## Conducting Industry & Organization Research

### Industry Reports

Commercially prepared industry reports are a great way to get a quick briefing on an industry. Different databases are stronger for different industry areas. Try to use multiple reports for a more robust view and to eliminate vendor slant.

<table>
<thead>
<tr>
<th>Resource</th>
<th>How to Use</th>
</tr>
</thead>
</table>
| Standard & Poor's NetAdvantage | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > Standard & Poor’s NetAdvantage  
• Click on “Industries” tab to view a list of industry content available in HTML or PDF format  
• Click “Sub-Industry Review” in the left-hand column for short analysis on a smaller part of a larger industry; select sub-industry with the “Select” drop-down |
| IBISWorld                 | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > IBISWorld  
• Search by company or keyword with the search bar at the top left or center of the home screen  
• Alternately, click any of the report sections to browse content, including US, UK, China, or Global Industry Reports  
• From each report page, browse content sections with the toolbar or click the PDF icon at the top left to download the entire report as a PDF |
| Mintel                    | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > Mintel  
• Click “Create Profile” the first time you log in to make a profile with your @yale.edu email and password of your choice  
• Once logged in, search at the top right or browse content under “Subscription” and “Reports” lists on the main page  
• From a report’s main page, view content by clicking through sections under “Report Content” or “Table of Contents.” Individual sections (not entire report) can be exported with the “Doc” icon |
| Passport GMID             | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > Passport GMID (Euromonitor)  
• Search at the top right. Browse under “INDUSTRIES” for industry information or “COUNTRIES & CONSUMERS” for information like consumer lifestyle trends and country-level analysis  
• Variety of formats for info: statistics, reports, articles, and visualization “dashboards” |

### Company & Analyst Reports

<table>
<thead>
<tr>
<th>Resource</th>
<th>How to Use</th>
</tr>
</thead>
</table>
| Business Source Complete  | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > Business Source Complete  
• Select “More” at top of page and “Company Profiles” from dropdown  
• Type in company name and select company from list; click MarketLine Report (not company name) for report with company description, history, SWOT analysis, and more |
| Thomson ONE               | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > Thomson ONE  
• Search for a company by name or ticker symbol with the search bar at the top left. Click “GO” and then select the appropriate result  
• From the sidebar under “Company Views”, click “Research” then “Company Research” to list the latest analyst reports. |

*Some resources require use of VPN off campus. Log into Yale SOM portal to ensure all links function properly.*
### Annual Reports, SEC Filings & Other Financials

These resources are available freely online (SEC filings via EDGAR, annual reports to shareholders via company websites – usually under “Investor Relations” or similar). However, our company research databases often compile most of these documents in one place to make life a little easier.

<table>
<thead>
<tr>
<th>Resource</th>
<th>How to Use</th>
</tr>
</thead>
</table>
| **Mergent Online**| • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > Mergent Online  
• Type in company name in the company search field  
• Go to the “Reports” tab for annual reports and “Filings” tab for SEC Filings |
| **Thomson ONE**    | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > Thomson ONE  
• Search for a company by name or ticker symbol with the search bar at the top left. Click “GO” and then select the appropriate result  
• From the sidebar under “Company Views”, click on “Filings.” SEC filings are listed by document type and reports to shareholders are titled “Annual Report” |
| **GuideStar Nonprofit orgs** | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > GuideStar  
• Enter name of organization in search and browse through the tabs for financials and other info |

### Industry & Organization News

**Professional Clubs** often have a list of favorite online resources for a given industry or function.

**Trade Publications** are periodicals written specifically for participants in the industry; these are not popular titles designed for a wide general readership. They frequently contain data of interest to industry insiders that is not found elsewhere.

**Trade Associations** can also offer an array of different types of information. This ranges from related news and media coverage to industry-relevant statistics and demographic information.

<table>
<thead>
<tr>
<th>Resource</th>
<th>How to Use</th>
</tr>
</thead>
</table>
| **Factiva**       | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > Factiva  
• Go to News Pages > Factiva Pages, and select your industry or geography from the dropdown menu  
• Alternately use the “Company” option from the main search screen to pull news related to a company from thousands of international sources  
• Set up an RSS feed for certain industries by going to Settings/Tools/Support (top right) > Lists > Suggested Reading  
• For a list of industry Trade Associations, go to Companies/Markets > Industry, click on an industry, and scroll down to see “Trade Association Websites” |
| **Google Alerts** | • [www.google.com/alerts](http://www.google.com/alerts)  
• Set up alerts based on organizations, industries, or other key words |
| **LexisNexis Academic** | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > LexisNexis Academic  
• Search by company under “Get Company Info” or “Company Dossier”  
• Browse under “In The News” in the left-hand column by publication type, region, or topics like business activity, corporate structure, financial, etc. |
| **ABI Inform**    | • Yale SOM Portal > Careers > Career Resources > Industry & Organization Research > ABI Inform  
• Using the tabs at the side of the results window, you can limit any search to "Trade Journals" as a document type.  
• Alternately, click “Publications” at the top to search or browse the journals by title or subject |
| **Various Databases** | • Databases such as Mintel, Passport GMID, and Standard & Poor’s NetAdvantage often include listings of relevant trade associations along with their industry reports |

### CDO Industry Resource Guides

See these guides for a wealth of resources relevant to a specific industry.

<table>
<thead>
<tr>
<th>Resource</th>
<th>How to Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry Resource Guides</strong></td>
<td>• Yale SOM Portal &gt; Careers &gt; Career Resources &gt; Industry Resource Guides</td>
</tr>
</tbody>
</table>