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

<table>
<thead>
<tr>
<th>Feature</th>
<th>OneSource</th>
<th>Capital IQ</th>
<th>Thomson ONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global coverage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Overviews of companies</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>News and reports</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Good for coverage of smaller U.S. companies</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Strong in finance, deals and rankings, and transactions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Great source for building HBS alumni network</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access details</td>
<td>HBS Intranet</td>
<td>In Baker Library of request account for remote access</td>
<td>HBS Intranet</td>
</tr>
</tbody>
</table>

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)

1. From the main menu choose “Screening” then “Transactions.”
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: 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.”
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

**List Management**
- Saved Screens
- Saved Criteria
- Coverage Lists
- Watch Lists
- Target/Recipient Lists
- Company Comp Sets
- Transaction Comp Sets
- Fixed Income Comp Sets
- Contact Lists
- Relationships
- Activity Log
- **Add Companies**
- Add Equities
- Add FI Securities

Company analysis: Capital IQ Example (continued)
Transaction Screening search criteria
Company analysis: Capital IQ Example (continued)
Transaction Screening results

Example: Find initiating coverage analyst reports for Estee Lauder 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, “Estee Lauder” 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

Results of Initiating Coverage analyst report on Estee Lauder

Initiating Coverage

September 28, 2015

Estee Lauder (EL)

Initiate with Hold: Waiting for Dust to Settle; Beauty Survey Informs Our View

Key Takeaway

We initiate coverage of EL with a Hold and 56.00 PT. EL is an industry leader in the attractive prestige beauty category, though the importance of travel retail/China/EMEA costs risk to the co.’s outlook. Our survey suggests EL has more work to do with the Lader/Clinique brand in key channels/demographics, though MAC is well positioned. At 23.5x P/E above hist, relative avg. - we’d wait for a better entry point or greater clarity in key markets.

Waiting for the dust to settle while key growth engines slow: We forecast c. 5.3% org sales growth in F/Y 16-18, which is below EL’s 4.5% guide and Street ex. Importantly, EL’s multiplier highly levered to org sales and we est. c. 69-69% of org growth is driven by travel retail, China, and EMEA. While we hold a favorable view of the higher-growth global prestige beauty category, we’d await outsized risk in these regions in the current cycle within our consumer staples coverage.
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
- Financial modeling training through Knowledge Base courses
- Request an account through the FactSet More Info page
Company analysis: FactSet

Area of focus

Industry analysis
Industry analysis: S&P NetAdvantage, Passport and IBISWorld

<table>
<thead>
<tr>
<th>Feature</th>
<th>S&amp;P NetAdvantage Industry Surveys</th>
<th>Passport</th>
<th>IBISWorld</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market coverage</td>
<td>Best for U.S. markets</td>
<td>Global coverage</td>
<td>Also good for U.S. markets</td>
</tr>
<tr>
<td>Level of coverage</td>
<td>Broad industries</td>
<td>Deep coverage</td>
<td>Deep coverage</td>
</tr>
<tr>
<td>Standard sections for “How to analyze this industry/company” or “Competitive Landscape”</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Deep coverage of consumer product sectors</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

Example: Use S&P NetAdvantage to find the most recent Household Products 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 “Household Products”
3. Click the arrow to go to the report
Industry analysis: S&P NetAdvantage Example (continued)

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. Under “Find Analysis” select “Beauty and Personal Care” as the category and “India” as the geography.
2. Click Go
3. View report results
4. Use filter options if desired
Industry analysis: Passport Example (continued)

Selecting industry and category

Find Analysis
Quickly find relevant analysis on a topic and country.
- Industries
- Economies and Consumers
- Beauty and Personal Care
  India

Industry & geography are selected.

Now use filters to narrow results.
Industry analysis: Passport Example (continued)

Results filter by category, report type and date range.

All Analysis: Beauty and Personal Care, India

Beauty and Personal Care in India

EXECUTIVE SUMMARY

Beauty and personal care register strong growth, driven by increased awareness

The use of beauty and personal care products is no longer limited to urban India. Awareness of such products has strongly increased due to television commercials, celebrity endorsements, social media campaigns and print media. This helped to drive...

Premiumisation drives growth in 2014

Premium brands registered strong growth in 2014, even though mass brands continued to account for the dominant share of sales. The growth of premium brands in India can be attributed to higher disposable incomes amongst urban consumers, which allowed them to spend their discretionary incomes on premium products.

International players continue to dominate the competitive landscape

Two out of the three leading players in beauty and personal care remained international in 2014. This is because the leading international manufacturers have the strongest retail distribution across India, and their products are available across all retail channels, including at the lowest-priced stock keeping units. This helped them to tap into both the rural and urban consumer base.

New product launches focus on variants

New product launches in 2014 were not limited to only one at a time by any manufacturer. Whether a manufacturer was involved in oral care or colour cosmetics, the trend was for most manufacturers to launch more than one variant at a time.
Industry analysis: IBISWorld

Example: Use IBIS World to find an industry overview of management consulting globally.

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

1. In the search box, “Start Your Search Here,” type keywords, “management consulting”

2. Scroll down “Search Results” page to “Industry Reports (Global)"

3. Then select, “Global Management Consultants - L6712-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

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”
4. Select “Sources” to limit to “Major News and Business Publications”
Company and industry news and trends: Factiva Example (continued)

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)

Example: Use Factiva to find news related to recent trends in the consumer products industry in the United States
Industry Highlights

- Eight 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, VCPE and startups.
- 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
Browse more Safari Career Development Books Online
- Online books for Career Development. Sort by popularity and publication date.
Need more help?

TODAY, 1/15, 2:30-4pm: 1:1 drop-in help, Aldrich 109

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

Stamps Reading Room Research Assistance:
MON-THURS: 9 am – 7 pm; FRI: 9 am – 5 pm; SUN: 12 pm – 7 pm

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.