Thomson Research

☑   Overview

Thomson Research provides in-depth forecasts and analysis based upon research reports from over 980 of the world's leading firms and covering more than 30,000 companies worldwide.

☑   Types of information

- **Company information** (Analyst reports)
- **Industry information** (Analyst reports, Industry reports: Aerospace and defence, Automotive, Banking, Beverages, Chemical, Computing, Construction, Cosmetics, Defence and security, Electronics, Energy, Financial services, Food, Healthcare, Household appliances, Household care, Information technology, Insurance, Leisure, Logistics, Machinery, Media, Metal, mineral and mining, Paper and packaging, Printing and publishing, Petrochemical, Pharmaceutical, Retailing, Telecommunication, Textile, Tobacco, Transport, Travel and tourism, Utilities

☑   Getting started

1. _On Campus_ : Log onto **www.imd.ch**, click on **Research & Knowledge**, **Information Center**, select **Databases.** Choose **"All databases"** followed by **Thomson Research** and click **on the database name.**
2. _Participants off campus_: Log onto your program portal and click on the menu **Info Center** and choose **Databases**. A new window will open, click **Go** next to **Thomson Research.**
3. _IMD personnel_: Log onto the IMD Intranet, click on **IMD Tools** from the menu on the left and choose **Online Databases.** Click **Go** next to **Thomson Research.**

☑   Searching

1. There are two ways of searching: company search and full search. By default you will arrive at the full search interface.
2. The full search allows you to search by company name, industry, region, and there is also a free text box. Users can search using one or more search criteria, example Vodafone (in company window) and France (in the region window). When you have input the name of your company, industry or region you should then click on 🔎 , which lies alongside the box. You confirm the company, industry or region by checking the appropriate box and then click on **Include Selected**. The content of your search will now appear in grey box found at the foot of the screen. The free text box can be used to identify keywords or concepts from within the research reports. Once you are satisfied with your search criteria, you should then click on **Search**.
3. The company search is the more basic search. You should select **Company Search** from the tool bar found at the top of the page. There are three ways, in which you can search, by Industry, Ticker or by Company name. Once you have made your selection, you should choose the name of your industry, ticker or company, and then click on 🔎 . You can now confirm the exact company that you are looking for, or even select several companies at the same time.

☑ Displaying results

1. The list of results is by default displayed in chronological order, with the latest report appearing first in the list. This however can be changed by classing them ascending sequence or they can be sorted by a number of different criteria like author, region, number of pages to name but three. This is done by using the two **drop-down windows** found on the results page.
2. Once you have found a report that is of interest you, should click on the title. It is possible to select several reports for viewing; clicking on the box found alongside each of the reports does this. The back button found just above the toolbar will always allow you to move back to the previous screen if you decide to select another report. When you have made your final selection you should then **View**. With some of the research reports you will find a table of contents (TOC). This will give you and idea of the content of the report. All reports will appear in pdf format.

☑ Marking and Saving

1. To save a report you should click on the **disk icon** on the Adobe toolbar, and then choose where you would like to save it. Remember to choose an appropriate file name
2. It is possible by clicking on the **binoculars (Find)** to search for a keyword from within the report.
3. It is also possible to highlight words or paragraphs by clicking on the **Highlight Tool.**

☑ Printing

It is important to remember that some of these reports can be very long. To print a report you simply click on the **printer icon** on the Adobe toolbar. You have the option of printing the entire document or just part of it by selecting a range of pages.

☑ Hints and tips

1. Before searching always click on the 🔎 to make sure that you have selected the correct reference
2. Always check the number of pages of any document you print
3. If you have any problems using this database please contact the infodesk
   Infodesk@imd.ch
   Tel   +41 21 618 0366
   Fax   +41 21 618 0631