Make a strong start

Find company and industry information

Presented by the Academic Liaison Librarians for Business
University of Sydney Library
tinyurl.com/buslibhelp
March 2017
## Learning outcomes

The aim of this session is to provide an overview of the key research tools available via the University of Sydney Library to find company and industry information.

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<tr>
<td>● Learn how to find company and industry information via:</td>
<td>Find</td>
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<td>- IBISWorld</td>
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<td>● Learn how to conduct more effective searches across Google</td>
<td>Find</td>
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</tr>
</tbody>
</table>

### Skill Areas

- **Identify** research need.
- **Find** appropriate information.
- **Evaluate** information & research process.
- **Manage** research process.
- **Create** new knowledge.
- **Communicate** research findings.

### Levels

- **Level 1**: instructor-led.
- **Level 2**: instructor-guided.
- **Level 3**: instructor-supported.
- **Level 4**: autonomous.
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Other sources

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Recap
Library resources

Research guides

The Library has compiled a series of guides that cover:

- The best research databases in a particular subject area
- The most appropriate resources for common research tasks e.g. where to find industry information, statistics and Australian Standards

How to access

1. Go to library.sydney.edu.au
2. Select Study > Subject guides
3. From the subject guides page, click on the Business menu to view a list of available guides.
   Select the Company, industry and country information guide.

Company, industry, and country information
libguides.library.usyd.edu.au/market_intelligence
Search tips

The following tips may help you save time and limit your frustration when trying to find company and industry information.

---

Which research tool should I use?

Think of sources that are likely to contain the information you need

e.g. I need to find China’s latest GDP figures → GDP relates to a country’s gross domestic product → look for databases that contain country information.

Refer to the Library’s subject guides for recommendations on the key databases to use.

What do you know about the company?

Some databases only cover specific types of companies (e.g. ASX-listed companies) or companies based in a particular country/region.

In order to pick the right database, you need to know the answer to the following questions:

- **What is the ownership status of the company?** Is it a publicly traded company e.g. listed on the Australian Securities Exchange (ASX) or a private entity?
- **Where is the company located?** Is it based in Australia? The UK? The Cayman Islands?

Refer to company register sites for private companies

It’s often difficult to find information on small private companies. A good starting point is the company register website for the country where the business is registered.

You can view a list of company registers by country via Wikipedia - en.wikipedia.org/wiki/List_of_company_registers. In many countries, private companies aren’t required to disclose their shareholder details or financials.

Use Wikipedia with caution

www.wikipedia.org

Wikipedia generally provides a useful overview of a topic. The site may also contain links to other relevant sources in the reference list at the bottom of each page.

However, it’s not appropriate to cite Wikipedia as a source in your assignments. Wikipedia does not qualify as a scholarly resource as anyone can edit the site and you don’t always know who wrote the information.

You also need to check if the information and statistics referred to in a Wikipedia article are up-to-date and credible (produced by an official or well-regarded institution).
Get to know the Bloomberg terminal

Bloomberg terminals are one of the most popular and well regarded sources of real-time financial information. Bloomberg provides access to analyst reports and historical share prices. Bloomberg terminals also cover currencies, commodities, derivatives, analyst forecasts, and news.

How to access a Bloomberg terminal

- The Business School provides 40 terminals for student access
- Go to Lab 1, Level 1 of the Codrington Building (H69)
- Students can use the terminals when there are no lectures or tutorials
- Login details can be found on the side of each terminal

Before you search across each database

Think of variations in spelling (UK v US English)
Aluminium (UK/Aus) v Aluminum (US)
Organisation (UK/Aus) v Organization (US)

Is the company’s trading name different from its legal name?

For example, Deliveroo (food delivery company) is registered in the UK as Roofoods Limited.

Tip: The privacy or legal page within a company’s website, will generally state the correct legal name of the business.

For more information refer to - ‘What’s the difference between a business name, a trading name and a legal name?’, Sydney Morning Herald, 23 May 2014 <http://www.smh.com.au/small-business/resources/whats-the-difference-between-a-business-name-a-trading-name-and-a-legal-name-20140522-38s6g.html>

Is the company part of a larger parent company?

For example, the clothing retailer Zara is part of the Inditex fashion group. If you want to find information on Zara, you should also include Inditex as part of your search.

Think of the different ways that an industry or business issue may be described

For example, autonomous vehicles may also be referred to as driverless cars or self-driving cars.

If you can’t find information on a specific product, look for information on the broader market/industry.

chocolate → confectionery  yoghurt → dairy
lamb → meat  iPad/tablets → consumer electronics
Evaluating your search results

Ask “so what?”

When you find information about a particular company, industry or country, ask yourself why it would be relevant to your client. The information that you present should not only be interesting, but relevant.

relevant

ADJECTIVE

1 Closely connected or appropriate to what is being done or considered:
   ‘what small companies need is relevant advice’
   ‘the candidate’s experience is relevant to the job’

1.1 Appropriate to the current time, period, or circumstances; of contemporary interest:
   ‘critics may find themselves unable to stay relevant in a changing world’

(Source: Oxford Dictionaries)

Is the information current?

If you’re planning to use company or industry data, check that it’s still up-to-date. You may need to refer to several databases/sources that contain similar information to check that you’re relying on the latest information.

Can’t find the information you need?

Be persistent

Company and industry research generally isn’t about finding one key resource that contains everything you need to know for your assignment.

It’s instead like putting together the different pieces of a jigsaw puzzle to build a complete picture.

Contact the Business School’s Librarians for help

We encourage you to ask for advice on where to find information for your assignments. It’s our job to help you!

Go to tinyurl.com/buslibhelp for our contact details.
Library databases

The Library’s research databases provide access to credible information that you can use for your assignments including:

- Company profiles and industry reports
- News
- Scholarly and professional/trade articles
- eBooks
- Legal materials (cases, legislation, commentary etc.)

How to access

1. Go to library.sydney.edu.au
2. Click on the Databases link that appears beneath the main search box.

You'll then be presented with the following page.

Databases and eresources

Search / browse databases A - Z by title

Browse by title A-Z

By subject:

- General & multi-subject
- Arts & social sciences
- Business

View the key databases for your subject

Search / browse databases A-Z by title - the A-Z list is useful if you're trying to find a specific database e.g. Factiva.

By subject - view a list of the key databases for your subject area e.g. Accounting, Marketing, International Business & Entrepreneurship etc.
Company and industry research tools

IBISWorld

IBISWorld is a major provider of Australian and global industry research.

How to access IBISWorld

1. Open the Library’s Databases page - library.sydney.edu.au/databases

2. Click on the letter I beneath the databases A-Z by title heading.

3. Click on the IBISWorld link from the list of available databases.
   If prompted, enter your UniKey and password.
IBISWorld - content overview

The University of Sydney subscribes to six IBISWorld modules.

You can browse and search across each module via the IBISWorld homepage.

1) **Australia Industry Reports (ANZSIC)**
   - 500+ Australian industry reports
   - Based on the Australian and New Zealand Standard Industrial Classification (ANZSIC) scheme
   - Reports provide an industry definition plus information and analysis on each industry’s performance; outlook; life cycle; products and markets; competitive landscape; major companies; operating conditions; and key statistics

2) **Australia Specialized Industry Reports**
   - 250+ reports on niche and emerging markets e.g. coffee shops, nightclubs, App developers, luxury hotels, personal trainers, online shoe sales etc.

3) **Australia Company Reports**
   - Access profile reports on the top 2000 companies in Australia and NZ based on revenue
   - In-depth ‘premium’ reports are available on the top 200 companies

4) **Australia Company Wizard**
   - Build custom lists based on key details about the top 2000 companies in Australia and NZ e.g. financials, industry, state, key personnel etc.

5) **Australia Business Environment Profiles**
   - 200+ profiles on key drivers that may impact on an industry’s performance e.g. average weekly earnings, commodity prices, consumer sentiment, tech adoption etc.

6) **Global Industry Reports**
   - 70+ global industry reports
   - Reports focus on industry performance in key regions e.g. Europe, the Middle East, and Asia
Search activity

Locate reports on beer in Australia.

1 Enter beer into one of the search boxes on the IBISWorld homepage.

2 You’ll then be presented with a list of industry reports that contain your search terms.

   Click on the More Results link to view a complete list of reports that are available.

3 Access the Beer Manufacturing in Australia report.

   Click on the Industry Outlook tab to read how the market is expected to perform in the coming years.
Search activity

1) Locate an IBISWorld industry report on: 
   *Chocolate manufacturing*

2) Click on the **Major Companies** tab within the report.
   Which company has the greatest market share?

___________________________________________
Passport - Euromonitor

Passport is a global market research database that provides information on industries, consumers and countries. Passport’s industry analysis primarily covers consumer goods and services.

Key features

- Build a custom search
- Browse through Passport’s key research collections
- Run a basic keyword search
- Search or browse for data and analysis
- Select CATEGORIES AND TOPICS for industry, economic and consumer topics
- View country rankings based on industries and demographics
- Find analysis by industry or topic
- Interact with the site’s data in a visual way
- Latest articles

Alcoholic Drinks: Quarterly Statement Q1

Global Briefing | 30 Mar 2017

Puerto Rico

Euromonitor’s key baseline projections, this latest Alcoholic Drinks: Quarterly Statement Q1 provides an up-to-date strategic analysis covering the most recent market trends and consumer behaviors.
How to access Passport

1. Open the Library’s Databases page - library.sydney.edu.au/databases

2. Click on the letter P beneath the databases A-Z by title heading.

   Search / browse databases A - Z by title

   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. Click on the Passport (Euromonitor) link from the list of available databases.
   If prompted, enter your UniKey and password.
   You'll then be presented with Euromonitor’s terms and conditions page.
   Scroll to the bottom of the page and click on Accept.
Search activity - Industry information

Find information on the market for wine in China.

1. From the Passport homepage, click on the GO button beneath the Search Full Tree heading.

2. a) Scroll down to the INDUSTRIES menu
   b) Click on the + sign next to Alcoholic Drinks
   c) Click on the box next to Wine

3. Click on the GEOGRAPHIES tab.
4  a) Scroll down to the GEOGRAPHIES menu
   b) Click on the + sign next to Asia Pacific
   c) Click on the box next to China

5  Click on the blue Search button at the top right of the screen.

Results page
Category briefing - market profile

Find information on a country’s economy

The Economies tab at the top of the Passport homepage provides access to background information on individual countries e.g. ease of doing business, global competitiveness, government stability, foreign trade, GDP, productivity and inflation.

Consumer information

The Consumers tab provides access to research and analysis about consumer trends, demographics and preferences.

The drop-down menu links to 5 key areas: Digital Consumer; Households; Income and Expenditure; Lifestyles; and Population.
Gartner

Gartner is a leading provider of technology research, predictions and insights.

Its technology market research covers a range of industries including financial services, education, energy, government, healthcare, manufacturing and retail.

Gartner also produce marketing related research including reports on data-driven marketing; customer experience; mobile marketing; digital commerce; and social marketing.

Gartner is particularly well known for the following report series:

- **Magic Quadrants** - evaluate competing technology providers within a market
- **Hype Cycles** - examine the maturity and adoption of particular technologies

**Search activity - locate Gartner reports**

Search across Gartner for reports on the following topics:

1) Banking
2) Marketing
3) Robots
Factiva

Factiva is a leading source of news and business information.

News

Factiva lets you search across 32,000+ sources including:

- **Local and national newspapers** - The Sydney Morning Herald, The Australian Financial Review, and The Australian
- **International newspapers** - The Wall Street Journal, The New York Times, Financial Times (one month delay), The Guardian (U.K.), The Times (U.K.), South China Morning Post (Hong Kong), and China Daily
- **Magazines and trade publications** - The Economist, Forbes, and Newsweek
- **Newswires** - Australian Associated Press, Agence France Press, and Dow Jones
- **Major news sites and blogs**

Business information

- Factiva covers over 22 million public and private companies, including 300,000 Australian companies.

How to access Factiva

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter F beneath the databases A-Z by title heading.

**Search / browse databases A – Z by title**

Note: The University of Sydney’s account is limited to 15 users at a time. If you’re unable to access the site, please try again in a few minutes.
Search activity - Find a company profile via Factiva

Locate a company profile of Wesfarmers.

1. From the Factiva homepage, select **Companies/Markets > Company**

2. Enter the name of a company (Wesfarmers) into the blank search box at the top left of the page.
As you type, a list of potential matches will appear.
Click on Wesfarmers Ltd to be taken to the company’s snapshot profile page.

3. **Note:** If you press enter or click on the blue **Go** button, you'll need to select a company from the list of search results.

You'll then be presented with the company’s snapshot profile page.
You can view specific types of content via the left-hand menu.
The amount of information available will depend on the size and ownership of the company.
Find news via Factiva

You can use a combination of the following fields to construct your press search.

1. Enter your search terms and connectors
2. Select a date range
3. Limit your search to particular sources
4. Search for articles that have been tagged as being about a particular company, subject, industry or region
5. Option to limit your search to the headline and lead paragraph of an article
Search activity - Find news on a company

Locate news on the Australian vitamin company **Blackmores** and its operations in **China**.

**Apply the following limits to your search:**

**Date:**
In the last year (past 12 months)

**Source:**
- The Australian Financial Review
- The Sydney Morning Herald
- The Australian

1. Enter the following search terms into the free-text search box.

   **Blackmores near15 Chin***

   **Search tips:**
   - **near15** = both search terms must appear within up to 15 words of each other
     e.g. Blackmores must appear within up to 15 words of China/Chinese
   - **Chin*** = use the asterix (*) symbol to search for variant endings of a word
     e.g. Chin* = China or Chinese

2. Select **In the last year** from the **Date** drop-down menu.

3. Click on the **Source** field.
   Type **The Australian Financial Review** into the blank search box.
   As you begin to type, matching publications will appear in a drop-down menu.
   Click on the title of the publication.

   The selected source will then appear highlighted in yellow.

   → Repeat the same steps for **The Sydney Morning Herald** and **The Australian**.
4 Click on the blue **Search** button.

**Search**

Review your search results

5 To edit your search, click on the blue **Modify Search** button at the top right of your search results page.

**Modify Search**

6 Scroll to the bottom of the page.

Click on the **More Options** field.

Select **Headline and Lead Paragraph** from the drop-down menu provided.

**Click on the Source field**

**More Options**

Select **Headline and Lead Paragraph**

7 Click on the blue **Search** button.

**Search**
Tips for finding news on a company

Don’t type Ltd or Pty Ltd at the end of a company’s name
News articles generally don’t include the full legal name of a company.
e.g. The Good Guys Discount Warehouses (Australia) Pty Ltd.
Search for the commonly used part of the company’s name e.g. The Good Guys.

Is the company known by another name?
For example, CBH Group is also referred to as Co-operative Bulk Handling.
To search for more than one company name at a time, type the word OR between each name e.g. CBH Group OR Co-operative Bulk Handling

Double check the spelling of unique company names
Unlike Google, Factiva doesn’t fix spelling errors.

Is the company name a common word or phrase? e.g. Mars
Add additional keywords that relate to the business e.g. Mars AND chocolate

Does the company sponsor a sports team or stadium?
If so, you may retrieve lots of sports related articles. To limit these results, type the word NOT in front of the irrelevant word that you’d like to exclude.
Examples:
- Etihad NOT stadium  (will find news on Etihad but not about Etihad Stadium)
- Qantas NOT Wallabies  (will find news on Qantas but not about the Qantas Wallabies rugby team)

Use the Company search field with caution
Factiva uses an algorithm to apply tags to every article based on the company, subject, industry and geographic region mentioned within each news item.
You can use the Company search field to quickly find news about a particular company. However, the results can be hit and miss. You will retrieve more results if you enter the name of the company into the Free Text search box.
Factiva search operators

If you enter a string of words into Factiva e.g. Apple watch sales, Factiva will treat those words as an exact phrase. This may result in only a few or no results.

To retrieve a targeted list of relevant results, you need to separate distinct words and phrases with either a search operator or proximity connector.

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>“ ”</td>
<td>Search for an exact phrase. Quotation marks aren’t necessary unless you’re searching for a phrase that contains another search operator e.g. and, or, not, same and near.</td>
<td>“not for profit” “research and development”</td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td>Search for both terms</td>
<td>innovation AND Apple</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Search for either term</td>
<td>Apple OR Samsung</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Exclude a word from your search results</td>
<td>Apple NOT Samsung</td>
</tr>
<tr>
<td>*</td>
<td>Truncation - locate variant endings of a word.</td>
<td>export* = export, exports, exporting, exporter etc.</td>
</tr>
<tr>
<td>?</td>
<td>Search for different variations of a single character e.g. either s or z.</td>
<td>globalisation Retrieves results that mention both globalisation (UK) and globalization (US).</td>
</tr>
<tr>
<td><strong>SAME</strong></td>
<td>Search terms on either side of this operator must appear in the same paragraph.</td>
<td>innovation SAME Apple</td>
</tr>
<tr>
<td>nearN</td>
<td>Search terms on either side of this operator must appear within up to the specified number of words of each other.</td>
<td>innovation near5 Apple</td>
</tr>
<tr>
<td>( OR )</td>
<td>Search for any of the words enclosed within the set of brackets</td>
<td>“social media” AND (Twitter OR Facebook OR Instagram) Results must contain the phrase social media and either Twitter, Facebook or Instagram.</td>
</tr>
</tbody>
</table>

Research tip - draft a list of potential search terms

Journalists don’t always use the same keywords to describe a particular topic, event or issue. To ensure that you don’t miss out on any relevant articles, search on a variety of words that relate to each subject e.g. company = enterprise, business, organisation etc.
**Limit your search to particular sources**

As part of your search strategy, you should think about the types of publications that are likely to contain relevant articles on your topic. The Source field within Factiva’s Search Builder page lets you limit your search to selected publications.

**How to select a particular source**

Complete the following steps via Factiva’s Search Builder page:

1. Click on the Source menu beneath the Free Text search box.

2. Start typing The Sydney Morning Herald (or the name of another publication) into the source search box. As you type, sources that match your search terms will appear in a drop-down menu. Click once on the name of a particular source to add it to your search. The publication will appear at the top of the Source menu highlighted in yellow.

3. Repeat steps 2-3 for another publication e.g. The Australian Financial Review.

**Source icons**

When you search for a particular source, a series of icons will appear next to the publication:

- ![Search across the full-text of the selected newspaper or publication. You can download articles in Word or PDF format.](image)
- ![Search across an online news site (past 90 days). Factiva only provides a brief summary of each article and a link out to the external news site.](image)
- ![Learn more about the publication e.g. coverage, location etc.](image)
- ![Add the unique source code for the selected publication to the search box. Tip: This is useful if you want to retrieve any articles from a particular source.](image)
- ![Exclude a source from your search](image)
## Major Australian sources

Key Australian sources that are available via Factiva include:

<table>
<thead>
<tr>
<th>Source</th>
<th>Coverage details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Broadcasting Corporation (ABC) News</td>
<td>1 January 2001 onwards</td>
</tr>
<tr>
<td>Australian Broadcasting Corporation Transcripts</td>
<td>23 March 2003 onwards&lt;br&gt;Transcripts of selected news and current affairs programs</td>
</tr>
<tr>
<td>BRW (Australia)</td>
<td>13 Jan 1989 - 23 Feb 2016</td>
</tr>
<tr>
<td>Note: You’ll need to untick the Exclude Discontinued Sources box</td>
<td></td>
</tr>
<tr>
<td>Business News (Western Australia) formerly WA Business News</td>
<td>7 March 2002 onwards</td>
</tr>
<tr>
<td>Canberra Times (Australia)</td>
<td>3 September 1996 onwards</td>
</tr>
<tr>
<td>Courier Mail (Brisbane)</td>
<td>20 January 1998 onwards</td>
</tr>
<tr>
<td>Daily Telegraph (Sydney, Australia)</td>
<td>8 July 1996 onwards</td>
</tr>
<tr>
<td>FN Arena (summarises recommendations by leading stock brokers and investment advisers in Australia)</td>
<td>10 January 2007 onwards</td>
</tr>
<tr>
<td>Herald-Sun (Melbourne)</td>
<td>23 July 1997 onwards</td>
</tr>
<tr>
<td>Sun Herald (Sydney)</td>
<td>7 June 1987 onwards</td>
</tr>
<tr>
<td>Sunday Age (Melbourne)</td>
<td>27 January 1991 onwards</td>
</tr>
<tr>
<td>The Age (Melbourne)</td>
<td>19 January 1991 onwards</td>
</tr>
<tr>
<td>The Australian</td>
<td>8 July 1996 onwards</td>
</tr>
<tr>
<td>The Australian Financial Review</td>
<td>1 September 1987 onwards</td>
</tr>
<tr>
<td>The Sydney Morning Herald</td>
<td>1 September 1986 onwards</td>
</tr>
<tr>
<td>The West Australian (Perth)</td>
<td>2 August 1996 onwards</td>
</tr>
</tbody>
</table>

### Why are there 2 records for some publications?

- **Search across the full-text of a particular newspaper or publication. You can download articles in Word or PDF format.**

- **Search across an online news site. Factiva will provide an abstract of the article and a link to the external news site.**
Top International sources

Leading English language newspapers and publications available via Factiva include:

**UK**
- Financial Times (one month delay)
- The Daily Telegraph (U.K.)
- The Economist - global coverage
- The Guardian (U.K.)
- The Independent (U.K.)
- The Times (U.K.)

**Asia**
- China Daily
- New Straits Times (Malaysia)
- South China Morning Post (Hong Kong)
- The Japan Times
- The Straits Times (Singapore)
- The Wall Street Journal (Asia edition)

**United States**
- Forbes
- The New York Times
- The Wall Street Journal
- The Washington Post

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Search activity - Find news on a current issue

Locate news on the potential impact of Brexit on the Transatlantic Trade and Investment Partnership (TTIP)

1. Enter the following search terms into the free-text search box.
   
   **Brexit near20 ("Transatlantic Trade and Investment Partnership" OR TTIP)**

   **Search tip:** near20 = search terms must appear within up to 20 words of each other e.g. Brexit must appear within up to 20 words of TTIP

2. Leave the date range as In the last 3 months.

3. Click on the Source field.

   Scroll through the list of sources grouped By Type.

   Click on the Major News and Business Sources list.
Search by article tags e.g. subject and industry

When using Instagram or Twitter, you can find related posts/tweets by clicking on a particular hashtag (#). Factiva offers a similar type of function for finding news articles.

Factiva applies tags to all of the articles within its database based on the company, subject, industry and geographic region mentioned within each news item.

<table>
<thead>
<tr>
<th>Article</th>
<th>Tags</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCIAL REVIEW</td>
<td><img src="image" alt="Tags" /></td>
</tr>
</tbody>
</table>

You can use the following search boxes via Factiva’s Search Builder page to find articles tagged with one or more criteria.

- Company ▶ All Companies
- Factiva Expert Search ▶
- Subject ▶ All Subjects
- Industry ▶ All Industries
- Region ▶ All Regions

**Warning:** All of the article tags within Factiva are automatically assigned based on a computer algorithm. As such, your search results may not always be 100% relevant or comprehensive.
Other news sources

You can access the following resources via -
libguides.library.usyd.edu.au/business_literature/news

Fairfax news sites (AFR, SMH and The Age)
The Library now provides unlimited access to the following new sites:

- Australian Financial Review - AFR.com
- Sydney Morning Herald - smh.com.au
- The Age - theage.com.au

The Australian website
USYD staff and students have unlimited digital access to The Australian until 25 August 2017. Learn more via - http://s1.sydney.edu.au/about/theaustralian.php

The Economist
The Economist magazine isn't available via the University’s Factiva account. However, it can be accessed via ProQuest.

Google News
news.google.com
Search across freely available news sites.
Company360

Company360 covers Australia's top 50,000 private and public companies.

You can use the site to:

- **Access company profiles** - access financials, corporate family trees, key personnel, operations, competitors, recent events, professional services, etc.

- **Create company lists** - identify companies based on location, industry, revenue, etc.

Company360 is owned by Dun & Bradstreet which is an information broker for the Australian Securities & Investments Commission (ASIC).

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How to access Company360

1. Open the Library’s **Databases** page - library.sydney.edu.au/databases

2. Click on the letter **C** beneath the **databases A-Z by title** heading.

   **Search / browse databases A – Z by title**

   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. Click on the **Company360** link from the list of available databases.

   If prompted, enter your UniKey and password.

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Financial information

Company360’s financial data is drawn from the financial reports that companies lodge with ASIC.

Not all companies are required to **lodge a financial report** with ASIC.
Search activity - Find a company profile

Locate a company profile report on Google Australia Pty Ltd

1. Click on the magnifying glass icon at the top right of the homepage.

2. Enter the name of a company into the search box provided.

3. You’ll then be presented with a company report page. Use the menu on the right-hand side of the page to access more information on the company e.g. operations, shareholders, family tree, competitors, etc.

Report downloads

Unfortunately, you can’t download PDF company reports via the University’s account as it’s prohibitively expensive. You will need to view the report’s content on screen.
Search activity - build a list of companies

Create a list of companies based in NSW that are involved in the coal mining industry.

The Advanced search page lets you build a customised list of companies based on a variety of criteria including location, revenue, industry, company type, professional services, parent country, etc.

1. Click on the Advanced search button at the top right of the homepage.

2. You can then use the left-hand menu of the Advanced search page to build your search criteria.

When you click on a link via the left-hand menu, the selected search criteria will appear as a search field in the main body of the page.

Step 1 - identify companies based in NSW

1. Click on the Location tab via the left-hand menu

2. Click on the State link beneath the Location heading

3. In the main body of the page, click on the State drop-down menu beneath the List criteria heading.

4. Place a tick in the check box next to NSW
Step 2 - identify companies that are involved in coal mining

1. Click on the Industries tab via the left-hand menu
2. Click on the Industry Search link beneath the Industries heading
3. In the main body of the page, click on the + sign next to:
   + B - MINING
4. Place a tick in the box next to:
   + 12 - COAL MINING
5. Click on the Search button at the bottom right of the page.

You’ll then be presented with a list of companies that match your search criteria.

Can I export my company list?

Unfortunately, you can’t download company lists into Excel via the University’s account as it’s prohibitively expensive. You will need to view the list on screen.
ABI/INFORM

ABI/INFORM is a comprehensive business database that provides access to:

- Scholarly journals
- Magazine and news articles
- Trade journals
- Company and industry reports

ABI/INFORM provides access to company, market and country research reports by:

- Acquisdata
- Business Monitor International
- Canadean
- Economist Intelligence Unit
- Emerging Markets Direct
- First Research
- ICD Research Reports
- Oxford Analytica
- Oxford Economic Forecasting
- World Market Intelligence

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**How to access ABI/INFORM**

1. Open the Library’s Databases page - [library.sydney.edu.au/databases](library.sydney.edu.au/databases)
2. Click on the letter A beneath the databases A-Z by title heading.
   
   **Search / browse databases A – Z by title**
   
   ABCDEFGHIJKLMNOPQRSTUVWXYZ

3. Click on the ABI Inform Complete link from the list of available databases.
Search activity - Find industry reports

Locate reports from the past 12 months on the Australian mining industry

1. From the ABI/INFORM homepage, click on the Advanced Search link above the main search box.

2. a) Type Australia into the top search box
   
   b) Type mining into the search box below
   
   c) Use the drop-down menus at the right of the page to limit both searches to the Abstract of each report.

3. From the Publication date drop-down menu, select Last 12 months.
Scroll to the bottom of the page.

Navigate to the Document type box.

Place a tick in the checkbox next to Industry Report.

Note: The Market Report and Market Research document types may also be relevant.

Click on the green Search button to view a list of search results.
**Search activity - Find company reports**

**Locate reports on Rio Tinto**

1. From the ABI/INFORM homepage, click on the **Advanced Search** link above the main search box.

2. Type **“Rio Tinto”** into the top search box
   Use the drop-down menu at the right of the page to limit your search to the **Title** of each report.

3. Scroll to the bottom of the page.
   Navigate to the **Document type** box.
   Place a tick in the checkbox next to **Company Profile**.

4. Click on the green **Search** button to view a list of search results.

**Research tip:** To find additional information, type the name of the company into the **Company/organization** search field.
Business Source Complete

Business Source Complete is a key database for finding scholarly and practitioner journal articles on all areas of business. The database also covers country economic data, company profiles, industry information, and market research.

How to access Business Source Complete

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter B beneath the databases A-Z by title heading.

Search / browse databases A – Z by title

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. Click on the Business Source Complete link from the list of available databases. If prompted, enter your UniKey and password.

Search example - company profiles

Locate a company profile report on Emirates.

1. From the Business Source Complete homepage:
   - Navigate to the Browse column via the right-hand menu.
   - Click on the Company Profiles link.

2. Type Emirates into the search box provided and click on the Browse button.
Search example - company information

Locate information on Singapore Airlines.

1. Click on the Company Information link at the top of the Business Source Complete homepage.

2. Enter Singapore Airlines into the Company Name search box.
   Click on the Search button.

3. Click on the first item in your list of results.

   You’ll then be presented with the company’s profile page.
   The Related Information box via the left-hand side of the page lets you access relevant industry profiles, articles and market research reports.
Search example - industry reports

Locate industry and market information on **ice cream** and **frozen yoghurt**.

1. Enter “ice cream” OR “frozen yoghurt” into the search box at the top of the **Business Source Complete** homepage.

   Click on the drop-down menu to the right of the search box and select Ti - Title.

2. Scroll down to the **Publication Type** section.

   Place a tick in the checkbox next to:
   - **Industry Profile**
   - **Market Research Report**

3. Click on the **Search** button.
DatAnalysis

DatAnalysis provides access to information on ASX-listed companies including:

- Annual reports
- Share price history - monthly (Jan 1988- ) and daily (Jan 2000- )
- Financial data - covers past 10 years
- Corporate details - listing date, latest share price, address of head office, etc.
- Business summary - operations and business divisions
- Directors and management - Director profiles and trades
- Corporate actions - details of any bonus issues, calls payable, cash issues, company reconstructions etc. (July 1999- )
- Shareholder information - substantial, top 20 and distribution of shareholders

The site also covers delisted companies from 1989 onwards.

How to access DatAnalysis

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter D beneath the databases A-Z by title heading.
   Search / browse databases A – Z by title

3. Click on the DatAnalysis Premium link from the list of available databases.
   If prompted, enter your UniKey and password.

Access a company profile

Enter the company’s name or ASX code into the search box at the top right of the screen e.g. Telstra.
The left-hand menu of each profile page provides access to specific types of company information e.g. share price history, annual reports, financial data, and ASX announcements.

**Other key functions**

To build a list of companies - select **Search Tool > Advanced Search**

To search across ASX announcements - select **Search Tool > ASX Announcements (PDF) Search**

**Connect4**

Connect4 is another library database that provides access to information on ASX-listed companies. The following modules are available via the Library’s account:

**New Issues (1998 onwards)**

- Capital raisings in Australia including IPOs, rights issues etc.
- Advisor fees (e.g. accountant, legal) are also available

**Bidder & Target Statements (1997 onwards)**

- Market and off market bids

**Boardroom**

- Access remuneration details for Directors and Senior Executives
- Generate lists of ASX-listed companies and Directors based on location, industry etc.
## Google search tips

A Google search can help you to locate relevant information published on Government and industry websites. The following search operators can help you to generate a more targeted and relevant list of search results.

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; &quot;</td>
<td>Search for an exact phrase. Will only retrieve results that contain your search terms in the exact order specified.</td>
<td>“Commonwealth Bank” “BHP Billiton”</td>
</tr>
<tr>
<td>OR</td>
<td>The OR must be in uppercase</td>
<td>drones regulation OR legislation OR law</td>
</tr>
<tr>
<td>-</td>
<td>Exclude a word from your search results</td>
<td>drones -military Amazon -rainforest</td>
</tr>
<tr>
<td>site:</td>
<td>Limit your search to a particular website. Enter your search terms followed by site: and the website address (e.g. site:sydney.edu.au).</td>
<td>strategy site:telstra.com.au &quot;artificial intelligence&quot; site:hbr.org</td>
</tr>
<tr>
<td>site:</td>
<td>Limit your search to a class of sites e.g. Government or Academic websites.</td>
<td>Westpac site:.gov.au leadership teamwork site:.ac.uk</td>
</tr>
<tr>
<td>Australia</td>
<td>Government &gt; site:.gov.au Academic &gt; site:.edu.au</td>
<td></td>
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<tr>
<td>United Kingdom</td>
<td>Government &gt; site:.gov.uk Academic &gt; site:.ac.uk</td>
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<tr>
<td>United States</td>
<td>Government &gt; site:.gov Academic &gt; site:.edu</td>
<td></td>
</tr>
<tr>
<td>filetype:</td>
<td>Restrict your search to a particular file type. Enter your search terms followed by filetype: and the relevant file type abbreviation (e.g. filetype:pdf).</td>
<td>“business plan” filetype:pdf Qantas filetype:ppt</td>
</tr>
<tr>
<td>Common file types</td>
<td>Adobe PDF (.pdf) HTML (.htm, .html) Microsoft Excel (.xls, .xlsx) Microsoft PowerPoint (.ppt, .pptx) Microsoft Word (.doc, .docx)</td>
<td></td>
</tr>
</tbody>
</table>
Filter your search results by date

To filter your results based on when they were published online:

1. Click on the Search tools button at the top of your results page.
2. Click on the Any time drop-down menu.

You will then be presented with the option to limit your list of results to content from the past hour, 24 hours, week, month or year. You can also select Custom range to enter a specific date range.

3. You will then be presented with the option to sort your results by date or relevance.

Select the Sorted by date option to view the most recent results at the top of your screen.

Advanced Search

Enter your keywords into a series of pre-defined search fields - www.google.com/advanced_search

Evaluate your search results

It’s essential to critically evaluate what you find online. For more information on evaluating webpages, see: Virginia Tech University Libraries (2015), Evaluating webpages for research - lib.vt.edu/instruct/evaluate/
Other sources

Journal articles
The Library’s business databases provide access to articles published in professional and trade publications as well as peer-reviewed academic journals.

Articles may cover a particular company, industry or research into consumer preferences.

Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector
D. Guttenplan - Current issues in Tourism, 2015 - Taylor & Francis
This article explores the emergence of Airbnb, a company whose website permits ordinary people to rent out their residences as tourist accommodation. The company was just recently established, but it has grown extremely rapidly and is now selling millions of room ...

Key databases for finding journal articles include:
- Google Scholar - access via the Library’s databases page to access more articles in full-text
- CrossSearch - the main search box on the Library homepage
- Business Source Complete
- ABI/INFORM
- Emerald Full Text
- Proquest Central
- ScienceDirect

Social Media
Does the company have a presence on various social media platforms?
If so, how does the company engage with its customers via social media?
- Twitter
- Facebook
- LinkedIn
- Instagram
- WeChat
- Weibo
Once you graduate...

Ask questions
If someone uses a word or term that you don’t understand, ask them to clarify what they mean. Asking questions shows that you’re interested and keen to do a good job.

Identify what databases are available
The research tools available will vary across different workplaces. Before you’re asked to conduct some research, identify what research tools are available, where they can be accessed and how they work. This can save you valuable time when you’re asked to work on an urgent research task.

Keep up-to-date
Stay abreast of news and current affairs, particularly related to your industry, clients and profession. This can often help you to identify emerging trends, themes and issues.

Key publications include the *Australian Financial Review*, *The Wall Street Journal* and *The Economist*.

Refer to [libguides.library.usyd.edu.au/market_intelligence/news](http://libguides.library.usyd.edu.au/market_intelligence/news) for suggestions of relevant business publications and industry bodies to follow on Twitter.

Join LinkedIn
[www.linkedin.com](http://www.linkedin.com)
You should actually do this before you graduate!

LinkedIn can be used to:
- Promote yourself as a future employee of a company - share details of your work experience, education and volunteering activities
- Connect with former classmates and work colleagues
- Share relevant business articles
- Learn more about a particular company
- Stay connected with the University of Sydney’s Business School

Use research tools to identify potential clients or customers
Many organisations subscribe to tools such as Company360 or IBISWorld’s Company Wizard to identify companies that operate in a particular industry or location. If you’re trying to identify potential clients or customers, these tools are far more efficient and effective than a Google search.

Know your client
Before you meet with a client, look for background information and news on the company. Check if the people you’re meeting with have a LinkedIn profile. This can often help you to identify their interests and expertise.
Ask for help

The Library homepage provides links to several help options.

Live Chat

If you have any general questions about the Library, you can use the Live Chat instant messaging service.

Live Chat operates between Monday-Friday from 10am-4pm and is closed on public holidays.

Contact us

library.sydney.edu.au/libraries/locations.html

Go to Our libraries > Locations & opening hours to access the central phone number for every Library within the University of Sydney.

Academic Liaison Librarians

There’s a dedicated Academic Liaison Librarian for every discipline within the Business School.

Academic Liaison Librarians can provide:

- Individual research consultations
- Advice on your research strategy
- Tips on the best resources to use for a particular research task
- Training on how to use the Library’s research databases
- Advice on how to manage your references and citations

Go to www.tinyurl.com/buslibhelp to locate the Academic Liaison Librarian for your discipline.

Where can I study?

library.sydney.edu.au/libraries/locations.html

- Fisher and Law Libraries - now open 24 hours
- The Quarter - 24/7 space for postgraduate coursework students
- ThinkSpace - above the SciTech Library - experiment/play with new technologies
Recap

Company and industry research tools
library.sydney.edu.au/databases

- IBISWorld
  - 700+ Australian industry reports and 70+ global industry reports
  - Australian business environment profiles

- Company360
  - Access information on the top 50,000 companies in Australia
  - Create lists of companies based on industry, location, revenue, etc.

- Passport (Euromonitor)
  - Market research on industries, consumers and countries

- Gartner
  - Technology and marketing research

- Factiva
  - Access news and company profiles

- ABI/INFORM and Business Source Complete
  - Access company, industry and country reports as well as academic journals and trade publications

- DatAnalysis
  - Access information on ASX-listed companies

- Other sources
  - Google
  - Journal articles (e.g. Google Scholar, CrossSearch, Business Source Complete, ABI/INFORM etc.)
  - Social media

Help resources

- Subject guides - libguides.library.usyd.edu.au
- Contact the Librarians for Business - www.tinyurl.com/buslibhelp