

Goizueta Business Library

Creating Bridges to Knowledge

Economic Analysis for Managers (BUS 501)

Fall 2007, Susan Klopper

Economic and Business Climate

Scanning Daily Newspapers

► Wall Street Journal, Barron's...

Click on News Pages>Factiva Pages link at the top green bar.

- This link allows you to scan sources such as The Wall Street Journal, New York Times, Barron's, BusinessWeek, Forbes and Fortune.
 - Newspapers - Full-text of all articles for the most recent 3 weeks
 - Magazines - Full-text of all articles for the most recent 2 weeks.
- Defaults to articles from the Front Page; pull down menu box to jump to the articles from other sections, e.g. "Money & Investing" for the WSJ.

Click on Group Pages link at the top green bar.

- This link duplicates many of the sources found in Factiva Pages, but additionally includes Financial Times and The Economist.

<http://business.library.emory.edu/eresources/title/view.php?erid=20>

► Economist.com

- Access the Economist via the Economist.com web site for full access, with graphics, to the print plus lots of value-added web-only content.

<http://business.library.emory.edu/eresources/title/view.php?erid=163>

► Conference Board Economic Analysis

- StraightTalk – Chief Economist's monthly research, analysis and forecasts geared towards helping business executives assess economic conditions and impact on global markets

<http://www.conference-board.org/economics>

Market Structure

► Standard & Poor's Industry Surveys (Industries tab)

- The S&P Industry Surveys are an excellent way to begin getting grounded understanding the industry, its trends and challenges, external market drivers, operations and key competitors
- Includes market share and comparative competitor analysis.

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

► Mintel Market Research

- For consumer-based industries, Mintel's substantive market research reports analyze the market drivers, size and segmentation, retail and distribution channels, consumer attitudes and behaviors, and more.

<http://business.library.emory.edu/eresources/title/view.php?erid=77>

► Global Market Information Database (GMID)

- Locate demographic, economic and marketing statistics for 205 countries, as well as detailed income, expenditure and lifestyle statistics.

<http://business.library.emory.edu/eresources/title/view.php?erid=24>

► Factiva Articles

- Full text articles from newspapers, industry magazines and business/finance publications

<http://business.library.emory.edu/eresources/title/view.php?erid=20>

<http://business.library.emory.edu>

Macroeconomic Data

▶ FRED II (Federal Reserve Board)

- Extensive collection of current and historical economic data, including CPI, employment, GDP, interest rates, PPI, and more
- View in graph or download into Excel

<http://research.stlouisfed.org/fred2>

▶ Conference Board Economic Analysis

- Includes the CB's own indicators (e.g. consumer confidence, U.S. leading index) and forecasted economic indicators (GDP, CPI, etc.)
- Economic News – daily service
- Global Business Cycle Indicators – leading, coincident, and lagging indexes designed to signal peaks and troughs in the business cycle for nine countries

<http://www.conference-board.org/economics>

QUESTIONS?

Send an email to [Ask a Librarian](#) on First Class for help from one of the business librarians.