Researching For Interview Prep
Mallory Stark and Jen Beauregard, Knowledge & Library Services
January 17, 2014

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>✓ (analyst reports)</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 or request account for remote access</td>
<td>HBS Intranet</td>
</tr>
</tbody>
</table>

### 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
   - 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. [Read About Strategic Initiatives]

<table>
<thead>
<tr>
<th>Strategic Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filter Data by:</td>
</tr>
<tr>
<td>* Topic:</td>
</tr>
<tr>
<td>* Text:</td>
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<tr>
<td>* Topic:</td>
</tr>
<tr>
<td>* Text:</td>
</tr>
<tr>
<td>* Simulation:</td>
</tr>
</tbody>
</table>

Key Organizational Changes

In May 2013, the company launched Kindle Worlds, the first commercial publishing platform which would enable writers to create original stories and characters. In March 2013, its Canadian website launched beauty and health & personal care stores, offering free and fast delivery of 30,000 beauty, health and personal care items, including diapers and wipes, household supplies, health care and nutrition and personal care items. In the same month, the company entered into an agreement for the acquisition of Goodreads, a site for finding and sharing books. In January 2013, the company released Kindle Fire HD, Amazon's second-generation 7-inch tablet, scalable service for developers. Amazon also expanded its subscription music and video formats. The company also acquired IVONA Software, a text-to-speech technology company. 

Source: [GlobalData, December 5, 2013]

Resource Management

5,487,069. It is also defendant in several other lawsuits related to patent infringement, copyrights and others. However, a legal proceeding, regardless of the outcomes, could drain the financial resources and divert the time and effort of any management strategic. Acquisitions on Amazon.com continues to view acquisitions as a key part of its growth strategy. These acquisitions are intended to complement the company’s core growth and sustain ongoing expansion of its business, including new technologies, additional products, and geographic reach. In March 2013, the company entered into an agreement for the acquisition of Goodreads, a site for finding and sharing books. In June 2012, the company’s publishing arm, Amazon Publishing, acquired the publication rights from Avalon Books to over 3,000 backlist titles predominately in the romance, mystery and thriller categories. 

Source: [GlobalData, December 5, 2013]

It has been focusing on creating innovative material handling technologies. The company through this acquisition intends to improve the productivity of its fulfillment centers by enabling the employees to pack and store its products. Inorganic growth is also done through acquisitions. In March 2013, the company agreed to acquire parts of the logistics business of iVONA Software, a text-to-speech technology company. In June 2012, the company’s publishing arm, Amazon Publishing, acquired the publication rights from Avalon Books to over 3,000 backlist titles predominately in the romance, mystery and thriller categories. It expanded its multi-year licensing agreement with FBS Distribution, for providing free streaming of past

Company analysis: Capital IQ

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

[http://www.library.hbs.edu/qr/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

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

![Transaction Screening screenshot](image)

### 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)

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 cardiosurgical 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-single growth in the 1990s and early 2000s 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 Stryker Corp. in 1995 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 Abiomed Producers. The word is still out on CryoCath, Vesta and CoreValve, though the valuation given to those companies was ‘hearty’, over $350 million for CryoCath, $325 million for Vesta 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 sites created at the company, something that began during the realm of Bill George, a former Chairman/CEO. That has changed, and we believe more principal investments are being made that could lead to better growth opportunities in what are now the smaller components of Medtronic’s businesses, neuroradiology, 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

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>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**

AUGUST 2013
Steven Silver
Biotechnology Equity Analyst

**CURRENT ENVIRONMENT**

<table>
<thead>
<tr>
<th>INDUSTRY PROFILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Trends</td>
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<tr>
<td>How the Industry Operates</td>
</tr>
<tr>
<td>Key Industry Ratios and Statistics</td>
</tr>
</tbody>
</table>

**GLOSSARY**

<table>
<thead>
<tr>
<th>INDUSTRY REFERENCES</th>
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</thead>
<tbody>
<tr>
<td>Revenues</td>
</tr>
<tr>
<td>How to Analyze a Biotechnology Company</td>
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</table>

**COMPARATIVE COMPANY ANALYSIS**

Biotechnology stocks have substantially outperformed the broader equity markets over the past two and a half years, following two years of underperformance in 2009 and 2010. In 2008, despite a

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

Category is selected

Now choose Geographies

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

Selecting geography

Selections are collected on right side of the screen.

Industry analysis: GMID Example (continued)

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

Results of search for beauty and personal care in India

Beauty and Personal Care in India

EXECUTIVE SUMMARY

Beauty and personal care continued to show consistent growth in value terms in 2012, driven mainly by the uptake of higher priced products with new claims for urban consumers, and new consumers in second- and third-tier cities, who continued to show greater interest in self-grooming. To leverage the consumer base in second-tier cities, the leading companies continued to introduce products in smaller pack sizes and innovative pack formats to stimulate interest and increase the desire to try out such products.

Beauty and personal care become more gender-specific

Beauty and personal care products became more gender-specific during 2012. This was driven by the desire of urban men, who are becoming increasingly appearance-conscious, and looked for more specific products. Leading companies such as unilever introduced ranges of male-specific bath and shower products. In addition to the already growing ranges of men’s skin care products which were available, in their aim to capitalise on the growing opportunities in this category.

New launches and promotions intensified the competition

Although beauty and personal care remained fragmented, international manufacturers maintained their lead in 2012. With a range of new launches in shower gel, anti-agers, facial cleansers and moisturisers, manufacturers continued to encourage consumers to try out different brands. Many manufacturers started to push their products at points of sale by offering promotional discounts and offers such as conditioners free with shampoo.

Independent small grocers maintain their lead, whilst direct selling increases further

Non-product sales continued to be the largest channel for sales of beauty and personal care products in 2012. Since the majority of consumers still reside in second- and third-tier cities, where neighbourhood grocers are dominant, independent small grocers continued to lead. Internet-based, direct selling companies have introduced a number of innovative sales models, which have gained momentum in recent years.
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

Search Results (Filter My Results)

Industry Reports (Australia) (1 to 5 of 452 matches) More Results
- Investment Banking & Securities Brokerage in Australia - K7912
- Foreign Banks in Australia - K7526
- Private Equity in Australia - K8020
- Mortgage in Australia - K8000
- Financial Planning and Investment Advice - K7915

Industry Reports (US) (1 to 5 of 1063 matches) More Results
- Investment Banking & Securities Brokerage in the US - K2214
- Community Banking and Brokerage in the US - K2216
- Financial Data Service Providers - K25811
- Banknote Validation Software - K06708
- Open-End Investment Funds in the US - K55991

Industry Reports (UK) (1 to 5 of 345 matches) More Results
- Investment Banking & Securities Brokerage in the UK - K66.130
- Banks in the UK - K66.551
- Stock & Commodity Exchanges in the UK - K66.610
- Private Equity in the UK - K66.960
- Building Societies in the UK - K66.142

Industry Reports (Global) (1 to 5 of 77 matches) More Results
- Global Investment Banking & Brokerage - J5521-GL

IBISWorld Industry Report J5521-GL
Global Investment Banking & Brokerage

Industry Definition
This industry covers investment banking and trading 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 (primebrokerage). Trading occurs in fixed interest, currencies and commodities (FCVs), and equity products.

The Supply Chain

Key Economic Drivers
- Growth (GDP) - Station - World
- Stock Market Performance - Dow
- Economic Indicators - Average
- Economic Indicators - Investor Confidence
- Interest Rates - 5 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
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)
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 “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.
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

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, Aldrich 09

**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](http://www.library.hbs.edu/info/hours.html).