

Goizueta Business Library

Creating Bridges to Knowledge

Business Research Essentials - Competitive Intelligence – Fall 2009

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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, First Research 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. MarketResearch.com focuses on consumer goods, health sciences, and media eMarketer*, Gartner and Jupiter reports focus on technologies and IT-based processes.

Analyst Opinions

Thomson ONE Banker formerly Investext* is the primary database used to locate these investment reports by analysts. These reports are found in the Research tab of the Company section. 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

First Research – Industry & Company Reports

- Locate trends, forecasts and more for over 200 industries
- Each industry report includes: overview, competitive landscape, products and operations, sales and marketing, recent developments, business challenges, trends and opportunities, executive perspective, interview preparation questions, financial analysis and industry forecast.

Thomson ONE Banker formerly 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: Found under the Research tab of the Company section.

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 *left navigation bar to narrow results* – 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: Coca-Cola

