OEM Class Outline
http://library.babson.edu

Course research guide:

- OEM - Organizing for Effective Management

COMPANY

- **Thomson ONE**

  To find the **10K** and other financial filings; use if you're going more than 10 years back; multiple viewing/output formats; investment analyst reports.
  Related product is Capital IQ , which OEM students can use in the Cutler Center.

  Another platform: Business Insights: Essentials – "one-stop shopping"

- **ESG Manager (formerly Socrates)** /

INDUSTRY

NAICS (North American Industry Classification System)

To find which NAICS code is assigned to a company, do a company search in either Company Dossier or Business Insights: Essentials .

- **IBISWorld**

  Alternatives: Standard & Poor's NetAdvantage – "How to Analyze a Company"; established industries. Plunkett Research – unique/emerging industries: consulting, social media, green technology.

- **BizMiner**

ARTICLES

- **Powersearch**

  Alternatives: Quick Start - Article Databases

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