“Breaking Into…”
CPG / Marketing

Baker Library Research Guides
* Food & Beverage
  www.library.hbs.edu/guides/food.html
* Retail
  www.library.hbs.edu/guides/retail.html

Industry Reports
* Standard & Poor’s NetAdvantage Industry Reports
  ➢ Foods & Nonalcoholic Beverages
  ➢ Household Durables
  ➢ Household Nondurables
* Global Market Information Database
* IBISWorld

Articles / Trade Publications
HAPPI (Household and Personal Products Industry)
  www.happi.com
* Industry Highlights Consumer Products
  www.library.hbs.edu/intra/highlights.html
* Factiva
  ➢ Strong international coverage of newswires and trade publications
* Business Source Complete
* Adweek (Via hollis.harvard.edu)
* Advertising Age (Via hollis.harvard.edu)
(Note: Top advertisers often are CPG firms.)

Analyst Reports – Company and Industry
* Thomson ONE

Annual Reports, SEC Filings, & Deal Analysis
* Capital IQ
* Thomson ONE

Startups
* Fast Answer asklib.library.hbs.edu
  ➢ “companies: fast growing”
  ➢ “start-up companies”

Networking
Student classcards, Faculty, HBS Alumni
HBS Food & Beverage and Agribusiness Club
inside.hbs.edu/myhbs.aspx
LinkedIn www.linkedin.com
Facebook www.facebook.com

* Available via Baker Library at www.library.hbs.edu

Behind the Scenes – Company; Job; Industry
* Vault Online Career Library
  ➢ Vault Guide to the Top 50 Consumer Products Employers (Employer Guides, pg. 3)
  ➢ Vault Career Guide to Marketing & Brand Management (Industry Guides, pg. 6)
* Fast Answers asklib.library.hbs.edu
  ➢ “brand management”

Wetfeet Careers in marketing
  ➢ Stamps Reading Room -- Career Collection HF5415.35 .C37 2011 (in print)
Wetfeet Careers in brand management
  ➢ Stamps Reading Room -- Career Collection HF5415.15 .C37 2011 (in print)

Target Company Lists
* Fast Answer asklib.library.hbs.edu
  ➢ “consumer packaged goods companies”
* Capital IQ
  ➢ See Consumer Discretionary
  ➢ Strong for HBS alumni networking
* Hoover’s Online
  ➢ See Consumer Products Manufacturing
* OneSource Global Business Browser
  ➢ Strong North America coverage
* Orbis
  ➢ Strong international coverage

Jobs / Interview Prep
Adweek jobs.adweek.com
AdvertisingAge jobs.adagetalentworks.com
MBA CPD Career Hub & MBA CPD Salary Data
inside.hbs.edu/Departments/mba/cpd
Wetfeet Ace your interview: Brand management
  ➢ Stamps Reading Room -- Career Collection HF5415.15 .A28 2012 (in print)

Events / Organizations
* Fast Answers asklib.library.hbs.edu
  ➢ “Associations”
  ➢ “Conferences or trade shows”
American Marketing Association
  www.marketingpower.com (See Job Board)
National Retail Federation www.nrf.com (Search “Jobs”)