

Library Resource Guide

What is Bloomberg?

Bloomberg is an online financial service that provides quotes and technical analysis of U.S. and international securities. Bloomberg also provides company, industry, and market news. Bloomberg contains historical economic data from sources such as the International Monetary Fund (IMF). Bloomberg is supported at the Johnson School by the generosity of Credit Suisse First Boston.

When Should You Use Bloomberg vs. Another Resource?

If you want:

- a general data service that tracks all the major securities markets (currencies, equities, etc);
- a user-friendly interface;
- to view/print data in the library. Bloomberg is not downloadable nor is it available remotely.

Explanation of Bloomberg's Hardware Setup

- **Monitors:** Bloomberg has two flat-panel monitors, which allow you to view two displays simultaneously. The active screen shows a blue flashing cursor. To switch between the panels, use the mouse to click on the inactive panel and activate it.
- **Keyboard:** Bloomberg has a colored keypad. The yellow keys designate the markets covered by the service. The green keys are action keys that execute your commands.

How to Connect to Bloomberg

**Access to Bloomberg is only available in the library or Parker Center.*

1. Bloomberg is loaded on library workstation #14.
2. If Bloomberg is not running, double click on the desktop icon to open it.
3. Login information is taped to the keyboard.

How to Print from Bloomberg

**Bloomberg does not permit downloading of information. You must print your data.*

- **Print a single page:** Press the [PRINT] button.
- **Print a multi-page report:** Type the # of pages to print, then press the [PRINT] key. For example, to print a 5-page report, press 5 [PRINT].
- **Print an entire newswire story:** Press 9 [GO].

Online Assistance

- Bloomberg has a keyword search help function. For example, to find out if Bloomberg tracks mergers and acquisitions, type **merger** and press [help]. Select the *Frequently Asked Questions*. It will explain how to get mergers and acquisitions data in Bloomberg.
- If you need help with a display that you are viewing, press [help] to see a display description.

Need More Help?

Reference help is available in the library, via e-mail (mgtref@cornell.edu) or by telephone: 255-3389.

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Sample Search #1

Find Data on a Stock/Company

Get a profile and price history for Starbucks.

1. Type **starbucks** and press the green **[help]** key.
2. Click **COMPANIES/GOVTS/ORGS**.
3. Click **Starbucks Corp**. Click **Equities**.
4. Under Common Stock, click **SBUX US**
5. Click **Company Information/Descriptions**.
6. Click **DES** for a *Bloomberg* financial overview, or **HH** for a *Hoover's* profile report.
7. Use the **PAGE FWD** key to view the report.
8. Click **menu** twice to return to the main menu.
9. Click **Historical Prices**.
10. Click **GP** for a historical graph.

** You may change any of the display parameters that are highlighted (e.g. date range) by tabbing to the parameter field, making your changes, and pressing [go].*

Sample Search #2

Find Companies Meeting Specific Criteria

Find French or British pharmaceutical companies.

1. Type **QSRC [go]** to start an *equity search*.
2. Under **Add new search**, click **Popular Fields Template**.
3. Click **Countries**. **PAGE FWD**, then click **France**. **PAGE FWD** until you see the **UK**, and click it.
4. Click **menu** to return to the screening menu.
5. Click **Industry Groups**. Click **Consumer, Non-Cyclicals**. Click **Pharmaceuticals**. Click **Select/Deselect All**.
6. Click **menu** twice, then press **1 [go]** three times to view your results.

Sample Search #3

Find League Tables

Find Morgan Stanley's ranking as an IPO underwriter and see details of IPOs it has underwritten recently.

1. Type **leag** and press **[GO]**.
2. Click **Select a Market** in the red toolbar. Scroll to **Equity and Equity Linked** and select **Global Equity Offerings**.
3. Under *Offer Type*, click **Initial**.
4. Click and hold the mouse over **Morgan Stanley**, scroll to **Securities** and release the mouse.
5. Click and hold the mouse over any IPO to view details of the offering.

Additional Data in Bloomberg

- **Treasuries:** To find historical treasury data for a country over long stretches of time, type **ggr [go]**. For data on specific treasury issues, press **[govt]**, type **tk** and press **[go]**. For a monitor of current treasury & money markets for a particular country, type **BTMM [go]** and click **Change Country** to select your country.
- **Equity Indexes:** Type **wei [go]**. Click the appropriate index. If it isn't displayed, click the region (e.g. Pacific Rim) to view more indexes.
- **News:** For current wires, press the green **News** key and select a topic.
- **Corporate Action Calendar:** Type **cact [go]** to see a list of recent "corporate actions." Click in the **Corp Act Type** field to select a specific type (e.g. companies whose stocks have split) and press **[go]** to update the calendar.