Business & Company Resource Center

Now with a more contemporary look, plus S.W.O.T. analyses on hundreds of global companies.

YOUR BEST SOURCE FOR DEPENDABLE, AUTHORITATIVE BUSINESS INTELLIGENCE

Business & Company Resource Center brings together a wide variety of global business information, enabling users to efficiently research business case studies, competitive intelligence, and career and investment opportunities.

Business & Company Resource Center is customizable with your choice of specialty modules — including the PROMT® and Newsletters ASAP modules — to bring you the information you need most.

BROAD COVERAGE OF GLOBAL BUSINESS INFORMATION

Business & Company Resource Center is the ideal resource for researchers who want to know more than just the basic information on any given company.

This innovative resource includes millions of records covering:

- Company profiles, including corporate parent/sibling relationships
- Industry rankings
- Products and brands
- Company performance ratings
- Investment reports
- Industry statistics
- Current investment ratings
- Comprehensive financial overviews
- Pricing momentum and key ratio measures
- Financial ratios
- Coverage of major business events and trends from 1980 to the present
- Industry newsletter news and analysis

INTERFACE UPDATES ENHANCE SEARCHES AND CONTENT

Business & Company Resource Center’s new homepage features a more contemporary look to enhance the user experience. The new header and graphics improve the major search options and include brief descriptions of the search type, making content easier to find. Now, you can conduct a publication search right from the homepage.

▲ New homepage is more user-friendly.
HUNDREDS OF S.W.O.T. ANALYSES NOW AVAILABLE INSTANTLY

S.W.O.T. analyses provide a vital resource for corporations, students and small businesses by evaluating the Strengths, Weaknesses, Opportunities and Threats involved with a specific business project or planned business venture. Business & Company Resource Center now includes S.W.O.T. analyses on the most popular companies in the world – analyses that are instantly available to you.

Found on the individual company’s profile page, the S.W.O.T. analysis involves specifying the objective of a business project or venture and identifying the internal and external factors that are favorable, or unfavorable, to achieving that objective. There is also a “Only Search Companies with S.W.O.T. PDF” check box located on the bottom of the company search screen.

There are S.W.O.T. analyses available for hundreds of companies, including such prestigious firms as The Walt Disney Company, Sara Lee, Time Warner, Google, Wal-Mart and Coca Cola. S.W.O.T. analyses are supplied by Global Markets Direct, a leading provider of business intelligence and market analysis.

BUSINESS INTELLIGENCE YOU CAN DEPEND ON

This comprehensive database provides highly respected information sources, featuring content from Reuters and other partners. The variety of resources included in this database not only allows users to research individual companies, but also supports research that compares companies within the context of their peers. Unlike other business resources, Business & Company Resource Center offers integrated access to:

- Reuters Research on Demand reports
- Fifteen-minute delayed stock quotes
- Financial podcasts
- Reuters consensus estimates
- Original SEC filings (with insider buying and selling activity, etc.)
- Corporate chronologies and history
- Consumer marketing data
- Emerging technology reports
- Business journal news and analysis
- Press releases and more

S.W.O.T. analyses are provided as PDFs and identified by the universal “PDF” symbol.
**Promt® — Predicast’s Overview of Markets and Technology**

For more than 20 years, Predicast’s Overview of Markets and Technology has been recognized as the world’s leading multi-industry database for business research applications. **Promt** is noted for its comprehensive, reliable and international coverage of companies, products, markets and technologies. An ideal database for conducting first-stop and retrospective searches that answer fundamental and complex business questions, **Promt** addresses a spectrum of business and industry applications, including:

- Company activities  
- Competitive opportunities  
- Economic policies  
- Emerging technologies  
- Facilities and resources  
- Financial performance/analysis  
- Government policies  
- Industry trends  
- Joint ventures  
- Licensing agreements  
- Market size and share  
- Mergers and acquisitions  
- Personnel changes  
- Product announcements  
- Product/consumption patterns  
- Regulation/legislation  
- Sales statistics  
- Taxation  
- Trade opportunities

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**Newsletters ASAP**

Newsletters ASAP provides library researchers with the timely information and expert perspectives found in today’s most well-read and respected business and industry newsletters. Updated daily, Newsletters ASAP gives users instant access to hundreds of business and industry newsletters, containing more than 400 titles, with 100% containing full text covering a broad range of topics. Newsletters ASAP also provides specialized interpretation and analysis of current events. Users are given an added perspective that may not be commonly found among other sources of information. Some of the many industries covered include:

- Advertising, marketing and public relations  
- Biotechnology  
- Computers and office automation  
- Food, beverages and nutrition  
- General business  
- Government and law  
- Health and medicine  
- Pharmaceuticals and cosmetics  
- And many others

**Targeted Searching and Organized Results**

Search forms are designed to help the user find information quickly. Company, industry, article or advanced search options provide powerful yet easy-to-use access.

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**Yahoo! Inc.**

**YHOO: $28.42**

What’s Next for YHOO?

We expect to move closer to a resolution in the Microsoft/Yahoo! merger over the next few weeks. If Microsoft is in a position to close the deal, we believe it would be a major positive for Yahoo! and the internet sector. However, if Microsoft is unable to close the deal, we expect Yahoo! to move closer to a resolution in the stand-off with Microsoft and Yahoo!.

- **First possibility: we could see Microsoft and Yahoo! make a deal.** On the surface, Microsoft’s proposed merger deal looks more attractive than Google’s options. First, the timeline is more favorable. Yahoo! stock is at a lower valuation than it was in February, and Microsoft is prepared to authorize a proxy fight. Second, Yahoo! stock is at a lower valuation than it was in February, and Microsoft is prepared to authorize a proxy fight.

- **Second possibility: we could see Microsoft go down the path of a proxy fight, proposing its own slate of YHOO Directors.** On February 14, DealBook reported that Microsoft is preparing to authorize a proxy fight. Others report that Microsoft is considering a proposal for a merger of the two companies. We believe that Microsoft is prepared to authorize a proxy fight, which could result in a resolution of the Microsoft-Yahoo! merger over the next few weeks. If Microsoft is unable to close the deal, we expect Yahoo! to move closer to a resolution in the stand-off with Microsoft and Yahoo!.

- **Third possibility: an alternative offer could emerge for Yahoo!**,

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**Investment-grade research reports from the Reuters Research on Demand collection include reports from investment banks, independent research houses and from Reuters itself. More than 1.5 million reports are in the collection.**

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**Data includes extensive, up-to-date stock and financial information.**
CONTENT-SPECIFIC TAB NAVIGATION

Once an initial search has been executed, Business & Company Resource Center provides a handy at-a-glance results tab bar. Simply click on a labeled tab and instantly view:

- Company Profile — containing detailed contact and company information
- News/Magazines — featuring relevant periodical articles
- Histories — providing a detailed history and chronology of the company
- Investment Reports — Full-text reports from Reuters Research on Demand
- Financials — providing in-depth detail on the company's financial standing in a new Financials Dashboard
- Rankings — showing various company rankings within their industry and market share
- Suits and Claims — featuring civil claims filed against the company in the area of human resources
- Products — offering a complete listing of products and/or brands that a company owns or sells
- Associations — featuring contact information on relevant associations within the company's industry

INFOMARKS®

An added feature included in Business & Company Resource Center is InfoMarks — the most advanced online research tool ever created! InfoMarks lets you save and relaunch searches and embed them on Web pages, e-mail, word processing documents and more. With a click of the mouse, your users can access a comprehensive knowledge base that you have designed. InfoMarks is the premier tool for creating reading lists, course packs, study guides, content services, guidelines for special projects, bibliographies, training sites, electronic journal directories and so much more.

SINGLE-SOURCE ACCESS FOR ALL YOUR USERS' BUSINESS RESEARCH NEEDS

Business & Company Resource Center meets core curriculum requirements in undergraduate and graduate case study work in finance, economics and marketing, as well as provides a wealth of information for anyone searching prospective employers. Whether your users are graduate students, business professionals or casual investors, Business & Company Resource Center, will answer every business query.