

# Goizueta Business Library

*Creating Bridges to Knowledge*

## **BBA Research Certificate - Competitive Intelligence – Fall 2007**

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An Information Guide on competitive intelligence can be found at:

<http://business.library.emory.edu/info/c-i/index.html>

### **What is Competitive Intelligence?**

*Def.* competitive intelligence is the careful analysis of information that brings critical insight to business decision-making.

- Who are the key players, competitors?
- What are the industry trends?
- What do the analysts and top company officials have to say?
- What's the latest news?

### **In-Depth Pre-packaged Company Profiles & Industry Information**

Marketline Business Information Centre\*, Factiva, Hoovers, Vault, Wetfeet and Standard & Poor's Net Advantage\*, provide comprehensive company & industry information.

### **News & Article Information**

Factiva\*, Lexis-Nexis Academic, ABI/Inform and Business Source Complete\* provide access to thousands of publications; newspapers, newswires, journals, trade publications and popular business magazines.

### **Market Research Reports**

Mintel\* reports focus on US market sizes and trends, segmentation, consumer attitudes, purchasing habits, opportunities, weaknesses and the future of the market. eMarketer\*, Gartner and Jupiter reports focus on technologies and IT-based processes. Reuters reports focus on the US and global markets.

### **Analyst Opinions**

Investext\* is the primary database used to locate these investment reports by analysts. Additionally, Wall Street Transcript includes Round Table discussions and a Q&A format featuring analysts. Many analysts are also quoted in news reports that can be found using Factiva. A section of the S&P Stock Report under Analyst Research Notes also includes succinct information.

\* Librarian favorites and an excellent place to start!

## E-RESOURCES

### Standard & Poor's NetAdvantage – Industry & Company Reports

- Industry reports available for 55 industries
- Reports cover industry size and structure, recent developments and forecasts, relevant macroeconomic statistics, competitor financial comparisons, and related trade journals and associations
- Identify key financial and competitive analysis of 7,000 public companies

TIP: Stock Reports – look for highlights; sub-industry info; business summary

### Marketline Business Information Center - Industry & Company Reports

- Substantive profiles of 10,000+ U.S. and international - public and private companies
- 2500 industries, and 100 countries

TIP: SWOT Analysis for top 1000 companies; Company View

### Investext – Analysts Reports

- Investment-bank reports on selected companies and industries.
- Excellent sources of information for company strategic and financial profiles, estimated projected financials on companies and key competitors, industry trends and outlooks

TIP: Search by company name, industry or specific analyst.

### Business Source Complete – Journal Articles

- Search for articles from over 8,500 scholarly business journals covering management, economics, finance, accounting, international business and much more.
- Includes *Harvard Business Review*, *California Management Review*, *MIT Sloan Management Review* and *Administrative Science Quarterly*

TIP: Use the *Narrow Results by Subject* feature – sort by *Relevance*

### Factiva - News Articles

- Full text access to over 9,000 business wire stories, magazines, newspapers, and newsletters
- **Tips for searching:**
  - Change the date default from 3 months to a target time frame
  - Select “*headline lead paragraph*” from the drop down menu by “*search for free text terms.*”
  - Search for alternative word endings: *compet\** = competitors, competition, compete, competing...
  - Expand “company” section for a specific firm: Delta Air Lines

### Wall Street Transcript – Discussions by industry experts

- Financial analyst and company CEO perspectives on a range of industry sectors
- Questions & Answer format

