

Goizueta Business Library

Creating Bridges to Knowledge

Company & Industry Intelligence

The following is a subsection of the [Information Guide on Company & Industry Intelligence](#) to help with research on conducting strategic analyses on companies and industries. The first step involves getting background information and the second retrieving relevant articles.

First place to start! Get packaged company reports that include business description, history, products/operations, competitors, etc. Packaged industry reports include trends, current environment, and industry references.

[Marketline Business Information Centre](#) -

<http://business.library.emory.edu/eresources/title/view.php?erid=70>

Company profiles for 10,000 US and international public and private companies, includes SWOT analysis for the top 1000

[Hoover's Online](#) - <http://business.library.emory.edu/eresources/title/view.php?erid=25>

Another source for packaged reports - look for the Full Overview link within the Overview section to get more info.

[S&P Net Advantage](#)

<http://business.library.emory.edu/eresources/title/view.php?erid=47>

(1) locate in-depth industry overviews for 52+ industries; (2) identify key financial and competitive analysis of 7,000 public companies;

Searching for news articles

Many of the companies you will be researching are large public companies that have extensive news coverage. For example, there were 23,642 news articles written about Amazon.com in the last five years. In order to get targeted results, it's important to use the indexing options in Factiva - home of the Wall Street Journal and 9,000 other publications.

[Factiva](#) - <http://business.library.emory.edu/eresources/title/view.php?erid=20>

Five step process:

1. Define criteria by using Factiva Intelligent Indexing - FII
2. Enter date range
3. Enter search terms in the free-text Search box
4. Sort results by relevance
5. Modify Search



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1. Start by defining criteria using the **Factiva Intelligent Indexing - FII**. The Factiva Intelligent Indexing options appear after the free-text Search box (we'll enter information in this box in step 3) and the Date option (step 2)

The first FII to appear is the **Source**. You should see a selection of pre-selected sources under **Select Source Category**. Click on **Group: Major Business News**. It will turn pink. This will include all major business publications from around the world - in the US, it includes major US newspapers, WSJ, etc as well as Business Week, Fortune and Forbes.

Also use the **Company** FII to select your appropriate company. Using the index narrows the search results to those articles that are specifically about the company.

2. Date range: is generally defaulted to "In the last 3 months". You'll want to use the drop-down box to change this to a longer time period or use the "Enter date range" option for more than 2 years. Your professor has asked you to look at the last five years.

3. In the free-text Search box, this search strategy will yield results which focus on articles about the company's strategy. Enter **atleast3 strateg*** This search strategy looks for articles that have some form of the word- strategy, strategic, strategies, etc. atleast 3 times in the article

4. Once you have your results, they are displayed in reverse chronological order. Scan them to see the latest articles, then use the **Sort by**: drop-down box to view the articles by **Relevance**. As you scan through the articles, you will see instances of the word strategy in bold.

5. As you find topics to explore in more detail, use the **Modify Search** link in the upper right corner to add these topics to the free-text box or to enter an entirely new search string.

Modify Search: Just change your Source from **Group: Major Business News** to **Top Industry Publications**. You will have some overlap with the earlier search, but yield some different results from journal publications in the field.

Another key search strategy to try in Factiva is one that focuses on the quarterly calls between a company's top management and a roundtable of Wall Street analysts.

Modify Search: Keep the date range and indexing terms you selected for company name, but remove the Source category of **Group: Major Business News** by clicking on it and it will go away. Change your free-text terms to : **sn=fair disclosure and hd=your company name and (strateg* or outlook or risk* or future or market* or profile or challeng*)**
As you skim through the article results, you'll see all your search terms bolded.

Need more help?

For additional help, meet with a Goizueta Business Librarian or send a question to ASK a Librarian on First Class. Malisa Anderson and Danya Leebaw have scheduled hours at Einstein's – Tuesdays 10:30-11:30 and Wednesdays 1:00-2:00. Stop by and ask a question.