

Goizueta Business Library

Creating Bridges to Knowledge

Business Intelligence Short Takes: A Research Series

You've Got the Interview – Now Research the Company Using Factiva

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Why Factiva...

- Search for timely news articles from major national and international newspapers, trade journals, and wires, including The Wall Street Journal and The Economist

Strategies for company research using Factiva

- hd=home depot and sn=fair disclosure
 - only applicable to public parent companies
 - retrieves lengthy quarterly conference calls between company top management and roundtable of Wall Street analysts
 - **excellent source of information about financial health, keys issues, challenges, risks, competitive marketplace, and more**
 - **good starting point; gives you excellent frame of reference for understanding the company**
- hlp=(home depot and hlp=(trend* or forecast* or projection* or outlook* or future)
 - **articles focused on what is being said about the company's trends and outlook**
- hlp=(home depot) and hlp=(strateg* or market* or compet* or challeng* or risk*)
 - **articles focused on the company's challenges, risks, position in the competitive marketplace**
- hlp=(home depot) and hlp=(ceo or chief executive or officer* or management) and hlp=(profile* or interview* or speech or stated)
 - **locate interviews with or articles profiling top management**
- hlp=(dyi or do-it-yourself) and hlp=(customer* or consumer* or demographic*) and hlp=(behavior or attitude or preference*)
 - **articles focused on identifying and understanding who the primary consumers are and their purchasing preferences**
- hlp=(dyi or do-it-yourself) and hlp=(trend* or forecast* or projection* or outlook* or future)
 - **articles focused on industry trends and outlook**
- hlp=(dyi or do-it-yourself) and hlp=(strateg* or market* or compet* or challeng* or risk*)
 - **articles focused on an industry's business landscape, including marketplace and challenges**

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Tips for Mastering the Power of Factiva...

Use these techniques to make your search statements more precise and yield better results

- * = Place at the end of words to pick up multiple endings
- **hlp=** Looks for keywords in the article title and/or first 1-3 paragraphs
 - hlp=(coca cola or pepsico) and hlp=(market* or compet* or challeng*)
- **hd=** Looks for keywords in the article title
 - hd=(coca cola or pepsico)
- **sn=** Narrows your search to specific publications
 - sn=(wall street journal or forbes or new york times) and ...
- **wc>** Specify the minimum number of words in the article; effective way to eliminate short articles and wire stories and retrieve longer, more substantive articles
 - hlp=(mba programs) and hlp=(trend* or enroll* or rank*) and wc>900

Sort By Relevancy...

Factiva defaults to returning search results in date order. Use the drop-down box on the results display page to resort the results and push the most relevant articles to the top

Formulating Smart Search Strategies...

- **Start broad.** Learn from results. Modify or narrow search
- **Don't think too concretely.** Use synonyms (cars or automobiles or motor vehicles or suv)
- **Truncate word endings** (compet* searches for compete, competes, competed, competitive, competition)
- **Combine search logic**, such as "and" & "or" (microsoft or apple computer) and (risk* or challeng* or competition or marketplace or outlook)
- **There is no one "perfect" search.** Try different strategies. Be creative and persistent
- **Think about where information lives.** Search specific publications or include references to relevant associations, analysts, government agencies, etc. in your search statement
- **Scan the first 50-100 articles.** Give up after the first few articles and you are going to miss important business intelligence

Learn more about researching companies

http://business.library.emory.edu/handouts/topic_sort.php?sort=Careers

For personalized help, contact a Business Librarian...

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