

### Library Resource Guide

#### What is Market Insight?

*Market Insight* is the online source for many Standard & Poors publications. It includes *S&P Industry Surveys*, which are 30-50 page reports written by S&P analysts that provide an in-depth look at industry trends and operations, key industry ratios, statistics and more. *Market Insight* also provides online access to *S&P Stock Reports, Trends & Projections*, the *ExecuComp* database, *DRI Country Overviews*, and the *World Factbook*.

#### When Should You Use Market Insight?

- To find in-depth industry profiles, including trends, forecasts, and financial statistics. *Market Insight* provides electronic access to *S&P Industry Surveys* and *Compustat Reports*.
- To learn how to analyze a company in a particular industry and to identify leading trade magazines, associations, government agencies, and other groups that track an industry.
- To retrieve current and historical executive compensation, including bonuses and options packages.
- For company financial statements and analysis in Excel format.
- For forecasts on the economy and the equity markets.


#### To Connect to Market Insight

1. Go to the *Management Library web page*, available at: [www.library.cornell.edu/johnson](http://www.library.cornell.edu/johnson).
2. In the **Top Business Databases** pull-down menu, scroll down to and click *Market Insight*.

#### Sample Search #1

##### Find Industry Information

Find market share for the Biotechnology industry, get a report on industry trends, and learn how to analyze the financials of a biotech company.

1. On the main *Market Insight* page, click the **Industry** tab at the top of the screen.
2. Select **Biotechnology** from the *Select a GICS Sub-Industry* pull-down menu and click **Go!**
3. A list of industry reports will appear on the left-hand side of the screen
4. The main industry survey can be found under the *S&P Industry Survey* heading. Click on the link beside the Adobe Acrobat symbol:  The survey will be a 30-50 page PDF report that will open in a new browser window. The first page of the report will be a *Table of Contents*, where you can identify key sections of the report, including *Industry Trends*, *How the Industry Operates*, *Industry References*, and more.
5. Other important sections available from the main industry page include: *Compustat Reports*, *GICS Sub-Industry Financial Highlights*, and *Recent News*.

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#### Sample Search #2

##### Retrieve Executive Compensation Data

Examine the executive compensation packages at Williams-Sonoma for the past three years.

1. At the top of the *Market Insight* page, click **Company**. In the *Ticker* box, type **wsm**, the ticker symbol for Williams-Sonoma. Click **Go!**
2. Click the **arrow** next to *Executive Compensation*.
3. Click the **Exec. History** report.

#### Sample Search #3

##### Find Company Information

Get a description, a history of corporate actions, and spreadsheet financials for Nextel Communications.

1. At the top of the *Market Insight* page, click **Company**. Click the **Lookup** button to find the ticker for *Nextel Communications*.
2. Type **nextel** in the *Name* box, make sure that *U.S. Exchange* is selected and click **Search**.
3. Click the "Active" *Nextel Communications*, then click **Go!** The company ticker is **NXTL**. Company Research information is in the left frame.
4. Click **Long Bus. Desc.** for a profile of the company. Click **Corporate Actions** for a history of acquisitions, sell-offs, name, and ticker changes.
5. Click the **arrow** next to *Excel Analytics* for financial statements. Click Qtrly. **Income Stmt.**
6. Click **Mthly. Adj. Prices** to view high, low, and close prices, volumes and comparisons to the S&P500 Index.

*\* Financial Reports include not only the basic statements, but also % change tables and graphs of financial numbers that are key for the particular company.*

#### Sample Search #4

##### Find the Economic Outlook for a Country

Read about the long-term economic outlook for Brazil.

1. At the top of the *Market Insight* page, click **Country**. Select **Brazil** from the *Country* drop-down menu and click **Go!**
2. Click the **arrow** next to *DRI Country Overviews*.
3. Click the PDF report called **Country Overview**.
4. Scroll through the report until you find discussion of Brazil's long-term economic outlook.

In addition to DRI Country Overviews, there are also valuable reports under the headings Compustat Reports and World Factbook.

#### Sample Search #5

##### Read Analyses and Forecasts for the Equities Market

Find out what the analysts at S&P think about the outlook for the equities markets and learn their top industry and equity picks.

1. At the top of the *Market Insight* page, click **Commentary**. Under *IPC Notes*, click the Excel report titled *USA IPC Notes*.
2. Scroll through the report to read the analysts' general forecasts. **Standard & Poor's Stock Appreciation Ranking System (STARS)** to buy or sell an equity is explained at the bottom of the report

#### Need More Help?

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