Personal Care' selection in the Category Tree to its entry in the Category Summary. At the bottom of the Category Tree, there is a 'Clear Selection' link and a 'Now Choose Geographies >' button, which is highlighted with a red box.

Selections are
collected on right
side of the screen.

Industry analysis: Passport Example (*continued*)

Selecting geography

The screenshot displays the 'GEOGRAPHY TREE' interface. At the top, there is a search bar labeled 'Enter Filter Keywords' and a 'Filter Tree >' button. The main area is a tree structure of geographical regions. 'India' is selected and highlighted with a red box. To the right, the 'CATEGORY SUMMARY' section shows 'Beauty and Personal Care' selected with a red 'X' icon. Below this, the 'GEOGRAPHY SUMMARY' section shows 'India' selected with a blue 'X' icon. At the bottom, there are three buttons: '< Back', 'Clear Selection', and 'Run Search >'. The 'Run Search >' button is highlighted with a red box. A red arrow points from the text 'Selections are collected on right side of the screen.' to the 'CATEGORY SUMMARY' and 'GEOGRAPHY SUMMARY' sections.

GEOGRAPHY TREE Statistics | Analysis | Info Sources

Enter Filter Keywords [Filter Tree >](#)

- ☐ World
- ☒ Asia Pacific
 - ☐ Azerbaijan
 - ☐ China
 - ☐ Hong Kong, China
 - ☒ India
 - ☐ Indonesia
 - ☐ Japan
 - ☐ Kazakhstan
 - ☐ Malaysia
 - ☐ Pakistan
 - ☐ Philippines
 - ☐ Singapore
 - ☐ South Korea
 - ☐ Taiwan
 - ☐ Thailand
 - ☐ Uzbekistan
 - ☐ Vietnam
- ☐ Australasia
- ☐ Eastern Europe
- ☐ Latin America
- ☐ Middle East and Africa
- ☐ North America
- ☐ Western Europe
- ☐ Economic regional totals

< Back | Clear Selection [See Data Now >](#) [Run Search >](#)

CATEGORY SUMMARY

☒ Beauty and Personal Care

GEOGRAPHY SUMMARY

☒ India

Selections are collected on right side of the screen.

Industry analysis: Passport Example *(continued)*

Guest of Harvard University | Manage My Details | [Log Out](#) |

COUNTRIES & CONSUMERS ▼ COMPANIES CAMI MY CONTENT ▼ HELP

Statistics Analysis

RESULTS | Sort by

- Market Sizes Statistics | Mar 2014 | [Show Details](#)
- Company Shares Statistics | Mar 2014 | [Show Details](#)
- Brand Shares Statistics | Mar 2014 | [Show Details](#)
- Distribution Statistics | Mar 2014 | [Show Details](#)
- Pricing Statistics | Mar 2014 | [Show Details](#)
- Products by Ingredient Statistics | Mar 2014 | [Show Details](#)
- Urban vs Rural Statistics | Mar 2014 | [Show Details](#)
- Beauty and Personal Care in India Industry Overview | Jul 2014 | [Show Details](#)**
- Colgate-Palmolive India Ltd in Beauty and Personal Care (India) Local Company Profile | Jul 2014 | [Show Details](#)
- Dabur India Ltd in Beauty and Personal Care (India) Local Company Profile | Jul 2014 | [Show Details](#)
- Hindustan Unilever Ltd in Beauty and Personal Care (India) Local Company Profile | Jul 2014 | [Show Details](#)**
- L'Oréal India Pvt Ltd in Beauty and Personal Care (India) Local Company Profile | Jul 2014 | [Show Details](#)
- Quest Retail Pvt Ltd in Beauty and Personal Care (India) Local Company Profile | Jul 2014 | [Show Details](#)
- Beauty and Personal Care Trends in Asia Pacific Videocast | Nov 2014 | [Show Details](#)
- The Different Faces of Natural Skin Care Opinion | Sep 2014 | [Show Details](#)
- Grooming Routines Around The World Datagraphic | Aug 2014 | [Show Details](#)
- Can Za win over Indian consumers? Opinion | Aug 2014 | [Show Details](#)
- Global Bathing Habits Datagraphic | Aug 2014 | [Show Details](#)
- Future Potential in Premium Beauty Datagraphic | Jul 2014 | [Show Details](#)
- Unilever's Lakmé Ventures into Masstige Cosmetics in India Podcast | Jul 2014 | [Show Details](#)
- Skin Care's Mixed Geographical Landscape Opinion | Jul 2014 | [Show Details](#)
- Hair care sees strong demand in emerging and new frontier markets Podcast | Jun 2014 | [Show Details](#)

Industry analysis: Passport Example (continued)

 **Passport**

Guest of Harvard University | Manage

SEARCH INDUSTRIES ▼ COUNTRIES & CONSUMERS ▼ COMPANIES CAMI MY CONTENT ▼ HELP

Modify search

Results List **Statistics** **Analysis**

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Consumers' love for skin whitening continues to grow
Multinational companies continue to lead
Modern retailers increase their contribution, whilst internet retailing gains popularity
Beauty and personal care is likely to continue to grow over the forecast period
KEY TRENDS AND DEVELOPMENTS
Modern retailers increase their contribution, whilst
Full Market Reports ▼
Beauty and Personal Care in India
Related Statistics ▼
View Statistics
Related Industry Reports ▶
Related Company Profiles ▶
Related Articles ▶
More Related Items ▶

Beauty and Personal Care in India
Industry Overview | 24 Jul 2014

EXECUTIVE SUMMARY

Beauty and personal care continues to see healthy growth in 2013
Beauty and personal care value sales recorded healthy growth despite high inflation and increased retail prices. The rising social image consciousness amongst Indian consumers supported growth of higher-priced new launches especially in a few categories like skin care and colour cosmetics. As manufacturers started marketing their products based on promising claims, consumers started to base their buying decision on these benefits.

Consumers' love for skin whitening continues to grow
Skin whitening remained the most popular claim in most beauty and personal care products, especially skin care and colour cosmetics. Interestingly, skin whitening also emerged as a popular claim in men's grooming products. However, manufacturers focused on adding new claims like skin brightening and spot reduction to the list of claims to attract consumers.

Multinational companies continue to lead
Multinationals including Hindustan Unilever and Colgate-Palmolive India Ltd maintained the lead in 2013. The leading manufacturers continued to leverage the wide product portfolio and nationwide presence. In addition, international companies introduced many products from their global portfolio to cater to the consumers who started to look for better quality products.

Modern retailers increase their contribution, whilst internet retailing gains popularity
Modern retailers' contribution to beauty and personal care value sales increased further due to the expansion of modern retail chains and increasing footfall in the review period. In addition, modern retailers started to give more shelf space to beauty and personal care products especially skin care, hair care, and deodorants and bath and shower. Beauty and personal care sales via internet retailing also became significant with increase in the number of e-tailers and convenience attached to shopping online.

Beauty and personal care is likely to continue to grow over the forecast period
Beauty and personal care is expected to continue to grow over the forecast period as consumers, including men, spend more on personal grooming. In addition, manufacturers will continue to launch new products at different price points which will help them to gain volume sales and higher margins. The majority of growth, however, will come from new consumers, who will increasingly try different products over the forecast period.

KEY TRENDS AND DEVELOPMENTS

Modern retailers increase their contribution, whilst internet retailing gains popularity


Industry analysis: IBISWorld

Example: Use IBIS World to find an industry overview of investment banking globally.

<http://www.library.hbs.edu/go/ibis.html>

1. In the search box, “Start Your Search Here,” type keywords, “investment banking”
2. Scroll down “Search Results” page to “Industry Reports (Global)”
3. Then select, “Global Investment Banking & Brokerage - J5521-GL”

Industry analysis: IBISWorld



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Start your search here:

Search by keyword, company or code:



Browse report listings:

- ▶ US Industry Reports (NAICS)
- ▶ US Specialized Industry Reports
- ▶ US Industry Archives
- ▶ UK Industry Reports (UK SIC)
- ▶ China Industry Reports
- ▶ Global Industry Reports
- ▶ Australia Industry Reports (ANZSIC)
- ▶ US Risk Ratings Reports
- ▶ US Risk iExpert Summaries
- ▶ US Business Environment Profiles
- ▶ UK Risk Ratings Reports
- ▶ Australia Risk Ratings Reports

Industry analysis: IBISWorld

Search Results (Filter My Results)

Industry Reports (Australia) (1 to 5) of 453 matches [More Results](#)

- ▶ Investment Banking & Securities Brokerage in Australia - K7512
- ▶ Foreign Banks in Australia - K7326
- ▶ Private Equity in Australia - X0020
- ▶ Mortgages in Australia - X0010
- ▶ Financial Planning and Investment Advice - K7515

Industry Reports (US) (1 to 5) of 1082 matches [More Results](#)

- ▶ Investment Banking & Securities Dealing in the US - 52311
- ▶ Commodity Dealing and Brokerage in the US - 52315
- ▶ Financial Data Service Providers - OD5491
- ▶ Business Valuation Software - OD4798
- ▶ Open-End Investment Funds in the US - 52591

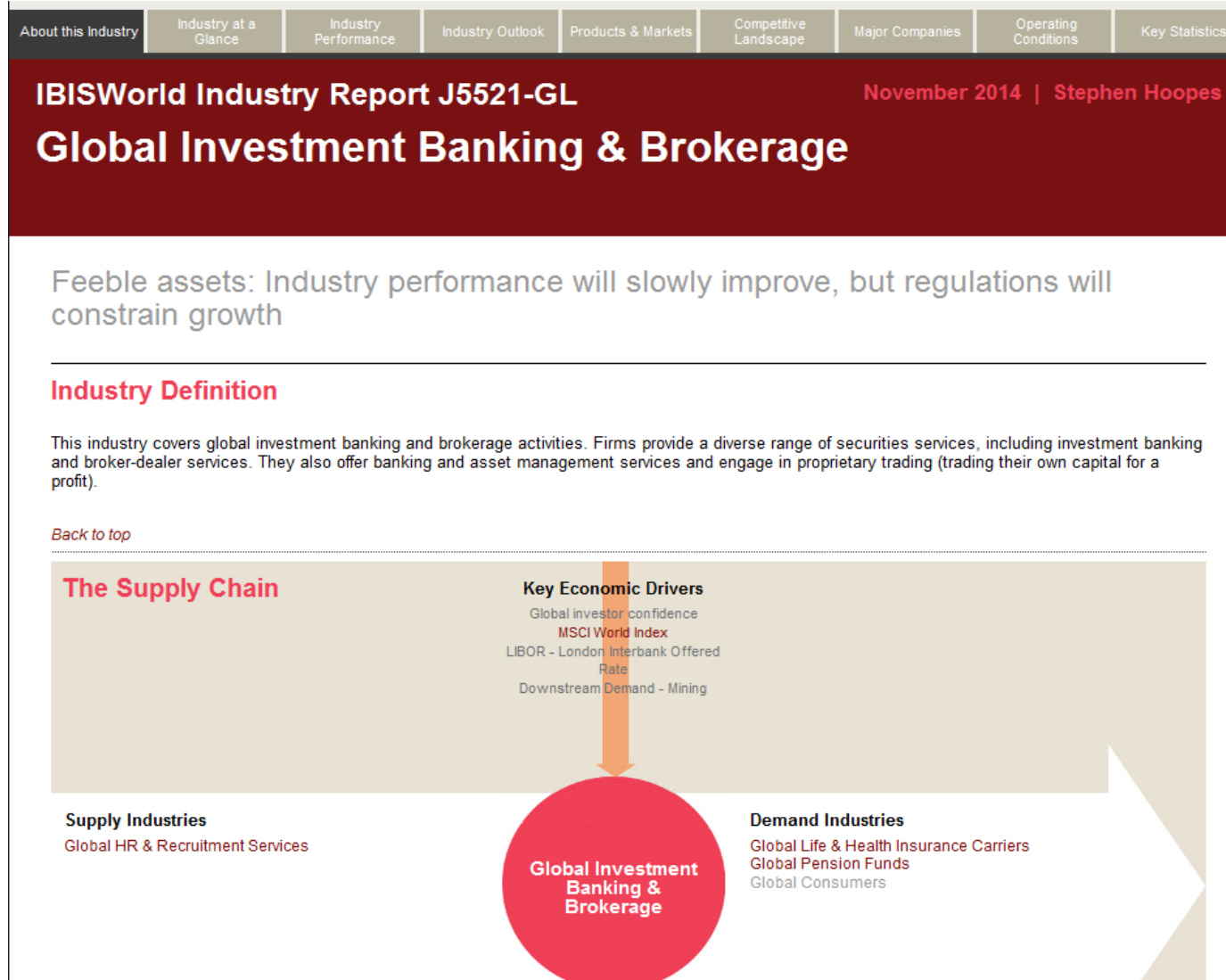
Industry Reports (UK) (1 to 5) of 345 matches [More Results](#)

- ▶ Investment Banking & Securities Brokerage in the UK - K66.120
- ▶ Banks in the UK - K64.191
- ▶ Stock & Commodity Exchanges in the UK - K66.110
- ▶ Private Equity in the UK - K64.303
- ▶ Building Societies in the UK - K64.192

Industry Reports (Global) (1 to 5) of 73 matches [More Results](#)

- ▶ Global Investment Banking & Brokerage - J5521-GL
- ▶ Global Commercial Banks - J5511-GL

Industry analysis: IBISWorld



Area of focus

Company and industry news and trends

Company and industry news and trends: Factiva

- News articles from over 10,000 publications, global in coverage
- Strong in financial and business management content
- Original language content
- The “News Pages” tab allows you to browse headlines by country, industry or geographic location. The Newsstand feature within this tab allows you to browse specific sections of international newspapers

Company and industry news and trends: Factiva

Example: Find recent articles in Factiva about Apple's new products

<http://www.library.hbs.edu/go/factiva.html>

1. Open “Date” and select “In the last year”
2. Scroll down to “Company” filter and type company name “Apple”
3. Scroll down to “Subject” filter and type “New Products/Services”

Company and industry news and trends: Factiva Example (continued)

Publications Web News (5,711) Blogs (929) Pictures (42) Multimedia (39)

ates: Similar Display Options ▼

Headlines 1 - 100 of 4,179 Next 100 ▶ Total duplicates: 28

- Will Apple Pay be the next iRevolution**
Middle East North Africa Financial Network (MENAFN). 1 December 2014, 674 words, (English)
(MENAFN - Arab News) CUPERTINO California: Apple's skinnier iPads and flashy big-screen iMac are sleek and stunning. But the tech giant is making bigger strategic bet with next week's launch of Apple Pay the mobile pay service aimed at ...
+ 1 duplicate article(s) identified
- Apple launches iPad Air 2 and iPad Mini 3**
Domain-B. 1 December 2014, 523 words, (English)
With the launch the new iPad Air 2 and iPad Mini 3 in India, Apple has made both the models available in India. These can be bought both online and at Apple authorised retail stores, PTI reported.
- UnionPay promoting AndroidPay mobile payment service with possible launch in Q3 2015**
New Vision. 29 November 2014, 303 words, (English)
China-based credit and debit card issuer China UnionPay recently began promoting its mobile payment service AndroidPay for Android-based smartpho developers in advance of its potential launch in the third quarter of 2015, according to a ...
- Apple launches its annual Black Friday sale**
StockWatch. 29 November 2014, 248 words, (English)
The annual Black Friday sale has been launched by Apple. The tech giant this time round is offering iTunes gift cards to customers buying an iPhone. T cards are linked to the company's fund-raising effort for the Global Fund to fight ...
- It's the automakers versus Apple and Google**
The Toronto Star. 29 November 2014, 818 words, (English)
There's a war going on. And the battlefield is your car. I'm not talking about the sibling spats that are standard back-seat fare for families everywhere, bu about who controls the critical electronic link between you, your vehicle ...
- Research and Markets; An Insight Into Consumer Mobile Application Storefronts Featuring Apple , Blackberry, Google & Microsoft**
Investment Weekly News. 29 November 2014, 263 words, (English)
2014 NOV 29 (VerticalNews) -- By a News Reporter-Staff News Editor at Investment Weekly News -- Research and Markets (http://www.researchandmarkets.com/research/q8mx9l/an_insight_into) has announced the addition of the "An Insight Into ...
- Press Release: Excite Japan Co., Ltd Releases Bedtime Stories "OTO-EHON" - Japanese Folk Tales & European Fairy Tales**


Company and industry news and trends: Factiva


Example: Find news related to recent trends in the consumer products industry in the United States.

<http://www.library.hbs.edu/go/factiva.html>



1. Click on “Subject”
2. Scroll down and click on “Content Types”
3. Select “Selection of Top Stories/Trends Analysis”
4. Select “Suggested Reading – Industry News”
5. Select “Consumer Products”
6. Select “All Regions” and type “United States” in the search box

Company and industry news and trends: Factiva Example (continued)

FACTIVA® Home Search Alerts News Pages Companies/Markets 

Search DATE: In the last 6 months SOURCE: All Sources MORE 

Free Text Search
Search Form
Examples


Query Genius **BETA**  


☐ Include additional Blogs and Boards


Search


☒ **Concept Explorer [Beta]**


Date **In the last 6 months** Duplicates **Similar**


Source  All Sources


Author  All Authors


Company  All Companies


Factiva Expert Search 


Subject  **Suggested Reading – Consumer Products**

Industry  All Industries

Region  **United States**






Look up 



Language  **English**

More Options 

Start New Search **Search**

Dow Jones (235) All (654) **Publications** Web News (149) Blogs (0) Pictures (0) Multimedia (0)

Sort by: Most recent first Duplicates: Similar     

Display Options  

▼ Date


150

100

50

Export

Headlines 1 - 100 of 505 **Next 100** Total duplicates: 11

1.  **Off Target on Toy Gun Regulation**
NYTimes.com Feed, 21 December 2014, 1548 words, (English)
A blaze orange safety plug sits at the end of every toy gun manufactured and sold in America. Made of plastic and often removable by knife, or, in more stubborn cases, covered up with black spray paint, the plugs vary in shape and size. ...

Industry Highlights

- Seven bi-weekly newsletters for selected industries published by Baker Library Services during the academic terms.
- Industries covered include consumer products, health care/biotech, retail/luxury goods, high tech, entertainment, investment management and VCPE
- Summaries of important news items with links to the full text.
- Articles are selected by Baker librarians
- News about major players and HBS recruiters, analysis of trends in the industry and the competitive environment, and news of innovative products and services.
- Sign up through the Baker Library website
<http://www.library.hbs.edu/intra/highlights.html>

Area of focus

Understanding job roles or functions

Understanding job roles or functions: Vault

Vault Career Library

- Descriptions of specific job functions and position responsibilities
- Inside scoop on what it is like to work in industries and companies MBAs prefer
- Day in the life and career path for particular role

See also: CPD Industry Resources

Have a more time?

Fast Answer: Job interview preparation

<http://asklib.library.hbs.edu/a.php?qid=36455>

- Provides pointers to resources useful for preparing for job interviews.

Safari Books Online – Career Development

- E.g., 101 Successful Interviewing Strategies / Eric P. Kramer

Course Technology PTR, 2001

<http://proquest.safaribooksonline.com.ezp-prod1.hul.harvard.edu/book/-/9781435459823>

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Need more help?

TODAY, 1/16, 1-5pm: 1:1 drop-in help, Aldrich 11

AFTER TODAY: Contact a librarian to answer questions, meet one-on-one, and learn more about resources.

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HBS Study Hours (starting 1/24)*:

- MON-THURS: 7 pm – 12 am
- SAT: 12 pm – 7 pm; SUN: 7 pm – 12 am

Phone: 617.495.6040

Email: infoservices@hbs.edu – Send questions or request an appointment.

* Hours differ between terms and for holidays. See Hours at <http://www.library.hbs.edu/info/hours.html>.