What To Do 30 Minutes Before Your Interview

Mallory Stark and Cynthia Churchwell, Knowledge & Library Services
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Areas of focus

• Baker Library website overview
• Company analysis
• Industry analysis
• Company and industry news and trends
• Understanding job roles or functions
Area of focus

Baker Library website overview

http://www.library.hbs.edu/
Area of focus

Company analysis

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Company analysis: OneSource & Capital IQ

<table>
<thead>
<tr>
<th>Feature</th>
<th>OneSource</th>
<th>Capital IQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global coverage</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Overviews of companies</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>News and reports</td>
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<td></td>
</tr>
<tr>
<td>Good for coverage of smaller U.S. companies</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Strong in finance, deals and rankings, people, and transactions</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Great source for building HBS alumni network</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>
</tr>
</tbody>
</table>
Company analysis: OneSource

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 Strategic Initiatives report is created using technology to extract meaningful insights from analyst reports about a company’s strategic projects and investments.

Planning

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 high-performing brands in economically attractive markets. The company has established financial goals to measure its progress against its strategy. These goals include 3% to 5% annual sales growth before acquisitions and 75 to 100 basis points of annual improvement in earnings before interest and taxes margin. Additionally, the company has plans to carefully manage the growth of its sales base.

Source: GlobalData, October 5, 2011

Most of the company’s leading brands are focused on high-growth markets. 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 high-performing brands in economically attractive markets. The company has established financial goals to measure its progress against its strategy. These goals include 3% to 5% annual sales growth before acquisitions and 75 to 100 basis points of annual improvement in earnings before interest and taxes margin. Additionally, the company has plans to carefully manage the growth of its sales base.

Source: GlobalData, October 5, 2011
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

Transaction Screening results
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 “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”

RESULTS OF INITIATING COVERAGE ANALYST REPORT ON MEDTRONIC

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 had been raising its dividend to seek new, and not totally growth oriented investors. Medtronic conducts business in the cardiovascular, spine, diabetes, neurovascular and endovascular markets. It is ahead of the curve in expanding into the BRC 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 Medtronics growth potential have not. The company’s mid-teens growth in the 1990’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 Sofamor Danek in 1998 have been value destroying. A prime 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 Ablation Frontiers. The word is still out on CryoCath, Venue and CoreValve, though the valuation given to those companies was 'heady', over $380 million for CryoCath, $325 million for Venue 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 reign 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, neurovascular, for example.

- New CEO/Chairman Omar Iskand 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
## Area of focus

### Industry analysis

### Industry analysis: S&P NetAdvantage & Global Market Information Database

<table>
<thead>
<tr>
<th>Feature</th>
<th>S&amp;P NetAdvantage Industry Surveys</th>
<th>Global Market Info. Database</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market coverage</td>
<td>Best for U.S. markets</td>
<td>Global coverage</td>
</tr>
<tr>
<td>Type of coverage</td>
<td>Broad industries</td>
<td>Deep coverage</td>
</tr>
<tr>
<td>Standard sections for “How to analyze this industry” and “Analyze a company within the industry”</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Good for consumer product industries</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Industry analysis: S&P NetAdvantage

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 18, 2011
Steven Silver
Biotechnology Analyst

CURRENT ENVIRONMENT
Industry Trends
How the Industry Operates
Key Industry Ratios and Statistics
How to Analyze a Biotechnology Company

GLOSSARY
INDUSTRY REFERENCES

COMPARATIVE COMPANY ANALYSIS
Revenue  Net Income  Profit Rates
Balance Sheet Rates  Equity Rates  PE-Sale Data

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 underperformance in 2008. Large-cap biotechnology companies thrived as the economy fell into recession, benefiting from stable patent demand and sustained pricing power, which results robust operating cash flows that insulated them from needing to access tightened credit markets. However, the biotech industry underperformed in both 2009 and 2010; the economy’s recovery and exemption of growth. Standard & Poor’s attributes this action to several factors, including slowing industry growth due to the maturation of large-cap biotech companies, increased regulatory risk due to a more cautious US Food and Drug Administration (FDA), and uncertainty 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 outperformance year to date. First, the 1 approved a solid number of new drugs (bucking a recent trend), including several with blockbuster potential, a factor that has been lacking among recent approvals. Second, there have been several notable acquisitions of biotech companies by 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 declining revenues to be lost following a wave of key drug

Harvard Business School
Knowledge & Library Services
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
Industry analysis: GMID Example (continued)

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.
Industry analysis: GMID Example (continued)

Results of search for beauty and person care in India

- Beauty and Personal Care in India
- Make Way for Generation Z: Marketing to Today’s Tweens and Teens – Executive Briefing
- Avon Beauty Products India Pvt Ltd in Beauty and Personal Care (India)
- Condiva Pvt Ltd in Beauty and Personal Care (India)
- Colgate-Palmolive India Ltd in Beauty and Personal Care (India)
- Colorbar Cosmetics Pvt Ltd in Beauty and Personal Care (India)
- Colour Indus Ltd in Beauty and Personal Care (India)
- Eila Cosmetics Pte Ltd in Beauty and Personal Care (India)
- Godrej Consumer Products Ltd in Beauty and Personal Care (India)
- Hindustan Unilever Ltd in Beauty and Personal Care (India)

Industry analysis: GMID Example (continued)

**Table of Contents**

- EXECUTIVE SUMMARY
- BEAUTY AND PERSONAL CARE IN INDIA

**Executive Summary**

Beauty and personal care market growing strong in 1010. Natural and herbal-based products find traction. Men’s grooming takes off. Men and women now more comfortable with the notion of looking good. Awareness of men’s grooming products increased further in 2010. Apart from the usual categories of pre-shave and razors, men’s skin care, which promised fair and beautiful skin, performed well. Every major brand used Millen...
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 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”

Results of articles on L’Oreal’s new products

1. L’Oreal USA Selects PFWeb to Launch Multiple eCommerce Sites for Individual Brands
   January 30, 2012
   Four e-commerce brand sites launched, less than a year after PFWeb (see related story), January 30, 2012. Factiva International, an international provider of end-to-end eCommerce solutions, today announced that they have signed with L’Oreal USA to launch multiple eCommerce sites for the company’s individual brands.

2. Alkavus First-to-Market with Generic Equivalents of Cloveox Shampoo and Cloveox Topical Lotion
   October 26, 2012
   1400 Alkavus, New York, NY, USA
   1
   Alkavus Group, an international generic pharmaceutical company, is shipping Cloveox Proprietary Shampoo and Cloveox Proprietary Lotion, generic equivalents.

3. #1 Branded Topical Acne Product, Epiduo Gel of Galderma Laboratories, receives FDA approval for third Rock Ventures.
   December 13, 2012
   1
   Galderma Laboratories LP received approval from the US Food and Drug Administration (FDA) for a pump dispenser for 1 period (6 months). This approval marks the first-ever pump dispenser for Epiduo Gel, the

4. #1 Branded Topical Acne Product, Epiduo(R) Gel, receives FDA approval for a new convenience pump delivery system
   December 12, 2012
   1
   Galderma Laboratories LP received approval from the US Food and Drug Administration (FDA) for a pump dispenser for Epiduo Gel, the

5. #1 Branded Topical Acne Product, Epiduo(R) Gel, Receives FDA Approval for a New Convenient Pump Delivery System
   December 12, 2012
   1
   Galderma Laboratories LP received approval from the US Food and Drug Administration (FDA) for a pump dispenser for Epiduo Gel, the

6. #1 Branded Topical Acne Product, Epiduo(R) Gel, Receives FDA Approval for a New Convenient Pump Delivery System
   December 12, 2012
   1
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
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
http://my.hbs.edu/mbadocs/admin/careers/research/industry
Have a few more minutes?

Company, Industry & Career Research Guide
http://www.library.hbs.edu/guides/company-industry-and-career-research.html
• Provides pointers to resources useful for answering commonly asked questions.

Need more help?

TODAY, 1/19: 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 (starting 1/23/12):
MON-THURS: 9am – 7pm; FRI: 9am - 5pm; SUN: 12 pm – 7 pm

Stamps Reading Room Hours*:
− MON-THURS: 9 a.m.–12 a.m.; FRI: 9 a.m. – 5 p.m.
− SAT: 12 p.m. – 7 p.m.; SUN: 12 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.