Researching For Interview Prep
Mallory Stark and Cynthia Churchwell, Knowledge & Library Services
January 17, 2013

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

<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>(analyst reports)</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 Clorox's corporate strategy using http://www.library.hbs.edu/go/onesource.html

1. Type Clorox into the “Companies” search box
2. Choose the first company in the list (Oakland, California)
3. On the left side of the screen select:
   - Strategic Initiatives
   See also:
   - Strength and Weaknesses (SWOT)
   - Significant Developments
Company analysis: OneSource Example (continued)

Results from selecting Strategic Initiatives

The Clorox Company

The Clorox Company has developed a strategy to guide it through its 100-year anniversary in 2013. As part of its strategy, the company has established two main objectives: (1) to maximize economic profit across its categories, sales channels, and countries, and (2) to be the best at building big-share brands in economically attractive, fast-growing categories. The company has established financial goals to measure its progress against its strategy. These goals include 3% to 5% annual sales growth before inflation and taxes, and 7% to 10% annual earnings before interest and taxes margin. Additionally, the company has plans to carefully manage the growth of its asset base.

Source: GlobalData, October 5, 2013

Most of the Company’s products compete with other nationally-advertised brands within each category and with private label brands. Strategic Goals and Initiatives: The company has developed a strategy to guide it through its 100-year anniversary in 2013. As part of its strategy, the company has established two main objectives: (1) to maximize economic profit across its categories, sales channels, and countries, and (2) to be the best at building big-share brands in economically attractive, fast-growing categories. The company has established financial goals to measure its progress against its strategy. These goals include 3% to 5% annual sales growth before inflation and taxes margin. Additionally, the company has plans to carefully manage the growth of its asset base.

Source: GlobalData, October 5, 2013

Company analysis: Capital IQ

Example: List of Deals in Last 12 months by Financial Advisor Morgan Stanley

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 Morgan Stanley].
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 “Transaction 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
Company analysis: Capital IQ Example (continued)

Transaction Screening results

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

1. Select "Research" from the tab on the left side of the screen
2. Select "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)

Results of Initiating Coverage analyst report on Medtronic

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 ophthalmic 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 digit. 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 Salamis 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 expected, nor did the acquisition of Ablation Frontiers. The word is still out on CryoCath, Venar and CoreValve, though the valuation given to those companies was ‘heady’, over $380 million for CryoCath, $325 million for Venarcs 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. Investor and management focus should also revolve around large strategic acquisitions and Medtronic appears to have used the change as a guide to bring in a new CEO with

Area of focus

Industry analysis
Industry analysis: S&P NetAdvantage, Global Market Information Database and IBISWorld

<table>
<thead>
<tr>
<th>Feature</th>
<th>S&amp;P NetAdvantage Industry Surveys</th>
<th>Global Market Info. Database</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>Type 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>Good for consumer product sectors</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

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)

---

Biotechnology

Current Environment

Biotech stocks show signs of emerging from prolonged slump

In the first half of 2011, biotechnology stocks outperformed the broader equity markets. Standard & Poor’s views this as notable, as it follows two years of performance in 2008 and 2009. However, the economy’s recession and recovery display a picture of growth. Standard & Poor’s attributes the recent recovery to several factors, including diversification of opportunities, increased regulatory risk due to a more cautious US Food and Drug Administration (FDA), and recovery over the impact of US health reform legislation.

While some of these issues have extended into 2011, we believe that several positive trends have emerged to spur the industry’s performance year to date. First, the approval of a number of new drugs has boosted the recent trends, including several with blockbuster potential, a factor that has been lacking among recent approvals. These new drugs have been delivered by biotech companies to large-cap pharmaceutical companies ("Big Pharma"), which, we believe, have renewed investor interest in the sector. Standard & Poor’s expects such acquisitions to continue, as Big Pharma addresses the challenge of reducing revenues to be lost following a wave of law suits.

---

Industry analysis: Global Market Information Database

Example: Use GMID 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: GMID Example (continued)

Selecting industry and category

Category is selected

Now choose Geographies

Selections are collected on right side of the screen.
Industry analysis: GMID Example (continued)

Selecting geography

Selections are collected on right side of the screen.

Results of search for beauty and person care in India

Industry analysis: GMID Example (continued)

Results of search for beauty and person care in India
Industry analysis: GMID Example (continued)

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

Global Investment Banking & Brokerage

Industry Definition

This industry covers investor banking and broking activities worldwide. Investment banking activities comprise corporate advisory services for mergers and acquisitions, corporate finance, and debt and equity underwriting services. It also includes trading activities both on behalf of clients or on the bank's own account (principal trading). Trading occurs in fixed interest, currencies and commodities (FICCs), and equity products.

The Supply Chain

Key Economic Drivers
- Growth (GDP) & Inflation - World
- Stock Market Performance - Dow
- Interest Rates & Yields
- Economic Indicators - Investor Confidence
- Interest Rates - 10 Year Bond

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 L’Oreal’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 “L’Oreal”
3. Scroll down to “Subject” filter and type “New Products/Services”
Company and industry news and trends: Factiva Example (continued)

Results of articles on L’Oreal’s new products

<table>
<thead>
<tr>
<th>Blogs</th>
<th>Pictures</th>
<th>Multimedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>105</td>
<td>137</td>
</tr>
</tbody>
</table>

1. Click on “Subject”
2. Scroll down and click on “Content Types”
3. Select “Selection of Top Stories/Trends Analysis”
4. Select “Editor’s Choice – Industry/Trends Analysis”
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

Area of focus

Understanding job roles or functions
Understanding job roles or functions: Vault

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

- 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: Slides from CPD Industry 101s
https://inside.hbs.edu/Departments/mba/cpd/research-organizations-and-contacts/Pages/industry.aspx

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, 1/17, 1-5pm:** 1:1 drop-in help, Spangler 215

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

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

**HBS Study Hours (starting 1/26)**:
- MON-THURS: 7 pm.–12 a.m.
- SAT: 7 p.m. – 12 a.m.; SUN: 7 p.m. – 12 a.m.

**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.