

Gathering Strategic Intelligence

Dow Jones Factiva. You can check for articles in major publications such as the Wall Street Journal, BusinessWeek, or even in relevant trade journals using Factiva (<http://global.factiva.com/>), a database that contains full-text articles for regional newspapers, magazines, press releases, and newswires. The company "Snapshot" under the Companies/Markets tab in Factiva provides Reuters business descriptions and Datamonitor analytics.

Lexis-Nexis Academic Universe. Much like Factiva, Lexis-Nexis (<http://web.lexis-nexis.com/universe>) can be helpful for identifying news articles from U.S. regional newspapers, magazines, trade publications, newswire services, and major international newspapers. In addition, Lexis-Nexis provides access to SEC filings, company summaries from Hoover's, and company financial ratios for the past three years. You can also access biographical information, U.S. federal and state court cases, law review articles, U.S. patents, and legal cases from a selection of countries.

Mergent Online. Mergent Online (<http://www.mergentonline.com>) is a very useful and comprehensive database containing detailed financial information and highlights, company histories, and data on joint ventures and alliances. The database has direct links to EDGAR for public filings. Mergent Online can be a useful if you are interested in information on a firm's board of directors, key personnel, and institutional shareholders. You can also research company earnings estimates and Mergent Online's own equity research reports.

Mergent Horizon. Mergent Horizon (<http://www.mergenthorizon.com>) can be quite useful in providing stakeholder data, such as financial and other data for a focal firm's suppliers and customers. In addition, the database contains a Merger and Acquisition Scenario Report Builder function, allowing you to see what a hypothetical merger or acquisition between two public firms would look like, with a particular focus on overlapping and complementary product lines and key business relationships.

Research Insight. This database requires special software installed only on select workstations in research libraries. Research Insight gives you access to the Compustat database, the most comprehensive source of financial data available on market-traded firms. It provides annual, quarterly, and monthly financial information, ratios, growth rates, line of business, monthly stock prices, and other market data for over 10,000 active public companies that trade on U.S. exchanges and 7,000 companies that no longer file with the SEC.

SDC Platinum. This database also requires special software installed only on select workstations in research libraries. SDC Platinum focuses on initial public offerings, venture capital, private

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equity investment, and mergers. For instance, it provides information and data on all types of new security issues, including both equity and debt issuance.

Bloomberg Financial Markets. This database is only available on Bloomberg terminals in research libraries. Bloomberg provides real-time and historical data on a wide range of investment vehicles including stocks, bonds, commodities, currencies, indices, etc. You can access price and other data on international securities, recent newswire articles and press releases, information about corporate executives and directors, and features that allow you to compare securities.

Investex Plus. Thomson Research's Investex Plus (<http://research.thomsonib.com/gaportal/ga.asp>) gives you access to analyst reports on particular firms by various contributors and analyst information on industries.

CareerSearch. While typically used as a tool for job hunting and career services, CareerSearch (<http://www.careersearch.net>) can also occasionally help when doing strategy research—especially for smaller firms that are difficult to find in the larger research databases. CareerSearch contains information about companies from a number of company directories and database providers, including CorpTech, Grey House Publishing, Thomson Financial Publishing, and Thomson Nelson.