Leveraging Baker Resources

Linda Rosen, Information Research Specialist
Research Support for PLD

Use Baker Library’s extensive resources to dig deeper to locate information about companies, industries, and markets. *Baker Library resources are available for the duration of the program only.*

- Librarians at Baker Library are available to assist you
- We will help you to identify and use resources and develop your search strategy to find relevant data and information including:
  - company/competitor analysis
  - industry overviews
  - customer demographics
  - and more…
Getting Started

Take the guesswork out of how to begin finding information.

Overview of Baker Library Web site

• Research Strategy
• Specific Resources of Interest
• Key Tips
• Visiting Baker Library
• Getting Help
Select **Baker Library Resources** on the PLD Learning Nexus

Baker Library has a wide range of collections and services to meet the academic research related to HBS Executive Education programs.

**How we can help:**

- Selecting appropriate databases and resources for research projects.
- Navigating databases to identify and locate specific items of interest.
- Answering questions about accessing resources or conducting research.
Databases for PLD

Many resources can be used from anywhere.

The databases below are available using the access methods listed:

- **Anywhere** = available from anyplace with Internet access.
- **On Campus** = available from a computer connected to the campus network.
- **In Library** = available from the Baker Library | Bloomberg Center Stamps Reading Room.

Use of these databases implies acceptance of Copyright and Licensing Restrictions.

For assistance determining which databases are relevant to specific research needs [Contact Us](mailto:library@hbs.edu).
Research Guides – On the FIND Menu

Useful for guidance to relevant resources.
Start with Baker Library Research Guides

Baker Library Research Guides

Doing Research

- Company, Industry & Career
- Business History in the Contemporary Collection
- Country & International
- Citation Managers & Other Research Tools
- HBS Citation Guide
- Information Research Standards

Guides A-Z

- Agribusiness
- Alphas & Betas
- Biotechnology
- Business & the Environment
- China Business
- China in the News
- Consulting
- Demographics & Consumer Behavior
- Emerging Markets
- Energy
- Entertainment
- Entrepreneurship (HBS Resources)
- Financial Markets
- Financial Rankings & League Tables
- Financial Services & Investment Banking
- Food & Beverage
- Hedge Funds
- Health Care
- Hospitality & Hotels
- India Business
- India Business News
- Information Technology
- Israel Immersion Background
- Marketing Strategies & Channels
- Medical Devices
- Music
- Pharmaceuticals
- Real Estate
- Retail
- Social Enterprise
- Statistics
- Telecommunications
- Venture Capital & Private Equity
A great starting place for company, industry and career research; this guide points to the best resources available to the HBS community.

- Find news and trends
- Find companies
- Analyze companies

Where can I find information on a company’s strategy?

How do I find company histories?

Where can I find a list of a company’s competitors?

HBS Resources
- MBA Career Services
- Alumni Career Development

Research Guides
- Agribusiness
- Biotechnology
- Consulting
- Energy
- Entertainment
- Financial Services & Investment Banking
- Food & Beverage
# Research Strategy – Dive Deeper

<table>
<thead>
<tr>
<th>Need to find…</th>
<th>Found in…</th>
<th>Best databases to start with…</th>
<th>Other places to look…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyst coverage</td>
<td>analyst reports</td>
<td>• Thomson ONE</td>
<td>• Databases for Analyst &amp; Research Reports</td>
</tr>
<tr>
<td>Business strategies</td>
<td>articles</td>
<td>• Factiva (trade publications, newswires, and transcripts; original language content)</td>
<td>• ABI/ProQuest (academic journals, some trade publications)</td>
</tr>
<tr>
<td>Company description, strategy, financials</td>
<td>company profile, annual report, SEC filings</td>
<td>• OneSource Global Business Browser (international with North American focus)</td>
<td>• Hoover’s Online</td>
</tr>
<tr>
<td>Competitors/new entrants</td>
<td>top participants list, screening tools, special lists, articles, IPOs</td>
<td>• Hoover’s Online</td>
<td>• Thomson ONE (10K includes competitors)</td>
</tr>
<tr>
<td>Industry overview, industry trends</td>
<td>industry reports, analyst reports, ratios, articles, books</td>
<td>• Standard &amp; Poor’s NetAdvantage (Industry Surveys)</td>
<td>• Baker Library Research Guides</td>
</tr>
<tr>
<td>Market share/market size</td>
<td>articles, reports, statistical sources</td>
<td>• OneSource Global Business Browser</td>
<td>• Standard &amp; Poor’s NetAdvantage (Industry Surveys)</td>
</tr>
</tbody>
</table>
1. Industry Surveys provide detailed overviews of over 50 industries worldwide.

2. Reviews industry trends, how industry operates, key statistics, how to analyze company in industry, top players, and industry references.

3. Once in the database, select Industries from the menu bar for international markets or choose from dropdown list for the U.S.
   - Tip: Use PDF format.
   - Tip: Download Company Data to Excel.
Industry Overviews – U.S.

NEW! Financial Literacy Now is an initiative to raise awareness about the critical importance of financial literacy and provide greater access to financial literacy training services and information. Here you will find tools and calculators for questions that families and students are asking, such as how to build Credit History, what is meant by Financial Planning, how to Qualify for a Mortgage and what to know about Retirement Planning.

Now available by clicking Financial Education tab above.

Quick Links
Advanced search capabilities as well as direct access to our most popular content.
Industry Overviews – U.S. Example

Retailing: Specialty
March 22, 2012
Michael Souers
Specialty Retail Analyst

CURRENT ENVIRONMENT
Specialty retailers seeing continued recovery, but growth likely to be modest

While the US economy has now managed 10 consecutive quarters (through the fourth quarter of 2011) of positive gross domestic product (GDP) growth, any hopes of a typical recovery have all but gone out the window. Real GDP growth of 1.7% for 2011 was anemic. Historically, coming out of a recession as severe as the one we went through in 2008–09, we would be seeing growth of around 5% at this point in the cycle. The fact that growth has been this subdued in 2011...
OneSource Global Business Browser

1. Overviews of companies and industries worldwide.
2. Reviews industry trends, key statistics, top players, and industry references.
3. Build a list of market participants.
Market Participants – Build a List
Market Participants – Italy – Biotech
### Biotechnology Companies In Italy

**701 Companies Found**

<table>
<thead>
<tr>
<th>Company</th>
<th>City</th>
<th>State/Region</th>
<th>Country</th>
<th>Sales USD(mil)</th>
<th>Employees</th>
<th>Assets USD(mil)</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanofi Aventis SpA</td>
<td>Milano</td>
<td></td>
<td>Italy</td>
<td>1,924.5</td>
<td>3,500</td>
<td>2,567.9</td>
<td>Public Subsidiary</td>
</tr>
<tr>
<td>GlaxoSmithKline SpA</td>
<td>Verona</td>
<td>VR</td>
<td>Italy</td>
<td>1,435.8</td>
<td>3,414</td>
<td>1,545.3</td>
<td>Public Subsidiary</td>
</tr>
<tr>
<td></td>
<td>Milan</td>
<td></td>
<td>Italy</td>
<td>1,006.7</td>
<td>2,900</td>
<td>1,049.1</td>
<td>Public Parent</td>
</tr>
<tr>
<td>Recordati SpA</td>
<td>Roma</td>
<td></td>
<td>Italy</td>
<td>1,943.0</td>
<td>2,097</td>
<td>4,511.1</td>
<td>Private Subsidiary</td>
</tr>
<tr>
<td>Pfizer Italia SRL</td>
<td>Roma</td>
<td></td>
<td>Italy</td>
<td>805.4</td>
<td>2,558</td>
<td>977.0</td>
<td>Private Subsidiary</td>
</tr>
<tr>
<td>Bristol Myers Squibb SRL</td>
<td>Roma</td>
<td></td>
<td>Italy</td>
<td>2,102.6</td>
<td>2,500</td>
<td></td>
<td>Private Subsidiary</td>
</tr>
<tr>
<td>Pfizer Italia Srl</td>
<td>Roma</td>
<td></td>
<td>Italy</td>
<td>1,638.7</td>
<td>2,230</td>
<td></td>
<td>Private Subsidiary</td>
</tr>
<tr>
<td>Novartis Italia Group</td>
<td>Driggio</td>
<td>VA</td>
<td>Italy</td>
<td>1,591.8</td>
<td>2,200</td>
<td>1,894.3</td>
<td>Private Subsidiary</td>
</tr>
<tr>
<td>Abbott SRL</td>
<td>Campoverde</td>
<td>LT</td>
<td>Italy</td>
<td>1,097.1</td>
<td>2,110</td>
<td>1,108.4</td>
<td>Public Subsidiary</td>
</tr>
<tr>
<td>Novartis Farma SpA</td>
<td>Driggio</td>
<td>VA</td>
<td>Italy</td>
<td>922.8</td>
<td>2,082</td>
<td>984.2</td>
<td>Public Subsidiary</td>
</tr>
<tr>
<td>Wyeth Lederle SpA</td>
<td>Aprilia</td>
<td>LT</td>
<td>Italy</td>
<td>1,108.6</td>
<td>2,000</td>
<td>747.7</td>
<td>Public Parent</td>
</tr>
<tr>
<td>Fater SpA</td>
<td>Pescara</td>
<td>PE</td>
<td>Italy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Recordati SpA is an Italian-based company active in the pharmaceutical industry. The Company's core activity is the research, development, manufacture and marketing of pharmaceuticals. The Company is also active in the field of pharmaceutical chemicals, producing both active ingredients for its own pharmaceuticals and active ingredients for the generic drug market. The Company focuses on various therapeutic areas, including cardiovascular and oncology. Recordati SpA's subsidiaries in Italy (Recordati SpA and Recordati SpA S.p.A.) and abroad (Recordati S.p.A. in France, Germany, Spain, Portugal and Russia) have developed a diversified portfolio of products and resources. Recordati SpA has pharmaceutical manufacturing facilities in Italy, France, Germany, Russia, Portugal and Spain. The Company's sales in 2009 were EUR 5,649 million, of which 39.4% in Italy, 25.3% in Europe (excluding Italy), 18.9% in the Americas, 9.2% in Asia, and 7.2% in the rest of the world. The Company's total revenue increased 9.3% to EUR 5,649 million in 2009. Net income for the period amounted to EUR 578 million. Total revenue reflects increased demand for the Company's products and services in the Pharmaceuticals business segment as well as increased sales in the international geographical segment. Net income is reflected in increased both gross and operating margins.
Orbis

1. Overviews of companies and industries worldwide.
2. Reviews industry trends, key statistics, top players, and industry references.
3. Build list of market participants.

Similar to OneSource, but unique in its breadth of geographies and extent of companies covered. Allows comparison of a company to its competitors along multiple dimensions.
Market Participants – Choose Country
Market Participants – Choose Industry
Market Participants – Choose Pharmaceuticals

Use industry code based on your own company or a competitor’s entry, or browse.
Market Participants – Results – Orbis

Pharmaceutical Companies In Italy
# Market Participant Analysis – Aggregation – New

## orbis: Company Information across the Globe

**Companies**  |  **M&A deals**  |  **Industry research**  |  **Global Reports**  |  **Royalty agreements**

Enter a company name or BvD ID number

**Home**

**GROUPED VIEW**  |  **ALPHABETICAL LIST**  |  **FIND A CRITERION**

- Company name
- Identification numbers
- Status
- Legal form
- Year of incorporation
- Location
- Contact information
- Industry
- Directors
- Auditors & other advisors
- Ownership data

Default home page

**Search Strategy**

1. NAICS 2007 (All codes): 325412 - Pharmaceutical Preparation Manufacturing
   - 54,294
2. World region/Country/Region in country: Italy
   - 1,289,048

**Boolean search** (1 And 2)
Market Participant Analysis – Choose Ratios
Market Participant Analysis – Choose Years
## Market Participant Analysis – Choose Table

### orbis - Company Information Across the Globe

<table>
<thead>
<tr>
<th>Companies</th>
<th>M&amp;A deals</th>
<th>Industry research</th>
<th>Global Reports</th>
<th>Royalty agreements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Enter a company name or BuD ID number

---

### Aggregation Wizard

**My analysis 1: Select the sections you wish to include in your analysis**

<table>
<thead>
<tr>
<th>Options:</th>
<th>Your selections:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table</td>
<td>Sections' name</td>
</tr>
<tr>
<td></td>
<td>Table 1</td>
</tr>
</tbody>
</table>

[Select Sections]

---

**My analysis 1: Enter name: My analysis 1**

[Finish]
Market Participant Analysis – Ratios

Aggregate ratios for industry and geography.

Export to Excel, email, or print.

<table>
<thead>
<tr>
<th>Number of companies</th>
<th>2009 th USD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ratios</strong></td>
<td></td>
</tr>
<tr>
<td>Profitability ratios</td>
<td></td>
</tr>
<tr>
<td>Return on shareholder funds (%)</td>
<td>17.59</td>
</tr>
<tr>
<td>Return on capital employed (%)</td>
<td>12.68</td>
</tr>
<tr>
<td>Return on total assets (%)</td>
<td>7.07</td>
</tr>
<tr>
<td>Profit margin (%)</td>
<td>7.21</td>
</tr>
<tr>
<td>Gross margin (%)</td>
<td>57.87</td>
</tr>
<tr>
<td>EBITDA margin (%)</td>
<td>10.97</td>
</tr>
<tr>
<td>EBIT margin (%)</td>
<td>7.82</td>
</tr>
<tr>
<td>Cash flow / Operating revenue (%)</td>
<td>7.27</td>
</tr>
<tr>
<td>Operational ratios</td>
<td></td>
</tr>
<tr>
<td>Net assets turnover (x)</td>
<td>1.52</td>
</tr>
<tr>
<td>Interest cover (x)</td>
<td>6.73</td>
</tr>
<tr>
<td>Stock turnover (x)</td>
<td>7.24</td>
</tr>
<tr>
<td>Collection period (days)</td>
<td>106</td>
</tr>
<tr>
<td>Credit period (days)</td>
<td>41</td>
</tr>
<tr>
<td>Export revenue / Operating revenue (%)</td>
<td>n.a.</td>
</tr>
<tr>
<td>Structure ratios</td>
<td></td>
</tr>
<tr>
<td>Current ratio (x)</td>
<td>1.84</td>
</tr>
<tr>
<td>Liquidity ratio (x)</td>
<td>1.46</td>
</tr>
<tr>
<td>Shareholders liquidity ratio (x)</td>
<td>1.67</td>
</tr>
<tr>
<td>Solvency ratio (%)</td>
<td>40.42</td>
</tr>
<tr>
<td>Gearing (%)</td>
<td>75.88</td>
</tr>
</tbody>
</table>
News and Trends

**Factiva**
Strong in financial publications. Articles from thousands of publications in 22 languages.

- Powerful search features allow sophisticated searching.
- See Article databases: Which to choose? for more resources

**Factiva News Page**
Browse news by sector. E.g., Investing/Securities.

i. Click on the “News Pages” tab.
ii. Click on “Factiva Pages”
iii. Use the drop-down on the far left to navigate to different geographies or topics of interest - for example: Investing/Securities News
News and Trends

Factiva Search objective: Locate articles on alternative fuels and plans/strategy with “strategy” in headline or lead paragraph

> hlp=strategy
> Plans/Strategy
> Alternative Fuels
News and Trends

Results: Articles from Factiva on Alternative Fuels and Plans/Strategy with “strategy” in headline or lead paragraph
Sources for market research reports on various industries:

- Passport* (reports from Euromonitor)
- OneSource – click on “Industry” (reports from MarketLine/Datamonitor)
- Forrester Research
- Frost & Sullivan
- MarketResearch.com Academic
- IBISWorld

Where are these and more databases listed?

- Databases for PLD
Key Tips

- **Databases for PLD** indicates which resources can be used from Anywhere. Some databases must be used inside of Baker Library. NOTE: Use of these databases implies acceptance of [Copyright and Licensing Restrictions](#). Database access is available for the duration of the program.

- Use database’s indexing and “Advanced Search” features.

- Numerous download formats often are available (e.g., Excel, PDF).

- Be smart about searching the Web (authorship, credibility, etc.)

- Start with [Baker Library Research Guides](#)
Use HOLLIS to locate books and more...

**HOLLIS Catalog**

![HOLLIS Catalog Search for "value chain"](image)

- **Authors:** Heskett, James L.
- **Title:** The *value* profit *chain* : treat employees like customers and customers like employees / James L. Heskett, W. Earl Sasser, Jr., Leonard A. Schlesinger.
- **Published:** New York, NY : The Free Press, c2003.
- **Description:** xxii, 377 p. ; 24 cm.
- **Notes:** Includes bibliographical references (p. 345-360) and index.
- **Subject:** Employee loyalty. Communication in marketing. Organizational effectiveness. Customer services. Consumer satisfaction.

Visit Baker Library to use books.
Baker Library | Bloomberg Center

- Historical Collections
- The Exchange
- Stamps Reading Room
- Stacks (open access)
Historical Collections

- Books, manuscripts, official HBS records & publications, visual materials, artifacts
- 15th Century to present
- Exhibits program
- de Gaspe Beaubien Reading Room – 1st floor
The Exchange

- Large screen financial content
  - financial television coverage
- Daily business/financial newspapers (US and International)
- A place to connect with colleagues
- Research workstations
Stamps Reading Room

- Baker Library Services Desk
- Photocopier/scanner, print stations
- Crimson Cash VTS for copies/printouts
- Workstations, wireless network, power at every seat
- Stamps Reading Room Annex
- Entrance to the stacks – Contemporary Collections, open access

Level 3
Need Help?

Contact a librarian to answer questions, meet one-on-one, and learn more about resources. We look forward to working with you!

**Baker Library Hours**
Phone: 617.495.6040
Email: [infoservices@hbs.edu](mailto:infoservices@hbs.edu) – Send questions or request a research consultation