

Company Intelligence

Dialog

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Dialog

The logo for Dialog, featuring the word "Dialog" in a bold, blue, sans-serif font. A thin, dark grey arc is positioned below the text, curving under the letters. The logo is centered on the page.

Preface

Introduction

To remain competitive in an ever-changing marketplace, a company must monitor a wide range of factors on global, national, and regional levels. Dialog helps with this task by providing a variety of business information resources that help companies track economic, industry, and competitor activities.

The *Company Intelligence* workbook is designed to overview some of the basic strategies involved in business research. System features and Dialog content are highlighted.

Audience

This workbook is intended for experienced Dialog searchers who are interested in searching for company intelligence information. The workbook assumes knowledge of basic system commands at the level presented in *Fast Start to DialogClassic Web* or one of Dialog's self-instructional training courses: *Introduction to Searching Dialog for the Business Professional*.

Workbook Overview

This workbook is divided into four sections:

1. Introduction
2. Basic Company Information
3. Special Files and Applications for Company Intelligence
4. Company News

To reinforce what you learn in each section, Learning Checks are included throughout the workbook.

Learning Objectives

After completing this workbook, you will be able to search for basic company information using appropriate company intelligence databases. Objectives include the following:

- Demonstrate the basic techniques of searching company information on Dialog
- Identify the sources of basic company information
- Create a corporate profile on a specific company

Workbook Conventions

Search Examples

In this workbook all search examples are presented using **Dialog Command Language**. All of the features illustrated in the search examples—search functionality, database indexing and content—are available using Dialog Command Language through the DialogClassic Web, DialogWeb—Command Search and DialogLink[®] interfaces. Dialog Command Language is not case sensitive; therefore, you will see examples in both upper- and lowercase.

Learning Checks

Learning Checks are provided to help reinforce material presented in each section. Sample answers are listed in Appendix C.

Online Practice

Use the Dialog ONTAP databases so you can practice the types of searches and techniques presented in this workbook. Practice passwords are available at support.dialog.com/ontap to enable you to complete your online practice free of charge.

Tips

Tips to help you get the most from using Dialog appear in shaded boxes. Be sure to look for these throughout the text.

Section 1: Introduction

In this section you will learn:

- Why competitive analysis is important to an organization
- Sources of competitive intelligence
- Differences between public and private information

What is Competitive Analysis?

Competitive analysis is an active process by which you and your organization can harness information to stay successful in today's global environment. It can be internal information, such as customer records, or external information about changes in consumer behavior. Using online databases can be a starting point for competitive analysis research.

Competitive analysis involves the monitoring of a variety of your competitor's activities. Some typical questions you might ask when you are seeking competitive information include:

- What are my competitors spending on research and development? Are the amounts increasing? Decreasing?
- What patents are my competitors applying for?
- Which companies are my competitors acquiring and/or merging or partnering with?
- Are my competitors generating new sales?
- Are my competitors expanding their facilities or factories?
- What new products are my competitors introducing? Will they compete with mine?
- Are my competitors hiring new employees?

These activities are important because they can provide you with clues as to what your competition is doing now and what they may be planning for the future.

Company Intelligence on Dialog

The company information on Dialog is derived primarily from published sources including trade journals, industry newsletters, newspapers and company directories. This information is used in two ways. First, it helps you choose the best database. Second, it aids you in deciding whether your information request will make a reasonable online search. For example, a ready-made list of your competitors' clients is not available. At the same time, there is a wealth of information on over 10 million companies gathered from a broad variety of published sources. The smart, competitive-intelligence professional will exhaust these sources before launching into an expensive primary research project.

Where does Dialog company intelligence come from?



What's out there...

The first step when searching for company information is to determine if the company in question is U.S. or international. The company status—public or private—will influence which database you use and how much information you retrieve.

U.S. Public Companies

There are over 13,000 public companies in the United States. These are the companies listed on the New York Stock Exchange, the American Stock Exchange, the NASDAQ, and Over-the-Counter. They are required by law to file financial reports with the Securities and Exchange Commission (SEC). Hence, there is substantial information available on these corporations.

U.S. Private Companies

The shares of private or closely held companies are not traded on any exchange nor through the NASDAQ. Most private companies are not required to report publicly even basic information, such as annual revenue or number of employees; thus, data collected on the company is often limited. The ultimate source of private company information is gathered through surveys, credit reports, and company press releases. Keep in mind that because companies report their own information, the accuracy of their reporting is not as regulated as with public companies. To ensure accurate size and performance figures for private companies, you should obtain information from more than one source.

Non-U.S. Companies

For multi-national and non-U.S. companies, many countries base filing requirements on assets, not on whether or not the company issues stock. Dialog has a substantial number of databases that focus on international corporations in a specific country, geographic region (e.g., Middle East), or industry, and new files continue to be added.

Before beginning your search, consider what you already know about the company:

1. Is it a U.S. corporation?
2. Is it public or private?
3. What is (are) its location(s)?
4. What are the company's products or services?
5. What is the size?

Reviewing this information will help you conduct a more organized and comprehensive search, thus making it cost effective.

Creating a Corporate Profile

Information professionals and business analysts are increasingly expected to be able to locate and understand sources of competitive intelligence. One of the most frequent requests in business research is "Find me everything you can on Company X." This very broad and unfocused request can be managed by breaking it down to the components of a corporate profile. This workbook will explore the vast resources available on Dialog that one can use to create a corporate profile. Valuable business, news, and financial files are reviewed, as well as files that have other primary uses.

The workbook presents the various pieces of data that should be included when creating a corporate profile. The searches conducted to create this corporate profile are not complex or difficult. The majority of the data was retrieved simply by searching the Company Name field (CO=). An important value of this workbook, however, is a review of the myriad number of files on Dialog that contain useful information for the business researcher.

The corporate profile highlighted in this seminar includes the following elements:

- **Basic company information:** location, size, business description, company history, product range, sales figures, corporate structure and ownership, and company management
- **Financials:** balance sheet, profit and loss statements, capitalization, financial analysis, operating ratios, and credit worthiness
- **Company analysis:** competitors, market share, growth rates, and performance as determined by investment bankers
- **Merger & acquisition information**
- **Company news**

A typical corporate profile would also include a section on relevant market research reports. [See the *Market Intelligence Seminar* for further information on using these full-text reports.] It would also cover information on the company's Intellectual Property holdings (patents and trademarks). Due to time constraints, we have chosen not to include these areas in this workbook. [See *Developing Patent Research Expertise, Part 4: Competitive Intelligence* for more on patent information.]

Throughout the workbook, you will learn what databases to search on Dialog and search tips and techniques that will help you gain company intelligence. We have chosen the cereal and breakfast food industry for our example and have elected to compile information on several companies within that industry. The same techniques used throughout the workbook, however, can be applied to any industry.

Section 2: Basic Company Information

In this section you will learn:

- Four elements of basic company information
- Techniques for BEST searching
- To determine a company's corporate structure

Introduction

Along with a good product or service and an efficient marketing organization, company intelligence is an essential element in business success. Many major corporations are looking at strong competition from other players in their industry worldwide. Therefore, companies must continue to monitor their competitors' activities and products. In addition, to gain a competitive advantage, more companies want to establish joint ventures and partnerships or acquire another company where there is a strategic fit.

This section addresses basic elements of company information available to a searcher through Dialog. These elements of "Basic Company Information" include:

- Status of the company
- Location, background and description of the business
- Financial data
- Corporate ownership and affiliation

The following example illustrates how to compile a Corporate Overview of a company. The information one includes in this type of Corporate Overview section of a corporate profile can vary depending on the organization being profiled. It may include: the address and telephone number for the company; the corporate Web site; the Standard Industrial Classification (SIC) or North American Industrial Classification System (NAICS) codes; general sales information; the number of employees; the names of the corporate executives; and the company's status—public or private.

Techniques for Company Name Searching

There are two methods commonly used to search for a company name.

Method 1: When you are sure of the first word in the company name, use the **BEST** technique.

- **BEGIN** in an appropriate database.
- **EXPAND** in the Additional Indexes on the Company Name field (CO=).
- **SELECT** the appropriate E number(s).
- **TYPE** the desired records.

Using EXPAND is very important when searching different files, as different database producers may have different indexing policies (for example, listing companies as INC instead of Incorporated). Even in a single database, you may notice the same company listed in different ways, again illustrating the importance of using the EXPAND command.

The EXPAND command allows you to look at portions of an index to verify the spelling, punctuation and spacing of a company name entry in the database.

Method 2: SELECT the company name in the Basic Index and limit the searching of that name to the Company Name field (/CO). This approach works best when:

- You are unsure of the word order of the name.
- Punctuation might be a problem.
- You are searching for embedded words in the company name.
- You are performing a search in more than one database.

These two techniques will be used throughout the workbook as we compile information on companies.

Key Databases for Company Information

Before we practice our new tips to search for company information, it may help to know a little about the databases we will use and how the data within them were compiled. Dialog offers a large collection of company directory databases that will not only tell us if a company is public or private, but will also provide descriptive information. Key databases for creating the Corporate Overview section of a corporate profile include:

- D&B – Dun's Market Identifiers® (File 516)
- D&B Worldbase – U.S. (File 517)
- D&B – Dun's Electronic Business Directory® (File 515)
- D&B Worldbase – International (File 518)
- D&B Worldbase – Canada (File 520)
- D&B Worldbase – Europe (File 521)
- Standard and Poor's Register – Corporate (File 527)
- Cengage/Gale Company Intelligence® (File 479)
- American Business Directory (File 531)
- D&B Dun's Financial Records Plus® (File 519)

- Disclosure[®] Database (File 101)
- EXTEL International Financial Cards (File 500)

- Kompass databases
 - Kompass Asia/Pacific (File 592)
 - Kompass Canada (File 594)
 - Kompass Central/Eastern Europe (File 593)
 - Kompass Middle East/Africa/Mediterranean (File 585)
 - Kompass USA (File 584)
 - Kompass Western Europe (File 590)

Dialog Files for Basic Company Information

File Name	File Number	Content Description
Disclosure [®] Database	101	Provides detailed financial and textual information on approximately 14,000 public companies. The information is derived from reports filed with the U.S. Securities and Exchange Commission (SEC). Financial information includes annual and quarterly balance sheets and income statements, annual financial ratios, cash flow statement, and weekly price earnings information. Textual data includes the full text of the management discussion; President's letter to shareholders, officers, directors and subsidiaries.
Cengage/Gale Company Intelligence [®]	479	Cengage/Gale Company Intelligence, a combined directory and company news file published by Cengage Learning, contains current address, financial, and marketing information on more than 220,000 private and public U.S. companies and 136,000 international companies. The database contains headquarter, single-location, and division information for both U.S. and international companies. The database also contains up to 10 of the most recent news references on each company found in over 5,000 journals, magazines, and newspapers indexed by Cengage/Gale.
D&B – Dun's Electronic Business Directory [™]	515	Provides online directory information for over 21 million businesses and professionals throughout the U.S. A full directory listing is provided for each entry, including address, telephone number, SIC codes and descriptions and employee size range.
D&B – Dun's Market Identifiers [®]	516	A directory file produced by Dun & Bradstreet, contains basic company data, executive names and titles, corporate linkages, D-U-N-S Numbers, organization status, and other marketing information on more than 21 million U.S. business establishment locations and government organizations. Covers U.S. business establishment locations of all sizes (from single employee level to thousands) and types, including public and private companies, government agencies and contractors, schools, and universities.

File Name	File Number	Content Description
D&B Worldwide – U.S.	517	Similar to File 516 but with more than double the company coverage; no comparative financials or growth percentages.
D&B – Duns Financial Records Plus™	519	Provides up to three years of comprehensive financial statements for more than three million private and public companies. Information includes balance sheet, income statement, and fourteen of the most widely used business ratios for measuring solvency, efficiency, and profitability. In addition, a company's financial position may be compared to others in the same industry as determined by industry norm percentages. The file also contains company identification data, such as company name, address, primary and secondary SIC codes (1987 version), D-U-N-S number, and number of employees. Textual paragraphs cover the history and operation background of a firm.
D&B Worldbase – International	518	Contains directory listings, sales volume, and marketing data for over 52 million establishments in more than 200 countries. All regions of the world outside of the United States and Canada are represented in this file. Includes company names, addresses, four-digit 1987 U.S. SIC codes, annual sales in both local currency and U.S. dollars, number of employees, organizational descriptions, D-U-N-S numbers, and parent company information.
American Business Directory	531	Contains company address, current address, telephone number, employment data, key contact and title, primary Standard Industrial Classification (SIC) code, yellow pages and brand/trade name information, actual and estimated financial data, and corporate linkages on more than 12.9 million U.S. business establishments. Covers U.S. company locations; classifies them by SIC industry codes. The 4-digit SIC codes have been enhanced to 6 digits so that searches can be more specifically targeted to any telephone directory classification.
D&B European Financial Records SM	523	Financial information for more than 2.4 million public and private businesses in 13 countries in Europe is included.
Corporate Affiliations	513	Covers more than 200,000 U.S. and non-U.S. companies in manufacturing, distribution, and service areas. Includes private as well as public companies, both parents and affiliates (divisions and subsidiaries). Includes corporations and their affiliates from the American Stock Exchange and the New York Stock Exchange.
D&B Worldbase – Who Owns Whom	522	A worldwide company directory file that links a company to its corporate family, showing the size of the corporate structure, family hierarchy, and key information (including D-U-N-S numbers) on the parent company, headquarters, branches, and subsidiaries worldwide. Corporate family structure information is provided in one easy-to-read online record.

File Name	File Number	Content Description
TableBase™	93	Contains tabular information dealing with companies, products, industries, brands, markets, and demographics from around the world. All records contain a table and the originating textual article when available. The table is the focus of this database. Every table is enhanced with an informative table title and indexing for easy retrieval. TableBase is international in scope and covers 90 industries. Tabular data is derived from privately published statistical annuals, data from trade associations, non-profit research groups, government agencies, international organizations, and industry reports.
Standard & Poor's Register – Corporate	527	Provides important business facts on more than 100,000 leading public and private corporations, including current address, financial and marketing information, and a listing of officers and directors with positions and departments. When available, additional information on the officers and directors is included in Standard & Poor's Register – Biographical database (File 526). Most companies covered are either private or public, having sales in excess of \$1 million per year.
Mergent™ Company Profiles	555	Formerly known as Moody's, contains historical descriptive, financial, and background information on approximately 9,000 companies up to 2006. File closed in 2006
Mergent™ China Company Directory	558	Provides detailed information on Chinese private and state-owned companies. Information includes company names (including abbreviated and previous names), registration numbers, business descriptions and industries, product and brand names, executives and key contact names, and, for many companies, up to three years of financial data.
Kompass Directories		Offers basic company data for more than one million companies worldwide in separate files for each region of the world. Data includes: company name, address, phone/fax numbers, email, description of business, legal status, and often executive names.
--Kompass Asia/Pacific	592	
--Kompass Canada	594	
--Kompass Central/ Eastern Europe	593	
--Kompass Middle East/Africa/Mediterranean	585	Product lines and industry are searchable using words and special codes. A complete list of Kompass product/industry codes can be downloaded from: http://library.dialog.com/products/kompass_codes/wf2codes.pdf
--Kompass Latin America	586	
--Kompass USA	584	
--Kompass Western Europe	590	

DIALINDEX Categories for Basic Company Information

TICKERDI	Company Directories with Ticker Symbols
INTLCO	International Company Directories
PUBCO	U.S. Public Company Filings and Financials
ASIACO	Asia/Pacific Company Directories
CANADACO	Canadian Company Directories
CODIR	Company Directories
EUROPECO	European Company Directories
JAPANCO	Japan Company Directories
LATINCO	Latin American Company Directories
UKCO	United Kingdom Company Directories
USCO	United States Company Directories

Application 1: Determining Major Players in a Specific Industry

By determining a list of companies in a specific industry, we can identify the major players in that industry. This, then, enables us to locate specific company data, financials, and other information about those companies.

Scenario: Several years ago the cereal/breakfast food industry in the United States was under attack for significantly increasing prices of their products. All of the major players in the industry rolled back prices to combat the negative publicity. As a result of the price reduction, the industry leaders must continue to find ways to increase market share and sell more products. One strategy has been to expand their product lines. Another is to focus on more healthy foods in a niche market. In this workbook we will look at some of the major companies in the breakfast food industry, see how other companies besides the leaders are faring, and look at U.S. competition in the breakfast food/cereal market in Europe.

► **Topic** ◀ Who are the major players in the U.S. cereal/breakfast food industry?

We begin our search in File 93, TableBase™, which contains tabular information dealing with companies, products, industries, brands, markets, and countries from around the world. Many tables illustrate rankings, trends, and company and sales forecasts. We should be able to find out who the largest U.S. companies are in this industry.

Command Summary

B 93
S breakfast(2n)
cereal/ti,de and
ranking/de
T s1/6/1-5
T s1/9/1

BEGIN in File 93 to get
a tabular listing.

SELECT key terms
using product names
(e.g., breakfast food,
cereal)

Liimit the search to
records that have
rankings by adding the
suffix /de.

TYPE a few records in
a FREE format (Format
6 or 8).

```
? b 93
File 93:TableBase(R) Sep 1997-2010/Dec W3
(c) 2010 Gale/Cengage

Set Items Description
--- ----
? s breakfast(2n)cereal/ti,de and ranking/de
      183 BREAKFAST/TI,DE
      128 CEREAL/TI,DE
      49  BREAKFAST/TI,DE(2N)CEREAL/TI,DE
      47843 RANKING/DE
S1      34 BREAKFAST(2N)CEREAL/TI,DE AND RANKING/DE

? t s1/6/1-5
1/6/1
DIALOG(R)File 93: TableBase(R) Sep
(c) 2010 Gale/Cengage. All rights reserved.

01534335 Supplier Number: 193037648

United States top 10 breakfast cereal/bar brands ranked by
dollar sales, unit volume, and percent change for year
ending November 30, 2008

Source: Information Resources Inc.
Publication Date: January 12, 2009
```

1/6/2
 DIALOG(R)File 93: TableBase(R) Sep
 (c) 2010 Gale/Cengage. All rights reserved.

01532841 **Supplier Number:** 184372669

United States top 10 breakfast/cereal/snack bar brands ranked by dollar sales, dollar share, and percent change for year ending June 15, 2008

Source: Information Resources, Inc.
Publication Date: August 2008

1/6/3
 DIALOG(R)File 93: TableBase(R) Sep
 (c) 2010 Gale/Cengage. All rights reserved.

01530360 **Supplier Number:** 173682536

United States top 10 breakfast/cereal/bar brands ranked by dollar sales, unit volume, and percent change for 2007

Source: Information Resources Inc.
Publication Date: January 14, 2008

. . . .

? t s1/9/1

1/9/1
 DIALOG(R)File 93: TableBase(R) Sep
 (c) 2010 Gale/Cengage. All rights reserved.

01534335 **Supplier Number:** 193037648

United States top 10 breakfast cereal/bar brands ranked by dollar sales, unit volume, and percent change for year ending November 30, 2008

Notes:

BREAKFAST/CEREAL/BARS

TOP BRANDS	Dollar Sales **	% Change
1. Kellogg's Special K Bar	\$135.6 mil.	+4.4
2. General Mills Fiber One	111.0 mil.	+86.1
3. Kellogg's Nutri Grain Bars	111.6 mil.	+5.1
4. Kraft South Beach Living	42.1 mil.	-7.4
5. Quaker Oatmeal To Go	29.5 mil.	-9.1
6. General Mills Chex Mix	8.6 mil.	N/A
7. General Mills Milk 'N Crl	24.0 mil.	-19.6
8. Kraft South Beach Diet	24.8 mil.	-3.9
9. Odwalla	22.2 mil.	+12.6
10. Nabisco Newtons Fruit Crisps	7.0 mil.	N/A

Note: When post-processing TableBase records, use the Courier New font at 9 point. The tables will align correctly as seen in this example.

Note the two major U.S. players in the cereal market.

	Unit	%
TOP BRANDS	Volume ***	Change
1. Kellogg's Special K Bar	47.9 mil.	-1.7
2. General Mills Fiber One	40.1 mil.	+82.7
3. Kellogg's Nutri Grain Bars	38.3 mil.	+2.6
4. Kraft South Beach Living	14.4 mil.	-3.1
5. Quaker Oatmeal To Go	10.1 mil.	-10.8
6. General Milts Chex Mix	3.1 mil.	N/A
7. General Mills Milk 'N Cr1	8.3 mil.	-19.1
8. Kraft South Beach Diet	7.6 mil.	-4.4
9. Odwalla	17.1 mil.	+12.2
10. Nabisco Newtons Fruit Crisps	2.0 mil.	N/A

** All private label brands combined total \$51.6 mil.

*** All private label brands combined total 23 mil.

Source: Information Resources Inc.

	DOLLAR SALES	UNIT VOLUME
	\$715 mil. *	265.4 mil. *
	% Change vs.	% Change vs.
	Prior 12 Months	Prior 12 Months
Total	+4.5%	+3.4%
Supermarkets	+1.7%	+0.2%
Drug Store	+21.3%	+32%

* Total of supermarkets, drug stores and discount stores excluding Wal-Mart Stores Inc. for 52 weeks ending 11/30/08.

Note: Table made from bar graph.

Source: Information Resources Inc.

Originating Article:

Breakfast/cereal/bars.

(MMR/IRI Food & Beverage Report)

Journal: MMR , v 26 , n 1 , p 70

Publication Date: January 12, 2009

Document Type: Journal; Ranking **ISSN:** 0743-5258 (United States)

Language: English **Record Type:** Fulltext

Publisher: Racher Press Inc.

Copyright: Copyright 2009 Racher Press Inc.

Related Records: 6131372

Industry Names: Food

Product Names: Grain mill products (204000); Breakfast cereals (204300)

Concept Terms: Ranking; All market information; Market size; Sales

Data Type: Business

Brand Names: General Mills Chex Mix (Cereal); General Mills Fiber One (Cereal); General Mills Milk 'N Cr1 (Snack food); Kellogg's Nutri Grain Bars (Snack food); Kellogg's Special K Bar (Snack food); Kraft South Beach Diet (Snack food); Kraft South Beach Living (Snack food); Nabisco Newtons Fruit Crisps (Cereal); Odwalla (Snack food); Quaker Oatmeal To Go (Snack food)

Geographic Names: North America (NOAX); United States (USA)

Application 2: Determining Company Status

In the previous example we identified several companies whose major products involve cereal or breakfast foods. One question we might want to answer is whether these companies are public or private. For this example, we will choose Kellogg, a widely known multi-national cereal manufacturer, headquartered in the United States. We will search File 516, D&B--Dun's Market Identifiers®, to determine its legal status. File 516 also includes location data, sales, ownership information, employee size, and contact information for more than 21 million U.S. businesses. Dun and Bradstreet data from File 516 are derived from the information collected by its credit-reporting service. This process of data collection affects the type of information available on private companies, who may choose to provide no information to Dun & Bradstreet other than their names and addresses. However, this file is a good starting point for basic company data.

► **Topic** ◀ Find out whether the Kellogg Company is public or private and obtain some basic data about the company. We will use the BEST technique to develop our search strategy.

Command Summary

B 516
 E co=kellogg
 S e3 or e6
 E co=Kellogg co
 S e3 or e14
 S s1 or s2
 S s3 and
 sf=headquarters
 T s4/9/1

BEGIN in File 516 to get basic company data.

EXPAND using the CO= prefix to retrieve all E numbers for Kellogg.

For this search we only retrieved two records. We'll try another EXPAND: **e co=kellogg co**. This will show us a different part of the index.

```
? b 516
File 516:D & B - DUNS MARKET IDENTIFIERS 2009/NOV
(c) 2009 D&B

Set Items Description
--- ----
? e co=kellogg
Ref Items Index-term
E1 1 CO=KELLOGG'S CEREAL CITY USA
E2 1 CO=KELLOGE OF MNGT
E3 1 *CO=KELLOGG
E4 1 CO=KELLOGG & ANDELSON
E5 2 CO=KELLOGG & ANDELSON ACCOUNTANCY CORPORATION
E6 1 CO=KELLOGG & CO LLC
E7 1 CO=KELLOGG & GEORGE
E8 1 CO=KELLOGG & KELLOGG
E9 1 CO=KELLOGG & KELLOGG INC.
E10 1 CO=KELLOGG & KELLOGG P C
. . . . .

Enter P or PAGE for more

? s e3 or e6
1 CO=KELLOGG
1 CO=KELLOGG & CO LLC
S1 2 CO='KELLOGG' OR CO='KELLOGG & CO LLC'

? e co=kellogg co
Ref Items Index-term
E1 1 CO=KELLOGG CLINIC
E2 1 CO=KELLOGG CMNTY COLLEGE BK STR
E3 1 *CO=KELLOGG CO
E4 1 CO=KELLOGG CO EMPLOYEES FEDERAL CREDIT UNION
E5 1 CO=KELLOGG COLLECTION
E6 1 CO=KELLOGG COLLECTION INC
```

PAGE down in the alphabetical index to see more entries.

Use the OR connector to combine all sets with the Kellogg company name.

Limit the records to just the headquarters location using the SF= prefix.

TYPE out a complete record using Format 9.

This record from File 516 gives basic company information, including location data, contact information, and employee size.

You can also use codes to search for all products within a category. For example, use PC=2043, the primary SIC code for cereal and breakfast foods to retrieve all types of cereals.

```
E7      1  CO=KELLOGG COLLECTION THE
E8      4  CO=KELLOGG COLLECTION, INC.
E9      2  CO=KELLOGG COMMUNICATIONS
E10     3  CO=KELLOGG COMMUNITY COLLEGE
E11     1  CO=KELLOGG COMMUNITY COLLEGE EAST
E12     1  CO=KELLOGG COMMUNITY COLLEGE FOUNDATION
E13     2  CO=KELLOGG COMMUNITY FEDERAL CREDIT UNION
E14     55 CO=KELLOGG COMPANY
E15     1  CO=KELLOGG COMPANY FOOD BROKERS, INC
E16     1  CO=KELLOGG CONCEPTS LLC
E17     1  CO=KELLOGG CONFERENCE CENTER
Enter P or PAGE for more
```

? s e3 or e14

```
          1  CO=KELLOGG CO
          55 CO=KELLOGG COMPANY
S2       56 CO='KELLOGG CO' OR CO='KELLOGG COMPANY'
```

? s s1 or s2

```
          2  S1
          56 S2
S3       58 S1 OR S2
```

? s s3 and sf=headquarters

```
          58 S3
          442314 SF=HEADQUARTERS
S4       1  S3 AND SF=HEADQUARTERS
```

? t s4/9/1

```
4/9/1
DIALOG(R)File 516: D & B - DUNS MARKET IDENTIFIERS
(c) 2009 D&B). All rights reserved.
```

```
18488489
Kellogg Company
KELLOG
1 Kellogg Sq
Battle Creek , MI 49017-3534
```

```
Mailing Address:
P O Box 3599
Battle Creek , MI 49016
```

```
Telephone: 269-961-2000
County: Calhoun MSA: 3720 (Kalamazoo-Battle Creek, MI)
Region: North Central
```

```
Business: Mfg Breakfast Cereals and Convenience Foods
```

```
NAICS Codes: 311230 (Breakfast Cereal Manufacturing)
```

Primary SIC:

2043 Cereal breakfast foods

```
20430000 Cereal breakfast foods, nsk
20439902 Corn flakes: prepared as cereal breakfast food
```

Section 2: Basic Company Information

Note: By using Type of Change (TY=), File 516 identifies newly-formed businesses, companies new to D&B, and businesses with new addresses, company names, telephone numbers, and top executives.

Note that Kellogg is listed as a public company. Each company also has a unique Dun's number which can be used to search for the company in other Dun's files.

For example, use PC=2043, the primary SIC code for cereal and breakfast foods to retrieve all types of cereals.

File 516 also lists corporate executives. The amount of information available depends on the company profiled.

20439911 Rice: prepared as cereal breakfast food

Secondary SIC(s):

- 2052 Cookies and crackers, nsk
- 20529905 Cookies
- 20529907 Crackers, dry, nec
- 2051 Bread, cake, and related products
- 20510208 Pastries, e.g. danish: except frozen
- 2038 Frozen specialties, nec
- 20389910 Waffles, frozen
- 2053 Frozen bakery products, except bread
- 20539907 Pies, bakery; frozen

Latest Year Organized: 1906
 State of Incorporation: DE
 Date of Incorporation: 12/11/1922
 Annual Sales Revision Date: 05/03/2009

	Latest Year	Trend Year
		2007
Sales (\$)	12,822,000,000	12,822,000,000
Employees Total	32,400	32,400
Employees Here	600	
Sales Growth	25 %	
Net Worth (\$)	1,448,000,000	
Employment Growth	29 %	

Square Footage: 50,000 Rented
 Number of Accounts: NA
 Accounting Firm: Pricewaterhousecoopers LLP Ba

THIS IS:

- A MANUFACTURING LOCATION
- A HEADQUARTERS LOCATION
- AN ULTIMATE LOCATION
- A CORPORATION
- AN IMPORTER EXPORTER
- A PUBLIC COMPANY**

DUNS Number: 00-535-6209
 Corporate Family DUNS: 00-535-6209

Jenness, James M /Chb
President: David Mackay, A D /Ceo-Pres
 Newman, Paul /Pres-Kellogg Intl
 Montie, Jeffrey W /Ex V Pres-Pres-Kellogg Int'l
 Davidson, Brad J /Sr Vp-Pres Kellogg
 NA
Vice President: Andrews, Alan R /V Pres-Corp
 Controller

Latest Update to Record: 08/10/09

Application 3: Finding Financial Data

There is a vast amount of corporate financial information that can be retrieved by searching Dialog. The level of detail that is included in any particular corporate profile depends on the information needs of the requester. "Financials" should certainly include the numbers: Balance Sheet, Stock Prices, and historical trends. However, the story behind the numbers is important too. For example, how do the stock analysts feel about the company?

Several databases should be considered when searching for financial data. Disclosure® Database (File 101) provides complete information on over 14,000 U.S. public companies. Detailed financial information on privately held companies is not as easy to obtain. However, D&B—Dun's Financial Records Plus (File 519) contains History and Operations data on approximately one million private companies and financial data on selected companies. In addition, if we are looking for company data on non-U.S. European companies, D&B European Financial Data (File 623) provides financial information for more than 2.4 million public and private businesses in 13 countries in Europe.

► **Topic** ◀ The number one ranked company in the cereal breakfast food industry in the U.S. appears to be Kellogg. Find detailed financial data on the Kellogg Company.

Command Summary

```
B 101
E co=kellogg
S e4
T s1/9/1
```

Use File 101 for complete financial data. EXPAND on the company name field (CO=).

SELECT the appropriate E number.

TYPE out the record in Format 9 to retrieve complete financials on Kellogg. Check the Bluesheet for File 101 for formats to use to obtain specific pieces of data.

```
?b 101

File 101:Disclosure Database(R) 2010/Jan W1
      (c) 2010 Thomson Financial

      Set  Items  Description
      ---  ----  -
? e co=kellogg
Ref  Items  Index-term
E1   1      CO=KEITHLEY INSTRUMENTS INC
E2   1      CO=KELLER MANUFACTURING CO INC
E3   0      *CO=KELLOGG
E4   1      CO=KELLOGG CO
E5   1      CO=KELLSTROM INDUSTRIES INC
E6   1      CO=KELLWOOD CO
E7   1      CO=KELLY SERVICES INC
. . . .
E24  1      CO=KENTUCKY POWER CO
E25  1      CO=KENTUCKY UTILITIES CO

Enter P or PAGE for more

? s e4
      S1      1      CO='KELLOGG CO'

? t s1/9/1

1/9/1
DIALOG(R)File 101: Disclosure Database(R)
(c) 2010 Thomson Financial. All rights reserved.
01940392
KELLOGG CO
```

Section 2: Basic Company Information

Location data, description of the business, stock shares are included.

Use Format 9, 15, 19 or 45 to find the latest annual and quarterly financial data on the company.

The Balance Sheet including annual assets and liabilities back to 1997 is available. Quarterly assets and liabilities are also included.

ONE KELLOGG SQUARE
P O BOX 3599
BATTLE CREEK MI 490163599

Telephone: 269-961-2000
Disclosure Co No: K288000000
Company Status: Active

Exchange: NYS
Ticker Symbol: K
Location of Incorporation: DE

CUSIP No: 487836108

Primary SIC Code: 2043
Other SIC Codes: 2038; 2064

Description of Business:
The Group's principal activities are to manufacture and market ready-to-eat cereal and convenience food products. The products include cookies, crackers, cereal bars, toaster pastries, frozen waffles, meat alternatives and other products. The products of the Group are marketed under brand names, which includes Kellogg's, Cheez-It, Keebler and Murray and Austin and Famous Amos. The manufacturing activities of the Group are carried out in 19 countries and are marketed in more than 180 countries.

Current Shares Outstanding: 379,424,067(SOURCE: 10/31/2009)
Shares Held by Off & Dir: 6,716,563(SOURCE: PROXY)
Number of Shareholders: 41,229(SOURCE: 10-K)
Fiscal Year End: 12/31

Latest Annual Financial Data: 01/03/2009
Latest Quarterly Financial Data: 10/03/2009 (Q3)
Language: ENGLISH
Document Type: COMPANY
Record Type: DIRECTORY

Auditor: PricewaterhouseCoopers LLP (SOURCE: 10-K)

	BALANCE SHEET		
	ANNUAL ASSETS (\$000s)		
Fiscal Year Ending	01/03/2009	12/29/2007	12/30/2006
Cash	255,000	524,000	410,600
Marketable Securities	NA	NA	NA
Receivables	1,143,000	1,026,000	944,800
Inventories	897,000	924,000	823,900
Raw Materials	203,000	234,000	200,700
. . .			
Total Current Assets	2,521,000	2,717,000	2,427,000
Gross Property, Plant	7,104,000	7,303,000	6,917,600
Accumulated Depreciation	4,171,000	4,313,000	4,102,000
Net Property, Plant	2,933,000	2,990,000	2,815,600
. . . .			
Total Assets	10,946,000	11,397,000	10,714,000

ANNUAL LIABILITIES (\$000s)			
Fiscal Year Ending	01/03/2009	12/29/2007	12/30/2006
Notes Payable	1,387,000	1,489,000	1,268,000
Accounts Payable	1,135,000	1,081,000	910,400
Current Long Term Debt	1,000	466,000	723,300
Curr Portion of Cap Leases	NA	NA	NA
Accrued Expenses	637,000	694,000	649,100
Income Taxes	51,000	NA	151,700
Other Current Liabilities	341,000	314,000	317,700
Total Current Liabilities	3,552,000	4,044,000	4,020,200
.			
Treasury Stock	1,790,000	1,357,000	912,100
Other Liabilities	-2,141,000	-827,000	1,046,200
Shareholders Equity	1,448,000	2,526,000	2,069,000
Total Liab & Net Worth	10,946,000	11,397,000	10,714,000
ANNUAL INCOME STATEMENT (\$000s)			
Fiscal Year Ending	01/03/2009	12/29/2007	12/30/2006
Net Sales	12,822,000	11,776,000	10,906,700
Cost of Goods	7,455,000	6,597,000	6,081,500
Gross Profit	5,367,000	5,179,000	4,825,200
R&D Expenditures	181,000	179,000	190,600
Sell, General & Admin Exp	3,233,000	3,132,000	2,868,800
Income Before Depr & Amor	1,953,000	1,868,000	1,765,800
.			
WEEKLY DATA			
PRICE INFORMATION			
For Week Ending	01/01/2010		
Latest Trade Date	12/31/2009		
Outstanding Shares (000s)	379,424		
Volume	738,173		
High (or Asked) Price	53.960		
Low (or Bid) Price	53.170		
Close (or Average) Price	53.200		
EARNINGS INFORMATION			
Date for 12 Months Ending	07/2009		
Earnings per Share (EPS)	3.120		
Price/Earnings Ratio	17.051		
DIVIDEND INFORMATION			
	Current	Previous	
Indicated Annual Dividend	01.360		
Current Dividend	00.3750	00.3750	
Ex-Dividend Date	11/30/2009	08/28/2009	
Record Date	12/02/2009	09/01/2009	
Payable Date	12/15/2009	09/15/2009	
Payment Method	U.S. Currency	U.S. Currency	
KEY ANNUAL FINANCIAL RATIOS			
Fiscal Year Ending	01/03/2009	12/29/2007	12/30/2006
Quick Ratio	0.39	0.38	0.34
Current Ratio	0.71	0.67	0.60
Net Sales/Cash	50.28	22.47	26.56
SG&A Expense/Sales	0.25	0.27	0.26
Receivables Turnover	11.22	11.48	11.54

An Annual income Statement

Stock data including weekly price, earnings, dividend information and key annual financial ratios is included

Section 2: Basic Company Information

Receivables Day Sales	32.09	31.37	31.19
Inventory Turnover	14.29	12.74	13.24
Inventory Day Sales	25.18	28.25	27.19
Net Sales/Working Cap	-12.44	-8.87	-6.85
Net Sales/Net Plant	4.37	3.94	3.87
Net Sales/Current Assets	5.09	4.33	4.49
Net Sales/Total Assets	1.17	1.03	1.02
Net Sales/Employees	NA	444,377	421,825
Total Liab/Total Assets	0.87	0.78	0.81
Total Liab/Invested Cap	1.72	1.53	1.69
Total Liab/Common Equity	6.56	3.51	4.18
Times Interest Earned	6.30	5.85	5.79
Current Debt/Equity	0.00	0.18	0.35
Long Term Debt/Equity	2.81	1.29	1.48
Total Debt/Equity	2.81	1.48	1.83
Total Assets/Equity	7.56	4.51	5.18

.
Officers (Name/ Age/ Title/ Remuneration):
(SOURCE: 10K)

David Mackay, A. D./ 52/ PRESIDENT, CHIEF EXECUTIVE OFFICER / \$12,068,247
 Bryant, John A./ 42/ EXECUTIVE VICE PRESIDENT, CHIEF FINANCIAL OFFICER / \$4,586,632
 Pilnick, Gary H./ 43/ SENIOR VICE PRESIDENT, SECRETARY, LEGAL COUNSEL / NA
 Andrews, Alan R./ 52/ VICE PRESIDENT, CONTROLLER / NA
 Banks, Donna J./ 51/ SENIOR VICE PRESIDENT / NA
 Bruch, Ruth E./ 54/ SENIOR VICE PRESIDENT, EXECUTIVE OFFICER / NA
 Clark, Celeste/ 54/ SENIOR VICE PRESIDENT / NA
 Davidson, Brad J./ 47/ SENIOR VICE PRESIDENT, DIVISION PRESIDENT / \$2,674,764
 Mobsby, Timothy P./ 52/ SENIOR VICE PRESIDENT / \$5,246,919
 Montie, Jeffrey W./ 46/ EXECUTIVE VICE PRESIDENT / \$4,246,260
 Norman, Paul T./ 43/ SENIOR VICE PRESIDENT / \$2,575,833
 Wilson-Thompson, Kathleen/ 50/ SENIOR VICE PRESIDENT / NA

.
Ownership:

TYPE	DATE(Q,M)	OWNERS	CHANGE	(000S)	HELD%OWN
INVEST. COS.	09/30/2008(Q)	0	0	0.00	
INSTITUTIONS	09/30/2008(Q)	745	-14,501	308,732	81.37
5% OWNERS	12/31/2008(M)	4	NA	143,101	37.72
INSIDERS	12/26/2009(M)	14	NA	870	0.23

*** DETAILED OWNERSHIP INFORMATION AVAILABLE IN FILE 540
**

Officers and remuneration is available, as well as ownership details.

Subsidiaries are listed.

A list of exhibits are also included

Subsidiaries:
 Argkel Inc
 Canada Holding LLC
 CC Real Estate Holdings
 Kashi Co
 Keebler USA Inc
 Kellogg Asia Inc
 Kellogg Fearn Inc

```
Kellogg Holding LLC
. . . .
```

If the company we need to research is not a U.S. company, Dialog has a collection of international business directories with basic company and financial information. For example, D&B European Financial RecordsSM (File 523) provides comprehensive financial, textual, and background information on major European companies in 13 countries. ICC British Company Director (File 562) contains extensive financial data on companies in the United Kingdom to October.

► **Topic** ◀ We have read in a recent article that the United Kingdom is seeing an increased demand for cereal breakfast food. In fact, they lead the world in consumption per capita of cereal products. Find detailed financial data on the Weetabix Company, known for its sales of cereal products in the UK.

```
? b 562

File 562:ICC British Co.Dir 2009/Jan 10
      (c) 2010 ICC Online Inform. Group

      Set  Items  Description
      ---  ----  -
? e co=weetabix

Ref  Items Postings  Index-term
E1      1      1  CO=WEESSUE LIMITED
E2      1      1  CO=WEESSWEEP LIMITED
E3      0      0  *CO=WEETABIX
E4      1      1  CO=WEETABIX LIMITED
E5      1      1  CO=WEETCH MASON INTERIOR DESIGN . . .

Enter P or PAGE for more
? s e4
      S1      1  CO='WEETABIX LIMITED'

? t s1/9/1
1/9/1
DIALOG(R)File 562: ICC Brit.Co.Finan.Data
(c) 2010 ICC Online Inform. Group. All rights reserved.
91091943
WEETABIX LIMITED
Station Road
Burton Latimer  NN15 5JR

REGISTERED OFFICE:
WEETABIX MILLS
BURTON LATIMER
KETTERING
NORTHAMPTONSHIRE
NN15 5JR  ENGLAND & WALES
TELEPHONE: 01536722181
FAX:      01536726148
TELEX:    www.weetabix.co
```

Section 2: Basic Company Information

REGISTERED COMPANY NUMBER: 00267687
English/Welsh companies incorporated under part 1 of the
Companies Act.
COUNTRY: ENGLAND & WALES

TRADING AREA: East Midlands
FINANCIAL LISTING: Long
DOCUMENT TYPE: COMPANY
RECORD TYPE: DIRECTORY
LANGUAGE: ENGLISH

THIS IS A:
SUBSIDIARY
Large unquoted company

PRINCIPAL ACTIVITIES: The manufacture and marketing of
cereals and other cereal based food products.

PRIMARY UK SIC:
15612 Manufacture of breakfast cereals and cereals-based
foods

OFFICERS AND DIRECTORS
MANAGING DIRECTOR: DUNCAN ALEC MCINTYRE
COMPANY SECRETARY: LYNE BOOTH
DIRECTORS:
SALLY JANE ABBOTT (MARKETING DIRECTOR)
JOHN MICHAEL EVOY (HR DIRECTOR)
DAVID REVELL (SALES DIRECTOR)
MR KENNETH LESLIE WOOD (CHIEF EXECUTIVE OFFICER)
RICHARD WILLIAM THOMAS MARTIN (DIRECTOR)

AUDITORS
PricewaterhouseCoopers LLP

AUDIT QUALIFICATION: Clean Report.

BANKERS
204577, BARCLAYS BANK PLC , KETTERING

SUBSIDIARY COMPANIES (UP TO 10) IN ICC DATABASE

REG NO	COMPANY NAME		TURNOVER (GBP)
02800024	WEETABIX TRUSTEE LIMITED	NA	
01770169	RYECROFT FOODS LIMITED		15,614,000
01333423	WEETABIX FOODS LIMITED	NA	
01309201	GLOBE EXPORT SERVICES LIMITED		0
00314793	VIBIXA LIMITED		14,926,000

IMMEDIATE PARENT (HOLDING) COMPANY:

B.L. MARKETING LIMITED (NO: 01001241) COUNTRY: ENGLAND & WALES

ULTIMATE PARENT (HOLDING) COMPANY:

LATIMER CAYMAN 1 LTD (NO: CYM)
COUNTRY: CAYMAN ISLANDS

STATUTORY DATA

Private Limited with share capital

LATEST ANALYZED FINANCIALS: December 29, 2007**TYPE OF ACCOUNTS:** Full Accounts**RECORD LAST UPDATED:** January 27, 2009**ISSUED CAPITAL:** 2,969,004 GBP**--FINANCIAL DATA (LATEST 4 YEARS)--**

Date of Accounts	29Dec2007	30Dec2006	31Dec2005	25Dec2004
Consolidated	N	N	N	N
Subsidiary	Y	Y	Y	Y
Number of Weeks	52	52	53	73
Currency	GBP(000s)	GBP(000s)	GBP(000s)	GBP(000s)
(Pound Sterling)				

PROFIT AND LOSS ACCOUNT/INCOME STATEMENT

Sales (Turnover)	295,020	279,758	259,660	344,535
Exports	43,917	41,513	42,438	62,773
Cost of Sales	182,311	180,005	173,244	237,091
Gross Profit	112,709	99,753	86,416	107,444
Trading Profit	83,105	80,821	64,495	78,149
Operating Profit	72,880	69,542	53,038	61,475
Employees Remun.	47,215	45,343	43,490	62,604
Directors Remun.	1,545	1,720	2,099	2,674
Audit Fees	100	150	160	135
Non-audit Fees	95	155	361	75
Depreciation	10,225	11,279	11,457	16,674
No. of Employees	1,500	1,481	1,612	1,655
Non-Trading Income	6,614	16,737	16,596	3,469
Interest Payable	464	14,524	13,712	74
Pre-tax Profits	79,030	71,755	55,922	64,870
Taxation	1,029	5,551	-21,231	21,500
Profit After Tax	78,001	66,204	77,153	43,370
Dividends Payable	10,000	23,333	47,300	11,878
Retained Profits	68,001	42,871	29,853	31,492
Value Added	135,230	130,879	112,507	147,263

BALANCE SHEET**ASSETS****SHORT TERM ASSETS**

Stocks	12,281	12,234	11,708	15,869
Trade Debtors	21,438	22,225	16,465	19,437
Cash	20,871	14,062	3,474	24,083
Misc Current Assets	264,549	219,589	183,408	147,880
Due from Gp, Curr	261,762	217,278	180,265	144,620
Total Curr Assets	319,139	268,110	215,055	207,269

LONG TERM ASSETS

Tangible Assets	166,369	144,020	163,018	161,817
Fixed Assets	105,239	106,970	113,661	120,722
Intermed Assets	61,130	37,050	49,357	41,095

Section 2: Basic Company Information

Due fm Gp, NC	0	0	0	0
Intangible Assets	811	854	0	0
Total Fixed Assets	167,180	144,874	163,018	161,817
Total Assets	486,319	412,984	378,073	369,086

LIABILITIES

SHORT TERM LIABILITIES

Trade Creditors	20,993	22,536	19,288	17,451
Bank Overdraft (a)	0	0	0	0
Misc. Curr Liab.	43,950	43,633	46,293	53,101
Bk Loans Cur (b)	0	0	0	0
Oth STRm Fin (c)	26,824	29,850	32,228	22,127
Due to Gp, Curr	26,824	29,850	32,228	22,127
Due to Dr, Curr	0	0	0	0
Other Curr Liab.	17,126	13,783	14,065	30,974
STRm Loans (a+b+c)	26,824	29,850	32,228	22,127
Tot Cur Liabilities	64,943	66,169	65,581	70,552

Total Assets Less				
Curr Liabilities	421,376	346,815	312,492	298,534

LONG TERM LIABILITIES

Long Term Loans	0	0	0	0
LT Bank Loans	0	0	0	0
Oth LT Finance	0	0	0	0
Due to Gp, NC	0	0	0	0
Due to Dir, NC	0	0	0	0
Other LT Liabilities	1,851	10,668	35,897	42,685
Total LT Liabilities	1,851	10,668	35,897	42,685

Total Liabilities	66,794	76,837	101,478	113,237
-------------------	--------	--------	---------	---------

SHAREHOLDERS EQUITY

Call Up SC & Sundry	3,092	3,092	3,092	3,092
Sundry Reserves	123	123	123	123
Call Up Share Cap	2,969	2,969	2,969	2,969
P&L Acct. Reserve	412,912	329,408	269,585	248,704
Revaluation Reserve	3,521	3,647	3,918	4,053
Shareholder Funds	419,525	336,147	276,595	255,849
Capital Employed	421,376	346,815	312,492	298,534
Net Worth	418,714	335,293	276,595	255,849
Working Capital	254,196	201,941	149,474	136,717

--BUSINESS RATIOS (LATEST 4 YEARS)--

Date of Accounts	29Dec2007	30Dec2006	31Dec2005	25Dec2004
Currency	GBP	GBP	GBP	GBP
Return on Capital(%)	18.76	20.69	17.56	15.48
Return on Tot Assets(%)	16.25	17.37	14.51	12.52
Return on Sharehlds(%)	18.84	21.35	19.84	18.06
Pretax Profit Margin(%)	26.79	25.65	21.54	18.83

Sales/Total Assets (%)	60.66	67.74	67.38	66.49
Sales/Fixed Assets (R)	2.80	2.62	2.24	2.03
Working Cap/Sales (%)	86.16	72.18	58.67	55.71

COMPARISON TO INDUSTRY WITH 107 COMPANIES

UK SIC Code: 15610 Manufacture of grain mill products

	29Dec2007	--INDUSTRY QUARTILES--		
	COMPANY	LOWER	MEDIAN	UPPER
Return on Capital(%)	18.76	4.52	10.40	22.86
Return on Tot Assets(%)	16.25	2.73	6.38	13.40
Pretax Profit Margin(%)	26.79	1.34	4.06	6.86
Sales/Total Assets (%)	60.66	119.74	170.40	230.37
Credit Period (Days)	26.52	56.43	47.00	34.17
Current Ratio (R)	4.91	0.89	1.48	2.24
Average Remun	31,476.67	21,886.36	25,876.29	30,800.00
Wages/Sales (%)	16.00	15.54	9.91	7.90
Sales/Employee	196,680.00	177,953.50	261,608.60	349,117.40
Value Add/Emp(000s)	90,153.57	36,675.65	44,569.74	60,120.62

	30Dec2006	--INDUSTRY QUARTILES--		
	COMPANY	LOWER	MEDIAN	UPPER
Return on Capital(%)	20.69	2.19	9.75	20.41
Return on Tot Assets(%)	17.37	1.30	5.05	13.02
Pretax Profit Margin(%)	25.65	0.47	3.64	11.26
Sales/Total Assets (%)	67.74	94.34	132.29	205.09
Credit Period (Days)	29.00	52.93	43.86	27.49
Current Ratio (R)	4.05	0.96	1.41	2.47
Average Remun	30,616.48	22,708.75	26,655.56	30,105.88
Wages/Sales (%)	16.21	15.85	10.57	8.40
Sales/Employee	188,898.00	170,752.80	234,680.00	316,730.50
Value Add/Emp(000s)	88,372.50	36,110.00	46,933.18	62,672.24

CREDIT INFORMATION

Date	29Dec2007	30Dec2006	31Dec2005	25Dec2004
ICC Credit Score*	97	94	92	91

*ICC Scores (out of 100) are based on an analysis of the company`s financial performance and a comparison with its industry sector as determined by its primary SIC code of 15612 - Manufacture of breakfast cereals and cereals-based foods.

Application 4: Finding Securities Data for a Public U.S. Company

Data concerning the recent performance of a company's stock and bonds is an important part of the corporate profile. S&P Corporate Descriptions + News (File 133) provides stock data, bond descriptions, in addition to interim statements and corporate hierarchy information. Type out the user defined Format 37,sp,td to see only stock and bond information (see Command Summary).

► **Topic** ◀ Find securities data for Kellogg, a U.S. public company.

Command Summary

B 133
E co=kellogg
S e number(s)
T s1/37,sp,td/all

Use the same technique as in the previous example by EXPANDING the company name using CO= and SELECTING the appropriate E number(s).

File 133 contains Bond descriptions.

```

Kellogg Co.
CUSIP: 487836
THIS IS AN SP 500 COMPANY.
TICKER SYMBOL: K
PRIMARY STOCK EXCHANGE: NYS (New York Stock Exchange)
CAPITALIZATION (January 3, 2009)
LONG TERM DEBT: $4,068,000,000.
BOND DESCRIPTIONS
Kellogg Co 6.6% NOTES; Due April 1, 2011.
(S&P Rating BBB+; at September 15, 2009)
Outstanding.....1,500,000,000
NOTE: Company may red in whole, at 100, for tax law change.
ORIGINALLY ISSUED July 13, 2001.
INDENTURE DATED March 15, 2001.
INTEREST PAYABLE April and October 1st. PRINCIPAL &
INTEREST PAYABLE at BNY Midwest Trust Co.. INTEREST GRACE
PERIOD - 30 days.
TRUSTEE - BNY Midwest Trust Co.
BOND FORM - Book-Entry.
REDEEMABLE - Red at greater of 100 or Amount based on
formula.
SECURITY - A direct unsecured obligation.
TRADED - OTC
2008 108.28 100.78 2007 106.41 102.82
2006 107.11 102.90 2005 112.32 106.54
2004 116.09 108.84 2003 120.25 110.40
Kellogg Co 7.45% DEBENTURES; Due April 1, 2031.
(S&P Rating BBB+; at September 15, 2009)
Outstanding.....1,100,000,000
NOTE: Company may red in whole, at 100, for tax law change.
ORIGINALLY ISSUED July 13, 2001.
INDENTURE DATED March 14, 2001.
INTEREST PAYABLE April and October 1st. PRINCIPAL &
INTEREST PAYABLE at BNY Midwest Trust Co.. INTEREST GRACE
PERIOD - 30 days.
TRUSTEE - BNY Midwest Trust Co.
BOND FORM - Book-Entry.
REDEEMABLE - Red at greater of 100 or Amount based on
formula.
    
```

The file also contains stock data.

SECURITY - A direct unsecured obligation.					
TRADED - OTC					
2008	122.63	98.71	2007	120.81	111.27
2006	123.87	112.54	2005	132.59	120.68
2004	125.92	111.98	2003	133.59	113.23

STOCK DATA

COMMON REPURCHASED- In 1992, Co. repurchased 3,497,000 Com. shs. at an avge. cost of \$63 per sh.

In 1993, Co. repurchased 9,487,508 Com. shs. at an avge. cost of \$58 per sh.

In Dec., 1993, Co. authorized the repurchase of up to \$300,000,000 of Co.'s Com. for 1994.

STOCKHOLDERS- December 31, 2008, 41,229.

RECENT DIVIDENDS: Common \$0.25 par: 1999, \$0.96; 2000, \$0.995; 2001-04, \$1.01; 2005, \$1.06; 2006, \$1.137; 2007, \$1.202; 2008, \$1.30. Cash dividends on Common have been paid each year since 1923.

STOCK PRICE-

LISTED- NYS (Symbol K)

2008.....	58.51	40.32	2007.....	56.89	48.68
2006.....	50.95	42.41	2005.....	46.99	42.35
2004.....	45.32	37.00	2003.....	38.57	27.85
2002.....	37.00	29.02	2001.....	34.00	24.25
2000.....	32.00	20.75	1999.....	42.25	30.00
1998.....	50.18	28.50	@1997.....	50.37	41.25
1996.....	80.62	62.00	1995.....	79.50	52.50
1994.....	60.75	47.37	1993.....	67.87	47.25
1992.....	75.37	54.37	*1991.....	67.00	55.50
1990.....	77.50	58.75			

@Aft. 2-for-1 split Aug. 8; bef., 101-64.

*Aft. 2-for-1 split Dec. 4; bef., 113-70.

Application 5: Locating Detailed Data on Private U.S. Companies

It is often more difficult to find detailed information on a private company. Since data on private companies is provided by the company itself, it is a good idea to review more than one source. File 519 – D&B - Dun's Financial Records Plus – and File 479 – Cengage/Gale Company Intelligence Database – offer data on many private companies. File 479 combines directory information and company news on more than 220,000 private and public U.S. companies and 136,000 international companies. File 519 provides up to three years of financials for more than 700,000 private and public U.S. companies.

► **Topic** ◀ Find detailed financial information on the U.S. private cooperative Grand Forks Food.

Command Summary

```
B 519
S grand()forks
()food?/co
T s1/19/all
```

Use Format 19 to retrieve full financials on Grand Forks Food Cooperative.

Note: Use Format 6 to see when the last update occurred and how much information is available.

```
? b 519
? s grand()forks()food?/co
                2584 GRAND/CO
                122  FORKS/CO
                19623 FOOD?/CO
                s1      1  GRAND()FORKS()FOOD?/CO
? t s1/19/all
DIALOG(R)File 519: D&B-Duns Finan.Records Plus(TM)
(c) 2009 Dun & Bradstreet. All rights reserved.
1249645
GRAND FORKS FOOD COOPERATIVE,
AMAZING GRAINS
214 DEMERS AVE
GRAND FORKS, ND  58201
TELEPHONE: 701-775-4542
DUNS NUMBER: 09-528-2877
PRIMARY SIC: 5499 (Miscellaneous food stores, nsk)
YEAR STARTED: 1972
EMPLOYEES TOTAL: 11      ANNUAL SALES ($): 817,001
EMPLOYEES HERE: NA
THIS IS:
      A SINGLE LOCATION
01/31/09  FISCAL
FINANCIALS
      COMPANY
                                COMPANY  % CHANGE  %
Cash.....                    4,495      2.6      3.2
Accounts Receivable.....      1,454      1.7      1.0
Notes Receivable.....         ---      ---      ---
Inventory.....                119,526     6.0     84.2
Other Current Assets.....         ---      ---      ---
Total Current Assets.....     125,475     5.6     88.3
```

Fixed Assets.....	10,851	7.6	7.6
Other Non-current Assets..	5,712	6.0	4.0
Total Assets.....	142,038	5.8	100.0
Accounts Payable.....	14,264	105.9	10.0
Bank Loans.....	---	---	---
Notes Payable.....	---	---	---
Other Current Liabilities.	12,275	37.7	8.6
Total Current Liabilities.	26,539	67.5	18.7
Other Long Term Liab.....	5,501	(15.4)	3.9
Deferred Credits.....	---	---	---
Net Worth.....	109,998	(1.8)	77.4
Total Liabilities & Worth.	142,038	5.8	100.0
Net Sales.....	817,001	4.7	100.0
Gross Profit.....	289,717	0.7	35.5
Net Profit After Tax.....	(12,187)	---	(1.5)
Dividends/Withdrawals.....	---	---	---
Working Capital.....	98,936	(3.9)	---
RATIOS			
		%	
	COMPANY	CHANGE	
(SOLVENCY)			
Quick Ratio.....	0.2	(50.0)	
Current Ratio.....	4.7	(37.3)	
Curr Liab to Net Worth (%).	24.1	70.9	
Curr Liab to Inventory (%).	22.2	58.6	
Total Liab to Net Worth (%)	29.1	45.5	
Fix Assets to Net Worth (%)	9.9	10.0	
(EFFICIENCY)			
Coll Period (days).....	0.6	(14.3)	
Sales to Inventory.....	6.8	(1.4)	
Assets to Sales (%).	17.4	1.2	
Sales to Net Working Cap...	8.3	9.2	
Acct Pay to Sales (%).	1.7	88.9	
(PROFITABILITY)			
Return on Sales (%).	(1.5)	---	
Return on Assets (%).	(8.6)	---	
Return on Net Worth (%).	(11.1)	---	
=====			
02/02/08 FISCAL			
FINANCIALS			
		%	
	COMPANY	COMPANY	CHANGE
			%
Cash.....	4,379	0.9	3.3
Accounts Receivable.....	1,429	26.9	1.1

Section 2: Basic Company Information

Three years of financials are available for this company.

Notes Receivable.....	---	---	---
Inventory.....	112,767	9.4	84.0
Other Current Assets.....	258	---	0.2
Total Current Assets.....	118,833	9.5	88.5
Fixed Assets.....	10,085	(33.6)	7.5
Other Non-current Assets..	5,391	11.0	4.0
Total Assets.....	134,309	4.5	100.0
Accounts Payable.....	6,927	41.4	5.2
Bank Loans.....	---	---	---
Notes Payable.....	---	---	---
Other Current Liabilities..	8,913	(18.6)	6.6
Total Current Liabilities..	15,840	---	11.8
Other Long Term Liab.....	6,500	(74.1)	4.8
Deferred Credits.....	---	---	---
Net Worth.....	111,969	8.2	83.4
Total Liabilities & Worth..	134,309	4.5	100.0
Net Sales.....	780,300	3.4	100.0
Gross Profit.....	287,820	2.4	36.9
Net Profit After Tax.....	1,059	(80.6)	0.1
Dividends/Withdrawals....	---	---	---
Working Capital.....	102,993	11.2	---
RATIOS			
	COMPANY	%	
(SOLVENCY)			
Quick Ratio.....	0.4	33.3	
Current Ratio.....	7.5	10.3	
Curr Liab to Net Worth (%)..	14.1	(7.8)	
Curr Liab to Inventory (%)..	14.0	(9.1)	
Total Liab to Net Worth (%)	20.0	(17.4)	
Fix Assets to Net Worth (%)	9.0	(38.8)	
(EFFICIENCY)			
Coll Period (days).....	0.7	40.0	
Sales to Inventory.....	6.9	(5.5)	
Assets to Sales (%).....	17.2	1.2	
Sales to Net Working Cap...	7.6	(6.2)	
Acct Pay to Sales (%).....	0.9	50.0	
(PROFITABILITY)			
Return on Sales (%).....	0.1	(85.7)	
Return on Assets (%).....	0.8	(81.0)	
Return on Net Worth (%)....	0.9	(83.0)	
=====			
12/31/06 FISCAL			
FINANCIALS			
	COMPANY	COMPANY	
		%	

Cash.....	4,340	3.4
Accounts Receivable.....	1,126	0.9
Notes Receivable.....	---	---
Inventory.....	103,040	80.2
Other Current Assets.....	---	---
Total Current Assets.....	108,506	84.4
Fixed Assets.....	15,178	11.8
Other Non-current Assets..	4,856	3.8
Total Assets.....	128,540	100.0
Accounts Payable.....	4,899	3.8
Bank Loans.....	---	---
Notes Payable.....	---	---
Other Current Liabilities..	10,946	8.5
Total Current Liabilities..	15,845	12.3
Other Long Term Liab.....	25,128	19.5
Deferred Credits.....	---	---
Net Worth.....	103,466	80.5
Total Liabilities & Worth..	128,540	100.0
Net Sales.....	754,471	100.0
Gross Profit.....	281,080	37.3
Net Profit After Tax.....	5,453	0.7
Dividends/Withdrawals....	---	---
Working Capital.....	92,661	---

RATIOS

COMPANY

(SOLVENCY)

Quick Ratio.....	0.3
Current Ratio.....	6.8
Curr Liab to Net Worth (%).	15.3
Curr Liab to Inventory (%).	15.4
Total Liab to Net Worth (%)	24.2
Fix Assets to Net Worth (%)	14.7

(EFFICIENCY)

Coll Period (days).....	0.5
Sales to Inventory.....	7.3
Assets to Sales (%).	17.0
Sales to Net Working Cap...	8.1
Acct Pay to Sales (%).	0.6

(PROFITABILITY)

Return on Sales (%).	0.7
Return on Assets (%).	4.2
Return on Net Worth (%).	5.3

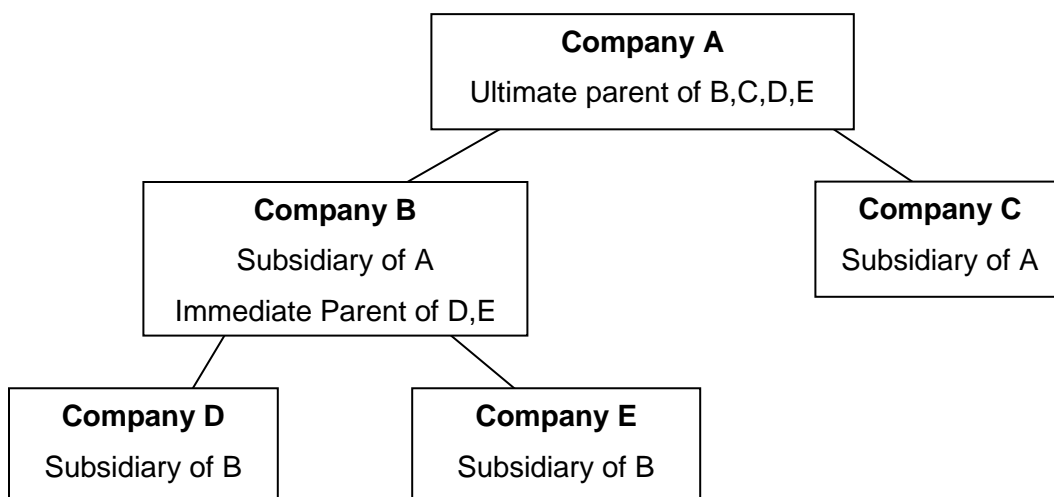
Application 6: Determining the Corporate Hierarchy

An important element in company intelligence is corporate ownership that is, finding out where a company fits into its corporate family. It should always be included in a corporate profile, as it offers the requestor a broad look at how the company is organized. Information concerning the corporate headquarters and all branches and subsidiaries is included in the hierarchy. The relationships among these various entities are a vital piece of data for company intelligence.

Important questions to answer by obtaining a corporate hierarchy are:

- Who owns the company?
- What other companies does the parent company own?
- What companies make up the entire corporate family?

A corporate family hierarchy might look like this:



There are many sources that indicate the affiliations of a company. As we have seen, financial and business directories often mention the relationship between companies. Another source for this information is the corporate affiliation directories.

Many business researchers prefer to begin their search process in a corporate affiliation directory to verify that they are conducting research on all of the company names they will need to consider for their research.

Databases for Corporate Affiliations

The main purpose of corporate affiliation directories is to map the relationships among firms. These databases reflect the most complete information available. Two files provide such information: Corporate Affiliations (File 513) and D&B Worldbase – Who Owns Whom (File 522).

File 513, Corporate Affiliations, provides linkages for both public and private companies worldwide. It covers over 100,000 companies in manufacturing, distribution, and service areas and includes parents and affiliates (divisions and subsidiaries).

We can find more detailed information by searching the File 522, D&B--Who Owns Whom. All family members appear in one record. In each entry the DUNS number appears which allows us to search this and other D&B files for additional information on any family members.

► **Topic** ◀ Find a detailed corporate family hierarchy for Kellogg, including the ultimate parent company listing.

Command Summary

B 522
E co=Kellogg
S e9
S s1 and sf=ultimate
T s2/15/1

SELECT all appropriate E numbers. Use SF=, the special feature for the ULTIMATE parent, to retrieve one record containing all subsidiaries.

Use Format 15 to retrieve the entire record. HELP RATES 522 will provide the cost of each format. **Note:** Format 6 will tell you how many family members exist, so you can estimate the cost of printing out the whole record beforehand.

```
?b 522
File 522:D&B Worldbase - Who Owns Whom 2009/Dec
      (c) 2010 Dun & Bradstreet

      Set  Items  Description
      ---  ----  -
? e co=kellogg co

Ref  Items  Index-term
E1   1      CO=KELLOGG CHINA INC
E2   1      CO=KELLOGG CHINA INC. BEIJING OFFICE
E3   0      *CO=KELLOGG CO
E4   1      CO=KELLOGG COLLECTION THE
E5   3      CO=KELLOGG COLLECTION, INC.
E6   3      CO=KELLOGG COMMUNITY COLLEGE
E7   1      CO=KELLOGG COMMUNITY COLLEGE BOOK
E8   3      CO=KELLOGG COMMUNITY FEDERAL CREDIT UNION
E9   72     CO=KELLOGG COMPANY
E10  1      CO=KELLOGG COMPANY MUXICO, S. DE R.L. DE C.V.
E11  3      CO=KELLOGG COMPANY OF GREAT BRITAIN LTD
E12  1      CO=KELLOGG COMPANY OF IRELAND LTD
E13  2      CO=KELLOGG COMPANY OF SOUTH AFRICA (PTY) LTD
E14  1      CO=KELLOGG CONFERENCE CENTER
E15  1      CO=KELLOGG CONSTRUCTION LTD
E16  1      CO=KELLOGG COVE APARTMENTS
E17  1      CO=KELLOGG CREEK TREATMENT PLANT
E18  1      CO=KELLOGG DE COLOMBIA S.A.
E19  1      CO=KELLOGG DE MUXICO, S. DE R.L. DE C.V.
E20  1      CO=KELLOGG DEUTSCHLAND GMBH
E21  1      CO=KELLOGG DOCK
E22  1      CO=KELLOGG ELEMENTARY
E23  2      CO=KELLOGG ELEMENTARY SCHOOL
E24  3      CO=KELLOGG ESPANA SL
E25  1      CO=KELLOGG EUROPE COMPANY LIMITED

Enter P or PAGE for more

? s e9
      S1      72  CO=KELLOGG COMPANY

? s s1 and sf=ultimate
      72  S1
      2780525  SF=ULTIMATE
```

Use Format 15 to retrieve the entire record.

HELP RATES 522 will provide the cost of each format.

Note this is an ultimate and headquarters location.

```

S2      1  S1 AND SF=ULTIMATE

? t s2/15/1

2/15/1
DIALOG(R)File 522: D&B-Who Owns Whom
(c) 2009 Dun & Bradstreet. All rights reserved.

06125021
KELLOGG COMPANY

KELLOG
1 KELLOGG SQ
BATTLE CREEK , MI    49017-3534
UNITED STATES

County: CALHOUN
State/Province: MICHIGAN
Region: North America

Telephone: ( 0001) 269-961-2000

Business: CEREAL BREAKFAST FOODS

Primary SIC: 2043 Mfg cereal breakfast food
Secondary SIC: 2052 Mfg cookies/crackers
2051 Mfg bread/related products
2038 Mfg frozen specialties
2053 Mfg frozen bakery products

This is:
An Ultimate Location
A Headquarters Location
A Corporation
A Public Company
An Importer
An Exporter
Previous Duns Number: 06-249-2124
Duns Number: 00-535-6209

Parent Duns: 00-535-6209
Parent Name: KELLOGG COMPANY
Parent Address: 1 KELLOGG SQ
Parent City: BATTLE CREEK
Parent State/Province: MICHIGAN (MI)
Parent Country: UNITED STATES

Domestic Ultimate Duns: 00-535-6209
Domestic Ultimate Name: KELLOGG COMPANY
Domestic Ultimate Address: 1 KELLOGG SQ
Domestic Ultimate City: BATTLE CREEK
Domestic Ultimate State/Province: MICHIGAN (MI)
Domestic Ultimate Country: UNITED STATES

Global Ultimate Duns: 00-535-6209
Global Ultimate Name: KELLOGG COMPANY
    
```

Note the number of family members for Kellogg.

Global Ultimate Address: 1 KELLOGG SQ
 Global Ultimate City: BATTLE CREEK
 Global Ultimate State/Province: MICHIGAN (MI)
 Global Ultimate Country: UNITED STATES

Number of Family Members: 292

CORPORATE FAMILY HIERARCHY

A listing of family members shows the company name, location and Duns number.

Company Name	Location	Duns Number
(1) KELLOGG COMPANY	Ultimate	
BATTLE CREEK/MICHIGAN	HQ	00-535-6209
BUENA PARK/CALIFORNIA	Branch	13-616-4790
SAN JOSE/CALIFORNIA	Branch	02-119-1200
NEWINGTON/CONNECTICUT	Branch	82-808-4652
WEST HAVEN/CONNECTICUT	Branch	80-255-4915
WEST HAVEN/CONNECTICUT	Branch	07-875-7015
.		
(2) ALIMENTOS KELLOGG SA	Subsid	88-535-3714
MARACAY/VENEZUELA		
(2) ARGKEL, INC	Subsid	12-537-0267
BATTLE CREEK/MICHIGAN		
(2) BEAR NAKED, INC.	Subsid	14-142-9519
NORWALK/CONNECTICUT		
(2) EGGO COMPANY	Subsid	13-975-9612
ATLANTA/GEORGIA		
.		

Note: Format 6 will tell you how many family members exist, so you can estimate the cost of printing out the whole record beforehand.

Summary

In this section we have learned how to locate basic company information--location data, financials, stock data, and a corporate hierarchy for public and private U.S. and non-U.S. companies. This information is an important starting point for a corporate profile.

✓ Learning Check 1

Try the review questions that follow to make sure that you understand the information contained in this section.

1. What technique would you use to search for the following companies? Write the search strategy.
 - a. W.R. Grace
 - b. Malt-O-Meal
 - c. Liz Claiborne
 - d. Boeing

2. Which database(s) would you use to retrieve the following:
 - a. Complete financials on a public U.S. company
 - b. Basic company data on a private U.S. company
 - c. Basic company data on a company in Europe
 - d. A complete annual report on a public company
 - e. Stock price history on a public company

3. Write a search strategy to retrieve a corporate hierarchy on the Intel Corporation.

Section 3: Special Files and Applications for Competitive Intelligence

In this section you will learn how to:

- Find company analyst reports
- Identify product lines
- Identify merger and acquisition sources

Introduction

There are many types of directory databases on Dialog that provide competitive intelligence information valuable to the researcher in specified industries.

- IMS Company Search (File 443) profiles the most significant pharmaceutical companies, including subsidiaries of multi-nationals, operating within the world's main health care markets. Included is a company's local operational profile, corporate ownership links, executives, and, when available, a sales profile of leading products.
- ESPICOM Pharmaceutical and Medical Company Profiles (File 510) provides highly detailed analyses of the world's leading pharmaceutical and medical device companies.
- Thomas Register Online® (File 535) contains product information for approximately 171,000 U.S. and Canadian manufacturing companies and the industrial, food service and retail segments of the food industry.

Note: The table that follows provides more detailed information about these and other specialty databases on Dialog.

Dialog Specialty Files

File Name	File Number	Content Description
Advertiser and Agency Red Books: Advertisers™	177	Contains profiles and corporate linkage for over 29,000 top U.S. and international companies—both public and private—that annually spend more than \$200,000 to advertise their products and services. Records include company name and address, business description, SIC codes, product types, trade names, sales figures, and phone and fax numbers. Additional details include: types of advertising media used; advertising agencies employed by the company; approximate dollars spent in each type of advertising medium; a breakdown of the products handled by each agency employed by the company; and e-mail addresses for key personnel.
Advertiser and Agency Red Books: Agencies™	178	Contains business profiles, corporate linkage, and account information for the world's top advertising agencies and their branches, with listings of names and titles for 60,000 industry executives. Agency profiles include company name and address, telephone and fax, number of employees, year founded, business description, association memberships, area of specialization (e.g., entertainment, financial services), annual billings, advertising accounts by company name and trade name. Additional details include the year an account was awarded, and gross billings by type of advertising medium, including television, newspapers and radio.
Investext PDF Reports	745	Investext PDF reports are available in most Web-based interfaces.
INVESTEXT®	545	The world's largest online database of company and industry research. It provides the full text of 700,000 company, industry, and geographic research reports written by analysts at more than 300 leading investment banks, brokerage houses, and consulting firms worldwide. Investext provides in-depth analysis and data on approximately 50,000 publicly traded companies, including sales and earnings forecasts, market share projections and research and development expenditures. Other Investext reports analyze specific industries/products and businesses in geographic regions. The reports are particularly useful for market research, strategic planning, competitive analysis, and financial forecasting. Contains reports from 1982 through March 2007

File Name	File Number	Content Description
TFSD Files Initial Public Offerings Worldwide Mergers & Acquisitions Joint Ventures & Alliances	550 551 554	TFSD began tracking merger, acquisition, and joint venture activity in the mid-1980s. Collected from U.S. Securities and Exchange Commission (SEC) filings and international counterparts, trade publications, and newswires, the records in these files reflect alliances among companies worldwide. TFSD's strong relationship with investment banks gives them the opportunity to verify and enhance public news sources to ensure that information in these databases is timely, accurate, and complete.
IMS Company Reports	443	Profiles the most significant pharmaceutical companies, including subsidiaries of multi-nationals, operating within the world's main health care markets. Information includes a company's local operational profile, corporate ownership links, executives, and, when available, a sales profile of leading products and therapeutic classes.
ESPICOM Pharmaceutical and Medical Company Profiles	510	Contains highly detailed analyses of the world's leading pharmaceutical and medical device companies.
ICC British Company Directory	561	Comprehensive source for 3.35 million companies registered in England, Northern Ireland, Scotland, and Wales.
ICC British Company Financial Datasheets	562	Comprehensive analysis on the latest financial data on all companies with limited liability in the U.K.--quoted, non-quoted, public and private, from all sectors of U.K. industry and commerce.

DIALINDEX Categories for Specialty Files Containing Basic Company Information

TECHDIR	Technology Company/Organization Directories
DRUGCO	Pharmaceutical Company Directories
MEDDEVCO	Medical Device Company Profiles
CHEMCO	Chemical Manufacturers/Suppliers

Application 1: Finding Analyst Reports about a Company

A good technique for identifying competitors is to see how outside observers position your company. Analyst reports, such as those found in Investext, provide critical unbiased insight into how the company is viewed by its particular industry. They are excellent sources of in-depth analysis of a company, its revenue performance, its market and competition, and analyst predictions of the future prospect of the company.

File 745 provides access to the entire collection of reports available from Investext from August 1999 forward. The companion file INVESTEXT@ (File 545) contains about 40% of the entire Investext collection fully indexed and searchable from July 1982 through March 2007.

For this example we will conduct our search in Investext PDF (File 745). Use File 745 to obtain PDF copies of individual pages or entire reports using DialogClassic Web, DialogLink 5, DialogWeb, or Dialog1.

► **Topic** ◀ It is important to obtain an unbiased look at a company. Brokerage house reports include industry analysis of expected corporate performance, including profit margins, financial growth, and expenses. Look for a company report on Kellogg created by a brokerage house in the industry. Find out how analysts are rating Kellogg and what their predictions about the company are for the future.

Command Summary

B 745
E co=Kellogg
S e5
S sf=company
S (growth and profit?
and perform?)/sh
S s1 and s2 and s3
S s4 and
py=2008:2009

BEGIN File 745.

Expand on CO= to
select the company
name.

Select SF=COMPANY
to limit to company
reports.

Select terms and limit
to subject headings.

Combine sets.

```
? e co=kellogg
Ref  Items  Index-term
E1      1  CO=KELLEY OIL & GAS CORP.
E2     17  CO=KELLEY TECHNICAL COATINGS INC
E3      0  *CO=KELLOGG
E4      2  CO=KELLOGG BROWN & ROOT
E5     976  CO=KELLOGG CO.
E6     25  CO=KELLSTROM INDUSTRIES INC.
E7    327  CO=KELLWOOD CO.
E8     14  CO=KELLY GROUP INC THE
E9    393  CO=KELLY SERVICES INC.
E10    21  CO=KELLY WORKMAN TOOL COMPANY

Enter P or PAGE for more

? s e5
      S1      976  CO='KELLOGG CO.'
```

```
? s sf=company
      S2 5276925  SF=COMPANY

? s (growth and profit? and perform?)/sh
      705127  GROWTH/SH
      493278  PROFIT?/SH
      2399919  PERFORM?/SH
      S3 109725  (GROWTH AND PROFIT? AND PERFORM?)/SH

? s s1 and s2 and s3
      976  S1
```

Display sets to see the sets you had created.

Limit to recent years.

TYPE Format 9 to display the full TOC. Click individual page numbers or full report to display the entire report.

```

5276925 S2
109725 S3
S4      32 S1 AND S2 AND S3

? ds
Set      Items  Description
S1        976   CO='KELLOGG CO.'
S2      5276925 SF=COMPANY
S3      109725  (GROWTH AND PROFIT? AND PERFORM?)/SH
S4        32   S1 AND S2 AND S3

? s s4 and py=2008:2009
          32 S4
1868314 PY=2008 : PY=2009
S5        2   S4 AND PY=2008:2009

? t 5/9/1

5/9/1
DIALOG(R)File 745: Investext(R) PDF Fltxt
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14007619

          KELLOGG CO.

          CREDIT SUISSE - NORTH AMERICA
          MOSKOW, ROBERT, ET AL

Date:November 10, 2009
Record Type: CONTENTS
INVESTEXT(tm) Report Number: 15531498 Pages: 21
Cost: $10.18 per page      Full Report $213.78
This is a(n) Original PDF Company Report. To view PDF
reports, you will need Adobe Acrobat Reader 3.0 or higher
(available free from Adobe) installed on your computer.

Company: KELLOGG CO.
Ticker Symbol: K
    
```

Section/Table Headings	Pages
TABLE OF CONTENTS Table/Chart: Stock & Market Data	1
Graph - Share price performance	1
Table/Chart: Quarterly EPS	1
Summary	1
Table/Chart: Financial and valuation metrics	1
Disclaimer	1
Why We Recommend the Stock	2
Graph - Exhibit 1: Kellogg's ROIC has expanded every year since 2002 while large cap packaged foods peers have declined	2
Graph - Exhibit 2: Kellogg Cash Conversion Cycle	3

Improving	
Why We Recommend the Stock (CONT)	3-4
Graph - Exhibit 3: Ready-to-Eat Cereal Demographics	4
Table/Chart: Exhibit 4: Kellogg Upfront Charges	4
Why We Recommend the Stock (CONT)	5
Table/Chart: Exhibit 5: Advertising as a Percentage of Net Sales	5
Graph - Exhibit 6: Kellogg Advertising Spending Compared to U.S. Weighted Average Market Share in U.S.	5
Table/Chart: Exhibit 7: Kellogg Market Share Trends in U.S.	6
Why We Recommend the Stock (CONT)	6
Graph - Exhibit 8: Kellogg vs. Peers in Cereal Market Share (FDM plus WMT)	6
Why We Recommend the Stock (CONT)	7
Table/Chart: Exhibit 9: Weighted Average Exposure to Private Label	7
Risks	7
Graph - Exhibit 10: Kellogg's sales growth outpaced its US food peers and far exceeded its low single-digit growth 2006	8
Risks (CONT)	8
Table/Chart: Exhibit 11: Cereal Pricing Trends	8
Gross Margin Opportunity	9
Table/Chart: Exhibit 12: Gross Margin (in bps) Change VYA	9
Graph - Exhibit 13: Kellogg Cost Inflation Index	9
Company Overview	10
Graph - Exhibit 14: Kellogg Sales by Region, 2008	10
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Table/Chart: Exhibit 16: 2009 and 2010K EPS Growth Drivers	11
Outlook (CONT)	11
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Table/Chart: Exhibit 17: Kellogg Internal Sales Growth Trends	12
Acquisitions	12-13
Free Cash Flow	13
Table/Chart: Exhibit 18: Kellogg Key Quarterly Metrics	14
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A portion of the Table of Contents has been omitted due to space constraints.

Application 2: Identifying a Product Line

Depending on the company being profiled, we may or may not look in detail at a corporation's product line. The key to creating a targeted and useful corporate profile is being familiar with the company being profiled and understanding the information needs of the requester of the information.

Trade Names & Products

An excellent source of product-related information is the Advertiser and Agency Red Books (Files 177 and 178). These files contain business profiles and corporate linkage for over 29,000 top U.S. and international companies—both public and private—that annually spend more than \$200,000 to advertise their products and services. These files also include data on advertising expenditure broken down by media type.

► **Topic** ◀ The Kellogg Company has a wide variety of products. Obtain a list of the products and obtain figures on the amount of advertising dollars the company is spending.

Command Summary

```
B 177
E co=Kellogg
S e4
S cn=usa
S s1 and s2
T s3/9/all

BEGIN File 177.

EXPAND CO= to
select the company
name and SELECT the
appropriate E number.

SELECT CN=USA to
limit to US location.

Combine sets.

TYPE out your record
in Format 9 to look at
the complete record.
```

```
? b 177

File 177:Adv.& Agency Red Books:Advertisers 2009/Dec
(c) 2009 Reed Elsevier Inc

Set Items Description
--- ----
? e co=kellogg
Ref Items Index-term
E1 1 CO=KELLEY AUTOMOTIVE GROUP
E2 1 CO=KELLEY BLUE BOOK CO., INC.
E3 0 *CO=KELLOGG
E4 2 CO=KELLOGG COMPANY
E5 1 CO=KELLWOOD COMPANY
E6 1 CO=KELLY NURSERIES
E7 1 CO=KELLY RYAN EQUIPMENT COMPANY
E8 1 CO=KELLY SERVICES, INC.
E9 1 CO=KELLY-MOORE PAINT COMPANY, INC.
E10 1 CO=KELO-TV

Enter P or PAGE for more

? s e4
S1 2 CO='KELLOGG COMPANY'

? s cn=usa
S2 16746 CN=USA

? s s1 and s2
2 S1
16746 S2
S3 1 S1 AND S2

? t s3/9/all
```

The primary and secondary lines of business are given and a complete listing of trade names and products for the company (abbreviated here).

Sales figures are given.

3/9/1
DIALOG(R)File 177: Adv.& Agency Red Books:Advertisers
(c) 2009 Reed Elsevier Inc. All rights reserved.

00012427
Kellogg Company

1 Kellogg Sq,
Battle Creek , MI 49017-3534
Country: USA

Number of Corporate Affiliates: 2
NRPC Company Number: 007986000
THIS COMPANY IS AN Ultimate PARENT
Trade Status: Import Export
Number of Employees: 32,400
Year Founded: 1906
Telephone: (269) 961-2000 (800) 535-5644
FAX: (269) 961-2871
General E-mail: info@kelloggs.com
General URL: www.kelloggcompany.com

Classification: Flour & Cereals
Description of Business: Description: Ready-to-Eat
Breakfast Cereals, Snacks & Beverage Products
Primary SIC Code:
2041 (Flour and other grain mill products, nsk)
Secondary SIC Code:
2043 (Cereal breakfast foods)
2043 (Cereal breakfast foods)
2053 (Frozen bakery products, except bread)

Trade Names & Products;
APPLE JACKS (Food Product)
APPLE RAISIN CRISP (Flakes of Rice & Rye Cereal with
Apples & Raisins)
AUSTIN (Food Product)
BITS CRASHERS (Yogurt-Covered Fruity Dots)
BRAN BUDS (High-Fiber Morsels of Wheat Bran & Psyllium
Cereal)
CHEEZ-IT (Food Product)
CHIK PATTIES (Chicken Alternative Products)
CHIPS DELUXE (Snacks)
CINNABON (Snack Bar)
CINNAMON CRUNCH CRISPIX (Cereal)
CLUB (Snacks)
COCOA KRISPES (Cereal)
COMPLETE WHEAT BRAN FLAKES (Cereal)
CORN POPS (Ready-Sweetened Puffed Corn Cereal)
CRACKLIN' OAT BRAN (Cereal)
CRISPIX (Food Product)
EGGO (Food Product)
.
SALES : \$12,822,000,000
Fiscal Year End: 12/29/08
Agency Renewal Month: Sept. -Oct.

A breakdown of advertising expenditures by media type is also included in the record, as well as a list of executives and ad agencies.

Approx. Total Expenditures: \$857,700,000

Types of Media Used:

Broadcast/TV:
 Cable T.V.
 Network T.V.
 Spot T.V.

Direct Mail:
 D.M. to Consumers
 Product Samples

Magazine:
 Consumer Mags.

Exhibits/Shows:
 Exhibits/Trade Shows
 Special Events Mktg.

Internet/Web:
 Internet Adv.

Point-of-Purchase:
 Point of Purchase

Outdoor:
 Outdoor (Posters, Transit)

Other/Miscellaneous:
 Multimedia
 Foreign

Executives:

Jenness, James M.	Chm
David Mackay, A.	Pres & CEO
Fleuriot, Elisabeth	Mng Dir-France, Benelux, Central Eastern E
Peterson, Gregory D.	Mng Dir-Kellogg United Kingdom & VP
Dissinger, Ronald L.	CFO
Bryant, John A.	COO & Exec VP
Baynes, Mark	CMO-Global & VP
Bruch, Ruth E.	CIO & Sr VP
.	
Borton, Andrea	Sr Brand Mgr-Pop Tarts
Cumming, Don	Brand Mgr-Corn Flakes
Gusse, Angela	Brand Mgr-Murray Sugar Free Cookies
Hatch, LaKesha	Brand Mgr-Special K
Howe, Tamara	Brand Mgr-Rice Krispies
Miller, Karl	Brand Mgr-Rice Krispies
Ross, John	Sr Mgr-Market Res

Agencies:

Ketchum
 NRPC Company Number: 001789012
 Corporate Address:
 6 PPG Pl,
 Pittsburgh, PA 15222|5425
 USA
 Phone: (412) 456-3500

Application 3: Customizing Company Data with SORT/REPORT

In the previous example we looked at a specialty file that lists a specific company's product line. Often company intelligence research will involve finding companies that produce or market a particular product or technology without knowing the company names. Many of the company database producers have added product name indexing, often with associated coding schemes. Databases from Dun & Bradstreet, Kompass, and Cengage/Gale are major examples.

Technique

In this example we will also use two Dialog commands: SORT and REPORT.

- The SORT command sorts a specified set by the fields indicated. Specify **set/items/sortable fields**. Always use ALL as the range of items. The system sorts in ascending order unless "D" is used to specify descending order.

Example: sort s1/all/sa,d

- The REPORT command produces an online tabular display with data from the specified fields arranged in columns (e.g., Company Name, Zip Code, Sales). Specify **set/fields/items**. Check database bluesheets for SORTable and REPORTable fields.

Example: report s1/co,cy,st/1-20

► **Topic** ◀ In the application shown here, we are looking for detailed information on companies that produce natural or organic food products. Thomas Register Online (File 535) covers companies in the United States producing a wide range of products.

Command Summary

```
B 535
E pn=food prod
S e4
S s1 and (organic or
natural)
Sort s2/all/st,cy
set h 132 v 0
report
s3/co,st,cy,em,te/1-20
```

EXPAND using the product name prefix (PN=) and "food prod" to see companies that produce food products.

```
? b 535

File 535:Thomas Register Online(R) -2009/Q3
      (c) 2009 Thomas Publishing Co.

      Set  Items  Description
      ---  -
? e pn=food prod

Ref  Items  Index-term
E1   20    PN=FOOD PROCESSING PLANTS: COMPLETE
E2   122   PN=FOOD PROCESSING SERVICES
E3   0     *PN=FOOD PROD
E4   2551  PN=FOOD PRODUCTS
E5   8     PN=FOOD SANITARY HAIRNETS
E6   10    PN=FOOD SHIELDS
E7   3     PN=FOODS: IMITATION, DISPLAY
E8   40    PN=FOODS: PET, DOG & CAT
E9   27    PN=FOODS: PLANT
E10  10     PN=FOODS: PRIVATE LABEL
. . . . .
Enter P or PAGE for more

? s e4
      S1    2551  PN='FOOD PRODUCTS'
```

Narrow the list of companies to those involved with organic food products.

Set the horizontal line length to 132 and V to 0 so printout will be continuous.

SORT the set by state, and city; then use the **REPORT** command to create a table showing the company name, city, state, number of employees, and telephone numbers of the first 20 companies listed alphabetically by state.

```
? S s1 and (organic or natural)
      2551 S1
      1448 ORGANIC
      2936 NATURAL
      S2   110 S1 AND (ORGANIC OR NATURAL)

? set h 132 v 0
Characters per line set to 132.
Lines per Page set to 0.

? Sort s2/all/st,cy
      S3   110 Sort S2/ALL/ST,CY

? report s3/co,st,cy,em,te/1-20
```

DIALOG(R)File 535 :Thomas Register Online(R)
(c) 2009 Thomas Publishing Co. All rts. reserv.

COMPANY NAME	STATE	CITY	NUMBER EMPLOYEE	TELEPHONE NUMBER
The Lefse House	AB	Camrose	NA	780-672-7555
Norac Sfe Technology	AB	Edmonton	NA	NA
21ST Century Healthcare, Inc.	AZ	Tempe	NA	NA
Anita's Certified Organic Grai	BC	Chilliwack	NA	NA
Robbie's Natural Products	CA	Altadena	NA	626-798-9944
California Independent Almond	CA	Ballico	NA	209-667-4855
Cedarlane Natural Foods Inc.	CA	Carson	499	310-886-7720
National Custom Packing/Inn Fo	CA	Castroville	NA	831-761-7594
Royal Angelus Macaroni Company	CA	Chino	99	909-627-7312
Maywood Farms Figs	CA	Corning	99	530-824-4216
Lagier Ranches, Inc	CA	Escalon	NA	209-982-5618
Wildwood Natural Foods, Inc.	CA	Fairfax	NA	415-459-3919
Calio Groves, LLC & The Critel	CA	Fairfield	NA	707-402-4700
Rainbow Valley Orchards	CA	Fallbrook	NA	760-728-2905
Timber Crest Farms	CA	Healdsburg	99	707-433-8251
Long Meadow Ranch	CA	Helena	49	707-963-4555
Winterhaven Ranch	CA	Huntington Beach	49	714-892-5586
Nielsen Citrus Products Compan	CA	Huntington Beach	9	714-892-5586
Hemingway Group	CA	Los Angeles	9	323-936-9186
Mutual Flavors	CA	Los Angeles	49	323-264-7790

Application 4: Finding Corporate Merger and Acquisition Information

A section on merger and acquisition activities should always be included in a corporate profile as this is vital information for the requester to be aware of.

We can search TFSD Worldwide M&A (File 551). TFSD has collected filings from the U.S. Securities and Exchange Commission (SEC) and its international counterparts, as well as from trade publications, and newswires. The records reflect strategic alliances, joint ventures, sales and marketing arrangements, and licensing and distribution pacts among companies worldwide.

Topic: Mergers, acquisitions, alliances, and partnerships are often a way for a company to broaden its market share, develop a new product line or enter a niche market. Specialty Cereals has a line of cereal products that would benefit Kellogg in their goal to broaden their global reach. There has been some talk about a possible acquisition by Kellogg. See if Kellogg has entered into any relationship with Specialty Cereals.

Command Summary

```
B 551
S kellogg and
specialty()cereals/tg
T s1/9/1
```

Use the suffix **/tg** to limit the search to Specialty Cereals as the target (TG) in an acquisition. To limit to the acquiring company, use the suffix **/aq**.

Note that the company name index (**/co**) contains *both* acquiring and target company names. You can also add a specific year (e.g., **py=2009**).

```
? b 551

File 551:TFSD Worldwide M&A 1980-2010/Jan 12
      (c) 2010 Thomson Fin Sec Data

      Set  Items  Description
      ---  -
? s kellogg and specialty()cereals/tg
          152  KELLOGG
          712  SPECIALTY/TG
           23  CEREALS/TG
           1  SPECIALTY/TG(W)CEREALS/TG
S1       1  KELLOGG AND SPECIALTY()CEREALS/TG

? t s1/9/1

3/9/1
DIALOG(R)File 551: TFSD Worldwide M&A
(c) 2010 Thomson Fin Sec Data. All rights reserved.

06050214      SDC Number: 1210042040
TARGET COMPANY:
-----
Specialty Cereals Pty Ltd
New South Wales ,
Australia
CUSIP Number: 84802A
Parent CUSIP: 84802A

Company is Private

Primary SIC Code: 2043 Cereal breakfast foods
Secondary SIC Codes: 2041 Flour and other grain mill
products
```

Description of Business:
Specialty Cereals Pty Ltd, located in New South Wales, Australia, is a cereal breakfast food producer.

ACQUIRER COMPANY:

Kellogg(Australia)Pty Ltd
Melbourne ,
Australia
CUSIP Number: 48784X

Company is Subsidiary

Primary SIC Code: 2043 Cereal breakfast foods
Secondary SIC Codes: 2041 Flour and other grain mill products

Description of Business:
Kellogg (Australia) Pty Ltd, located in Melbourne, Australia, is a cereal breakfast food producer. It was founded in 1924.

DEAL SPECIFICS:

Announcement Date: 08/21/08
Effective Date: 09/18/08
First Offer Date: 08/21/08

Transaction Type: Acq. of Assets
Status: Completed
Attitude: Friendly

Deal Value: NA Mil
NA Mil U.S. Dollar

Date of Record Change: 11/28/08

► **Topic** ◀ A DIALINDEX category—**MERGEACQ**—contains databases that provide information on different types of joint ventures. What types of recent arrangements is Kellogg involved in? We can use the Command Summary listed to obtain the following records.

Command Summary

B mergeacq current
E co=Kellogg
S e3
S (merg? or
acqui?)/ti,ab,de
S s1 and s2
RD

```
>>>CURRENT started

      Set  Items  Description
      ---  -
? e co=kellogg
Ref  Items  Index-term
E1      1  CO=KELLOG'S PRODUITS ALIMENTAIRES
E2      1  CO=KELLOG'S SPECIAL K
E3     6941 *CO=KELLOGG
E4      1  CO=KELLOGG (AUST.) PROPRIETARY LTD.
E5      2  CO=KELLOGG (AUST) PTY LTD
E6     11  CO=KELLOGG (AUSTRALIA ) PTY LTD
E7      4  CO=KELLOGG (AUSTRALIA)
```

```

E8      15 CO=KELLOGG (AUSTRALIA) PROPRIETARY LTD
E9      81 CO=KELLOGG (AUSTRALIA) PROPRIETARY LTD.
E10     24 CO=KELLOGG (AUSTRALIA) PTY LTD
E11      1 CO=KELLOGG (DEUTSCHLAND)
E12     68 CO=KELLOGG (DEUTSCHLAND) GMBH
E13      2 CO=KELLOGG (GB)
E14      1 CO=KELLOGG (INDIA)
E15     15 CO=KELLOGG (MALAYSIA) SDN. BHD.
E16      1 CO=KELLOGG (MW)
E17    1339 CO=KELLOGG (MW)
E18      2 CO=KELLOGG (MW) (W EUROPE)
E19      3 CO=KELLOGG (MW) CANADA
E20     218 CO=KELLOGG (MW) CO (THE)
E21      2 CO=KELLOGG (MW) CO.
E22      1 CO=KELLOGG (MW) CONSTRUCTOR
E23      5 CO=KELLOGG (MW) LTD
E24     72 CO=KELLOGG (MW) UK
E25      2 CO=KELLOGG (SPAIN)

```

Enter P or PAGE for more

? s e3

```
S1      2950 CO='KELLOGG'
```

? S (merg? or acqui?)/ti,ab,de

```
540442  MERG?/TI,AB,DE
1378794  ACQUI?/TI,AB,DE
S2 1463697 (MERG? OR ACQUI?)/TI,AB,DE
```

? s s1 and s2

```
2950 S1
1463697 S2
S3      42 S1 AND S2
```

? rd

```
S4      42 RD (unique items)
```

► Topic ◀ TFSD's Joint Venture and Alliances database can be tapped to get an idea of what the company may be doing short of merger.

Command Summary

```

B 554
E co=Kellogg
S e4
T s1/9/1

```

TYPE out the records in Format 3 to begin with, then Format 9 for the interesting ones.

```

? b 554
DIALOG(R)File 554:TFSD`s J V & Alliances
(c) 2010 Thomson Fin Sec Data. All rights reserved
....

1/9/1
DIALOG(R)File 554: TFSD J V & Alliances
(c) 2010 Thomson Fin Sec Data. All rights reserved.

01000056      SDC Number: 1000056045

Alliance Type : Strategic Alliance

```

Involving : Marketing Services
Date Announced : 04/25/2000

Current Status : Letter of Intent

=====
Purpose
=====

Kellogg Co and Salton Inc signed a letter of intent to form a strategic alliance to jointly market Kellogg's Pop Tarts and Eggo waffles and Salton's Toastmaster toasters in the United States.

Joint Venture SIC Code : 8742

Location(s) : Michigan, United States;

=====
Participants

=====
Participant : Kellogg Co
1 Kellogg Square
Battle Creek , MI 49016-3599

Country : United States
Telephone : (616)961-2000
State of Incorporation : DE
Ticker Symbol : K

Business Description : Manufacture cereals, flour, grain products, canned and frozen foods
Participant SIC Code : 2041

Participant : Salton Inc
550 Business Center Drive
Mount Prospect , IL 60056

Country : United States
Telephone : (708)803-4600

State of Incorporation : DE
Ticker Symbol : SFP

Business Description : Manufacture,design and market kitchen and home appliances, personal and beauty care appliances and decorative quartz wall and alarm clocks under the brand names of Salton(R), Maxim(R), Breadman(R), Juiceman(R), Salton Creations(R), Salton Time(R), White-Westinghouse(R) and Farberware(R)
Participant SIC Code : 2032

=====
Main Applications

=====
Jointly market Kellogg's Pop Tarts and Eggo waffles and Salton's Toastmaster toasters

Summary

In this section we looked at a variety of different databases to enhance our company profile. We checked non-U.S. companies, identified possible alliances or mergers and acquisitions files and identified company products. We also reviewed analyst reports to get independent opinions about companies.

✓ Learning Check 2

Complete the following quiz to test your knowledge of the databases and techniques in this section.

1. Which command(s) will do the following:
 - a. Limit record retrieval to the current year, plus one back year?
 - b. Limit to the target company? (File 551)
 - c. Sort records by zip code and create a report?
 - d. Limit reports retrieved to those focused on an industry only? File 545)

2. Which database(s) would you use to find the following:
 - a. Corporate linkage for Merck Pharmaceuticals?
 - b. Data on a company selling defibrillators?
 - c. Products sold by General Mills?
 - d. A page of a company report on Apple Computer?
 - e. Data about the acquisition of Specialty Cereals by Kellogg Company?

Section 4: Company News

In this section you will:

- Identify different news sources on Dialog
- Use OneSearch® categories to find current company news
- Set up an Alert to obtain current information

Introduction

A corporate profile should always include an overview of the company's presence in the general media. Since some recent corporate activities may only be found in the news media, a search of the news files should be performed. News sources—newspaper, newswires, newsletters, journals, broadcast manuscripts—are an invaluable means of tracking late-breaking mergers and acquisitions information, regional news, and local reputation of a business. We can then decide whether to include the full text, the titles, or the abstracts of the items that we retrieve.

Some of the Dialog multi-industry databases covering journals and newsletters are highlighted in this section. Dialog also has specialized industry databases to assist in analyzing particular industries.

Database Listings

There are many possible sources for locating news items that concern a particular company.

- We can use **DIALINDEX (File 411)** to find company names in the Company Name field (co=, /co), as well as references in the text of trade journal articles or news reports. In DIALINDEX, we can restrict the search to special supercategories, such as ALLNEWS or ALLBUSINESS. The ALLBUSINESS supercategory can be used for researching small, lesser known companies.
- We can search one of the **Dialog OneSearch categories**. All of the databases in the NEWSCO category contain a Company Name field. INTLNEWS, for international company news, includes files that do not have a Company Name field, such as Asia Pacific News (File 728). If a database does not contain a Company Name field, the system ignores the field limit and a free-text search is done instead.

- We can search **individual files**, such as Business & Industry™ (File 9), Business & Management Practices® (File 13), ABI/INFORM® (File 15), Cengage/Gale Promt® (File 16/160), Cengage/Gale Management Contents® (File 75), or Cengage/Gale Trade and Industry Database™ (File 148). Another individual file that is particularly helpful is Business Dateline® (File 635) which covers regional and local business journals. Some individual files like Harvard Business Review Fulltext with Images (File 106) offer complete text.
- **Newsletters** are an important source of business and technical information. Written by specialists, newsletters provide highly factual reporting of key events and trends that affect markets, industries, and competitive strategies. Professional and trade newsletters are read to maintain awareness of events across an entire industry or in specific segments of an industry. Industry executives and analysts rely on them for timely information on:
 - industry and news trends
 - company activities and analysis
 - important world business events
 - market conditions
 - new products

Full-text newsletters are particularly valuable since the source may be difficult to locate or require a subscription. Along with Cengage/Gale Newsletter Database™ (File 636), Dialog has databases with specialized newsletters, such as Dialog Defense Newsletters (File 264).

- We can search for relevant news items by using the **newspaper files**. A good place to start is Dialog NewsRoom (File 990) that contains more than 11,000 full-text news sources. You can also use the combination of Business Dateline (File 635), the Major Newspapers OneSearch category (PAPERSMJ) and the Regional Newspapers OneSearch category for the region in which the company is headquartered.
- The **newswires**, such as PR Newswire (File 613/813), Business Wire (File 610/810), McClatchy-Tribune Information Service (File 608) and Dialog Global Reporter (File 20) are another excellent source of recent corporate endeavors.

Note: The following table contains more detailed information about these and other news sources.

Key Company & Industry News Sources on Dialog

File Name	File Number	Content Description	Search Tips
Dialog NewsRoom	990	A comprehensive international collection of over 11,000 sources including newspapers, newsletters, magazines, directories, press releases, broadcasts, trade and industry journals, and scholarly journals. About 4/5 of file is full text; 1/5 abstracts. Updated continuously.	Search by market sector, location, and company.
Business & Industry™	9	Contains information with facts, figures, and key events dealing with public and private companies, industries, markets, and products for all manufacturing and service industries at an international level. B&I coverage concentrates on leading trade magazines and newsletters, the general business press, regional newspapers, and international business dailies. The database includes abstracts and full text of relevant articles, and is enhanced with rich indexing that enables highly specific retrieval of relevant articles.	Search on Document Type COMPANY OVERVIEW (DT=COMPANY OVERVIEW) for feature stories on a company. DT=INDUSTRY OVERVIEW for survey articles. Over 50 industries (IN=). Use CT= for Concept Codes. Use DT=RANKING to provide lists. Use CT=INDUSTRY FORECASTS for overview articles.
McClatchy-Tribune Information Service	608	Provides same-day, full-text business and related news from McClatchy-Tribune Service publications, Tribune Company newspapers and affiliated papers. Articles from contributing newspapers and magazines are available the morning of publication.	EXPAND JN= for specific publications.

File Name	File Number	Content Description	Search Tips
Cengage/ GaleTrade and Industry Database™	148	A multi-industry database covering international company, industry, product, and market information, with strong coverage of such areas as management techniques, financial earnings, economic climate, product evaluations, and executive changes. Unique industry sub-files allow users to narrow or broaden their searches to one or more groups of industry specific publications.	Search on Document Type COMPANY PROFILE/CO for feature stories on a company. INDUSTRY(W)OVERVIEW/TI for survey articles. Use Event Code 6 (EC=6?) for market data; EC=65? for sales data; EC=336 for new products; EC=604 for market share data. Focus by industry name (IN=). Limit /USA for U.S. stories only; CN= for specific countries. Products are indexed by SIC Codes (SC=) and NAICS codes (NC=), as well as unique product codes (PC=). Separate index for trade names/brand names (/TN).
Cengage/Gale PROMT® 1990+ Backfile 1972- 1989	16 160	A multiple-industry database that provides broad, international coverage of companies, products, markets, and applied technologies for all industries. Comprised of abstracts and full-text records from the world's important trade and business journals, local newspapers, regional business publications, national and international business newspapers, industry newsletters, research studies, investment analysts' reports, corporate news releases, and corporate annual reports. PROMT abstracts and full-text records cover the international events and activities of public and private companies throughout the world.	Search on Document Type COMPANY PROFILE/CO for feature stories on a company. INDUSTRY(W)OVERVIEW/TI for survey articles. Use Event Code 6 (EC=6?) for market data; EC=65? for sales data; EC=336 for new products; EC=604 for market share data. Focus by industry name (IN=). Limit /USA for U.S. stories only; CN= for specific countries. Products are indexed by SIC Codes (SC=) and NAICS codes (NC=), as well as unique product codes (PC=). Separate index for trade names/brand names (/TN).

File Name	File Number	Content Description	Search Tips
Business Dateline®	635	Business Dateline provides the full text of major news and feature stories from 550 regional businesses. The regional perspectives reported in the business press make Business Dateline an excellent source of in-depth business information with a local point of view. You are more likely to find out the story behind the story in mergers, acquisitions, company executives, new products, and competitive intelligence.	Search on Company Name (/CO) or Ticker Symbol (TS=). Products are indexed by NAICS Codes (NC=).
Business Wire 3/1999+	610	Carries full-text corporate news releases for over 10,000 U.S. corporations representing primarily the high-tech, Fortune 1000, and NASDAQ sectors. News releases issued by universities, research institutes, and other organizations are also carried.	Company name index generated by Dialog (/CO).
Backfile 1986-2/1999	810		
PR Newswire 5/1999+ Backfile 1987-4/1999	613 813	Contains complete text of news releases prepared by U.S. and Canadian companies, public relations agencies, trade associations, city, state, federal, and non-U.S. government agencies.	Search on Company Name (/CO) or Ticker Symbol (TS=). Retrieve company profiles with Event Name (EN=COMPANY PROFILES).
Dialog Global Reporter	20	A comprehensive, global news source. The database covers the leading newspapers, business magazines, and newswires from all regions of the world, including emerging markets. It is an English-language database that includes full-text articles; English-language abstracts are provided for non-English language sources.	Use MARKET(W)DATA/DE for market data; SALES/DE for sales data; FORECAST?/DE for industry overview and predictions. Focus by industry name (IN=). Products are indexed by SIC Codes (SC=) and NAICS codes (NC=).

File Name	File Number	Content Description	Search Tips
Cengage/Gale Newsletter Database™	636	Contains the full text of specialized industry newsletters that provide concise information on companies, products, markets, and technologies; trade and geopolitical regions of the world; and government funding, rulings, and regulation and other legislative activities which impact the industries and regions covered. The database includes more than 100 of the most important specialized industry newsletters published, with additional titles added on a regular basis.	Search on Document Type COMPANY PROFILE/CO for feature stories on a company. INDUSTRY(W)OVERVIEW/TI for survey articles. Use Event Code 6 (EC=6?) for market data; EC=65? for sales data; EC=336 for new products; EC=604 for market share data. Focus by industry name (IN=). Limit /USA for U.S. stories only; CN= for specific countries. Products are indexed by SIC Codes (SC=) and NAICS codes (NC=), as well as unique product codes (PC=). Separate index for trade names/brand names (/TN).

Application 1: Finding Current Information about a Company

Searching multiple files is a good way to see whether a company is being mentioned in the news. Dialog NewsRoom with more than 11,000 sources and the four most current months data is an ideal starting point.

Tip: Often newspapers do not have Company Name indices so it is best to use the Lead Paragraph (/LP) field. If there are too many records, you can try combining the company name with its main product lines.

► **Topic** ◀ Use some of the news sources on Dialog to find recent information about the activities of the Kellogg Company.

Command Summary

B 990
S kellogg/ti,lp,ab
S s1 and (cereal or
grain)
T s2/6,k/1-2

BEGIN in File 990.
SELECT the company
name, restricted to the
title, lead paragraph
and abstract.

Limit the search further
by using keywords for
the products of the
company.

TYPE a few records
using the KWIC format
to see the keywords in
the context of the
articles.

```
? b 990
File 990:Newsroom Current Jul 01-2010/Feb 03
      (c) 2010 Dialog
```

```
      Set  Items  Description
      ---  -
      ? s kellogg/ti,lp,ab
```

```
      S1      3491  KELLOGG/TI,LP,AB
```

```
? s s1 and (cereal or grain)
```

```
      3491  S1
      16355 CEREAL
      36253 GRAIN
      S2      316  S1 AND (CEREAL OR GRAIN)
```

```
? t s2/6,k/1-5
2/6,K/1
```

```
DIALOG(R)File 990: Newsroom Current
(c) 2010 Dialog. All rights reserved.
```

```
1909513064  18PC0ES7
Earnings Preview: Kellogg Co.
```

```
AP General Financial/ Business News
Wednesday , February 3, 2010
Word Count: 230
Earnings Preview: Kellogg Co.
```

Text:

```
... Kellogg Co, the world's leading cereal maker,
reports its fourth-quarter results before the market opens
Thursday.
```

WHAT TO WATCH FOR

```
Industry Names: CANNED FOODS; FOOD; AGRICULTURE; BEVERAGES;
BREAKFAST CEREALS; RETAILING AND DISTRIBUTION; BAKERY
PRODUCTS; GRAINS AND CEREAL CROPS
Journal Region:
```

2/6,K/2

DIALOG(R)File 990: Newsroom Current
(c) 2010 Dialog. All rights reserved.

1909510943 18PC0APY
Salt level in cereals shaken up

Daily Telegraph (Sydney, Australia)
Wednesday , February 3, 2010
Word Count: 280

Text:

...being overhauled as manufacturers move to reduce the amount of salt contained in popular foods

Kellogg 's will over the next two years gradually lower the salt content by 20 per...

Industry Names: CANNED FOODS; FOOD; AGRICULTURE; BEVERAGES;
BREAKFAST CEREALS; BAKERY PRODUCTS; GRAINS AND CEREAL CROPS
Journal Region:

2/6,K/3

DIALOG(R)File 990: Newsroom Current
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1907534328 18P711JR
UK: Kellogg cuts salt content across Europe

Just-food
Sunday , January 31, 2010
Word Count: 252
UK: Kellogg cuts salt content across Europe

Text:

31 Jan 2010 - Kellogg has announced a 30% reduction in the amount of salt in its Rice Krispies and Corn Flakes cereals and snacks across Europe. The move, Kellogg said yesterday (28 January), will decrease the UK-s annual salt intake by around 300 tonnes. Tim Mobsby, president of Kellogg -s Europe, said: 'For the past 12 years we have been listening to consumers and...

...our products without compromising on taste. We have already reduced the salt in our major cereal brands by at least 50% since we started this effort in 1998 in Europe. These...high) for salt using the Food Standard-s Agencies traffic light food labelling scheme, the cereal maker said, adding that no salt replaces are being used in the products. The reformulated Kellogg -s Rice Krispies are ...

Industry Names: CANNED FOODS; FOOD; AGRICULTURE; BEVERAGES;
BREAKFAST CEREALS; BAKERY PRODUCTS; GRAINS AND CEREAL CROPS
Journal Region:

Application 2: Using the Newsletter Database

Newsletter databases are an important source of news about a company. Written by specialists, newsletters provide highly factual reporting of the key events and trends that affect markets, industries, and competitive strategies.

Professional and trade newsletters are read to maintain awareness of events across an entire industry or in specific segments of an industry, and industry executives and analysts rely on them for timely information on:

- Company activities and analysis
- Important world business events
- New products

Full-text newsletters are particularly valuable since the source may be difficult to locate or require a subscription. Cengage/Gale Newsletter Database (File 636) contains specialized industry newsletters that provide concise information on companies, products, markets, and technologies; trade and geopolitical regions of the world; and government funding, rulings, regulation, and other legislative activities affecting businesses. This general newsletter database should be a good one for a search on company news in the cereal/breakfast food industry.

► **Topic** ◀ Find out what industry specialists are saying about Weetabix.

Command Summary

B 636
S (cereal or
breakfast()food)/ti,de
S ec=010
T s1 and s2
T s3/6,k/1-2
T s3/9/2

BEGIN in File 636.

SELECT the
company's products,
narrowed to the title
(/TI) and descriptor
(/de).

Limit further using the
Event Code available
in Cengage/Gale
databases (EC=).

TYPE records using
the KWIC format and
Format 6 for the title of
the articles and
keywords in context.

```
? b 636
File 636:Gale Group Newsletter DB(TM) 1987-2010/Jan 05
(c) 2010 Gale/Cengage

? s (CEREAL OR BREAKFAST()FOOD)/TI,DE
      4519 CEREAL/TI,DE
      8907 BREAKFAST/TI,DE
     134694 FOOD/TI,DE
           10 BREAKFAST/TI,DE(W)FOOD/TI,DE
S1      4525 (CEREAL OR BREAKFAST()FOOD)/TI,DE

? s ec=010
S2      23572 EC=010 FORECASTS, TRENDS, OUTLOOKS

? s s1 and s2
      4525 S1
     23572 S2
S3      13 S1 AND S2

? t s3/6,k/1-2
3/6,K/1
DIALOG(R)File 636: Gale Group Newsletter DB(TM)
(c) 2010 Gale/Cengage. All rights reserved.

06973744 Supplier Number: 183985942 (USE FORMAT 7 FOR
FULLTEXT)

Cereals and grains.(MARKETS)(Statistical
table)(Report)(Statistical data)
```

August 18 , 2008

Word Count: 717

Descriptors: ...Forecasts and trends; Cereal products...
...Prices and rates; Cereal products... ...Production data;
Cereal products...

Event Names: *740 (Commodity & service prices); 620
(Production data); 010 (Forecasts, trends, outlooks

3/6,K/2

DIALOG(R)File 636: Gale Group Newsletter DB(TM)

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06826991 Supplier Number: 178121798 (USE FORMAT 7 FOR
FULLTEXT)

Cereal and grains.(MARKETS)(Statistical table)(Brief
article)

April 7 , 2008

Word Count: 25

Cereal and grains.(MARKETS)(Statistical table)(Brief
article)

Descriptors: *Cereal products industry...

Event Names: *230 (Production management); 010 (Forecasts,
trends, outlooks

SIC Codes: 2041 (Flour and other grain mill products); 2043
(Cereal breakfast foods); 0110 (Cash Grains)

3/6,K/3

DIALOG(R)File 636: Gale Group Newsletter DB(TM)

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06826936 Supplier Number: 178121743 (USE FORMAT 7 FOR
FULLTEXT)

Cereal as a snack: growing in popularity.

April 7 , 2008

Word Count: 578

Cereal as a snack: growing in popularity.

Descriptors: *Cereal products industry... ...Industry
forecasts; Cereal products industry...

Event Names: *010 (Forecasts, trends, outlooks); 650 (Sales
& consumption

SIC Codes: 2041 (Flour and other grain mill products); 2043
(Cereal breakfast foods); 0110 (Cash Grains); 2000 (FOOD
AND KINDRED PRODUCTS)

? T s3/9/3

23/9/3

DIALOG(R)File 636: Gale Group Newsletter DB(TM)

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06826936 Supplier Number: 178121743 (THIS IS THE FULLTEXT)

Cereal as a snack: growing in popularity.
 The Food Institute Report , v 81 , n 14 , p 4
 April 7 , 2008
 ISSN: ISSN: 0745-4503
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal ; Trade
 Word Count: 578

Text:

Cereal's not just for breakfast anymore, as many restaurants and stores are capitalizing on the fact that consumers are increasingly eating cereal at non-breakfast hours. Newly emerging sections of the cereal aisle is helping to increase "the specialty segment by 21.5% to \$486 million, (which is) versus a 0.5% drop for all cereal," reports Specialty Food Magazine (March). This downward trend might be changing, as there has been a surge in institutions that are offering cereal. Cerealonly cafes, who often feature hot and cold varieties, as well as a multitude of toppings, are popular on college campuses, as well as with families and professionals. "Cereal targets a lot of the general public," explains Michael Glassman, co-founder of THE CEREAL BAR in Miami.

Appealing to different types of consumers is also a trial for cereal manufacturers. Children's cereal must approach its demographic with a keen eye, paying much attention to parent's concerns with childhood obesity and diabetes. "Parents are looking for a healthy alternative, but there often isn't a variety in some of the organic lines that would appeal to kids, and not every family can afford premium prices," says Staci Mattson, a spokeswoman for MOM'S BEST NATURALS.

THIS IS THE FULL TEXT: COPYRIGHT 2008 The Food Institute
 Subscription:
 \$565.00 per year. Published weekly. 1 Broadway, 2nd Floor,
 Elmwood Park, NJ 07407.
 COPYRIGHT 2008 Gale, Cengage Learning

Publisher Name: The Food Institute
 Descriptors: *Cereal products industry--Industry forecasts;
 Cereal products industry-- Industry sales and revenue;
 Grain--Forecasts and trends; Grain--Health aspects; Snack
 foods--Forecasts and trends
 Event Names: *010 (Forecasts, trends, outlooks); 650 (Sales
 & consumption)
 Geographic Names: *1USA (United States)
 Product Names: *0110000 (Grains); 2099200 (Snack Foods)
 Industry Names: BUSN (Business); FOOD (Food and beverage
 industries)
 SIC Codes: 2041 (Flour and other grain mill products); 2043
 (Cereal breakfast foods); 0110 (Cash Grains); 2000 (FOOD
 AND KINDRED PRODUCTS)
NAICS Codes: 1111 (Oilseed and Grain Farming); 31191
 (Snack Food Manufacturing)

Application 3: Maintaining Current Awareness with Alerts

It is important to stay on top of company developments. Dialog Alerts are a current awareness service providing an easy, cost-effective way to stay informed about new technologies, research activities, competition, business opportunities, or laws and regulations. By creating an Alert, we can let Dialog do the work, executing our search strategy every time the database is updated. By using the same user number and password, you can create an Alert using DialogClassic Web. Creating an Alert using DialogClassic Web is easy; the example below illustrates how it works.

First, we BEGIN in the database(s) in which we will run our search. In this case, we will set up our Alert in Dialog Global Reporter (File 20). Dialog Global Reporter provides comprehensive global news coverage from leading newspapers, business magazines and newswires from all regions of the world, including emerging markets.

Technique—Setting up an Alert

Follow the steps below to set up your Alert:

1. BEGIN in a database or in multiple databases.
2. Enter your search statements.
3. Enter a PRINT TITLE command to assign a title to your search.
4. Enter the SAVE ALERT command. You can follow the command with an optional one- to six-character name (e.g., SAVE ALERT NEWS). If no name is given, the Dialog system will assign a serial number. Some databases allow you to choose the frequency with which your search will be run (e.g., SAVE ALERT NEWS DAILY).
5. Enter a PRINT command to identify the set of records to be delivered each time the Dialog Alert profile is run. Also, identify the method of delivery—e-mail, or U.S. mail.
6. The Dialog system will prompt you to cancel your PRINT statement if current records are not desired.

► **Topic** ◀ Set up an Alert to monitor the activities of the General Mills for healthy food using the DialogClassic Web interface.

Command Summary

```
B 20
S general()mills/co
S (health? Or organic
or natural)/ti,de,lp
S s1 and s2
T s3/6/1-5
Pr s3/9/1-20 addr
bajabev
Save alert food
```

SELECT the company name and narrow /CO to the company name field.

```
? b 20
File 20:Dialog Global Reporter 1997-2010/Jan 13
(c) 2010 Dialog

Set Items Description
--- -----
? s general()mills/co
148944 GENERAL/CO
10846 MILLS/CO
S1 2768 GENERAL()MILLS/CO
```

SELECT keywords limiting to title /TI, descriptor /DE and lead paragraph/LP.

Combine sets.

TYPE out a few records in the FREE format to make sure the search strategy is retrieving relevant records.

Create a PRINT command by filling in the set number, format, and number of records you want to receive.

```
? s (health? or organic or natural)/ti,de,lp
      2904176 HEALTH?/TI,DE,LP
      130420  ORGANIC/TI,DE,LP
      819014  NATURAL/TI,DE,LP
      S2 3763406 (HEALTH? OR ORGANIC OR NATURAL)/TI,DE,LP
```

```
? s s1 and s2
      2768  S1
      3763406 S2
      S3    432 S1 AND S2
```

```
? t s3/6/1-5
```

```
3/6/1
```

```
DIALOG(R)File 20: Dialog Global Reporter
(c) 2010 Dialog. All rights reserved.
```

```
75939628 (USE FORMAT 7 OR 9 FOR FULLTEXT)
10 Ways General Mills Nourished Communities in 2009
```

```
December 24, 2009
```

```
Word Count: 981
```

```
3/6/2
```

```
DIALOG(R)File 20: Dialog Global Reporter
(c) 2010 Dialog. All rights reserved.
```

```
75792737
```

```
General Mills to reduce sugar in cereals.
```

```
December 09, 2009
```

```
Word Count: 422
```

```
3/6/3
```

```
DIALOG(R)File 20: Dialog Global Reporter
(c) 2010 Dialog. All rights reserved.
```

```
75696701 (USE FORMAT 7 OR 9 FOR FULLTEXT)
General Mills reducing sugar in kids' cereal
```

```
December 09, 2009
```

```
Word Count: 629
```

```
? pr s1/9/1-20 addr bajabev
```

```
P034: PRINT S1/9/1-20 ADDR BAJABEV estimated cost of
$170.20
```

```
Alternate address: BAJABEV is used.
```

```
Email delivery charges will be added at the rate of $0.50
per PRINT command
```

```
Note: Unless you are setting up an Alert, you may enter
SEND or SEND ALL to process your print request immediately
```

Note that the database and search strategy are automatically supplied from our search into the Alerts form.

Check the search strategy to make sure it is correct.

If you do not want the current records, click OK.

Choose an address from the drop down Insert Address box or create a new address.

Check the update frequency if you want your Alert delivered when the database is updated.

If you want a customized schedule, choose the time period, day and time you want the Alert delivered to you.

SAVE using the Alert name FOOD to be run weekly when the database is updated.

Alert Name Subaccount

File List:
 Dialog Global Reporter (File 20) Add Files

Options:
 Remove duplicates across databases and against past deliveries (Dedup)
 Notify me even if no new documents are found

Search Commands:

```
S GENERAL () MILLS/CO
S (HEALTH? OR ORGANIC OR NATURAL)/TI,DE,LP
S S1 AND S2
CREATE ALERT
```

Print Commands:

```
pr s3/9/1-20 addr bajabev
```

Print Command Dialog: **Windows Internet Explorer**
 Do you want to cancel the PRINT requests?
 OK Cancel

Insert Address: ▼

Choose a schedule:
 Based on the Alert update frequency:
 If any databases have multiple Alert frequencies, make a selection below.
 | Dialog Global Reporter (File 20)

According to this schedule:

Monthly: on day at

Twice a month: on at

Weekly: on at

Daily: at

Throughout the day at:

1 a.m. 2 a.m. 3 a.m. 4 a.m. 5 a.m. 6 a.m.
 7 a.m. 8 a.m. 9 a.m. 10 a.m. 11 a.m. Noon
 1 p.m. 2 p.m. 3 p.m. 4 p.m. 5 p.m. 6 p.m.
 7 p.m. 8 p.m. 9 p.m. 10 p.m. 11 p.m. Midnight

Save Cancel

Summary

As we have seen, the news sources on Dialog--newspapers, newswires, newsletters, and journals-- allow us to track a public or private company's activities whether they be a merger with another company, news about its products, or a change in the CEO. Setting up a Dialog Alert provides us with the means to regularly check a competitor in the industry or a late-breaking change in the company's status.

✓ Learning Check 3

An important part of any learning experience is applying the concepts and techniques you have acquired. Use ONTAP free databases to conduct the following searches:

1. Obtain complete financial records on the following companies. Use ONTAP File 219.
 - a. Mobil
 - b. The Walt Disney Company
 - c. Walmart

2. Find basic company data on the following companies. Use ONTAP File 276.
 - a. W.R. Grace, the chemical company
 - b. Cincinnati Milacron, a machine tool manufacturing company

3. Find the product code for machine tools. [Hint: 2b has the answer!]. Use the product code to find machine tool manufacturing companies. How many headquarter locations are there? Name the first five.



Section 5: Wrap Up

Summary

Throughout *Company Intelligence* you focused on learning about company and business databases and techniques to create a company profile. You now know how to:

- Demonstrate the basic techniques of searching company information on Dialog
- Identify the sources of basic company information
- Create a corporate profile on a specific company
- Use the SORT/REPORT commands
- Create a Dialog Alert

Becoming familiar with these techniques will make you a more effective business searcher.

What's Next

You may want to expand your knowledge by reviewing other business-related workbooks and online classes offered by Dialog. For example, if you want to:

- Review market research. The workbook *Market Research* illustrates the databases to use to search for market research and techniques and applications to find market share, industry information and much more. Sample searches and learning checks illustrate and reinforce what you learn.
- Identify competitive intelligence information using the business files by registering for special sessions covering this topic—on the Web, in person and at regional events. A workbook illustrating different techniques for finding competitive intelligence in the business files is also available.

You can also review some of the basics in the Dialog online course series. [Introduction to Business Searching for the Business Professional](#) discusses many of the concepts that will help you review your basic company searching techniques.

Other Dialog Training Tools

1. A training tool that may help reinforce some of the concepts from this workbook include the [Dialog How Do I...?](#) business series. These concise, step-by-step instructions illustrate how to find the most-requested information on Dialog such as:
 - [Locate the Top Companies in X Industry?](#)
 - [Find Mergers and Acquisitions of Companies in X Industry?](#)
 - [Use DIALINDEX to Find a U.S. Company Profile?](#)
 - [Find Members of a Corporate Family and Identify Its Headquarters?](#)
2. Dialog's [ONTAP databases](#) provide free practice in subsets of the complete business databases. They are ideal to use to practice techniques learned in this workbook. Try the ONTAP [practice exercises](#) for the following business databases:
 - [ONTAP[®] ABI/INFORM[®]](#) (File 215)
 - [ONTAP[®] D&B - Dun's Market Identifiers[®]](#) (File 276)
 - [ONTAP[®] Cengage/Group PROMT[®]](#) (File 216)
 - [ONTAP[®] Investext[®]](#) (File 277)
 - [ONTAP D&B - Dun's Financial Records Plus[™]](#) (File 219)
3. The Essential Tools for Business and Market Research [Web page](#) contains all search aids, learning resources, free practice files and tools to get a fast start in your company research. Check this site often for new training materials and more.

Appendixes

Appendix A: Dialog Commands (Review)

Appendix B: Using the Company Name Finder

Appendix C: Answers to Exercises

Appendix A: Dialog Commands (Review)

Basic Commands

BEGIN	begin 16 b 16,148 b codir, not 13
EXPAND	e co=intel expand au=jones d e jn=telephony
SELECT	select tire or tyre s elevator or lift s s1 and s2
TYPE	type s#/format/range of records t s1/3/1,6 t s3/6/1-2 from each t s3/9/1 from 9
LOGOFF	logoff bye quit stop off log

Common Formats	
3 – Bibliographic	6 – Titles
8 – Titles/indexing	9 – Complete record
k – Terms in context	

Truncation

s invent?	Retrieves invent, invents, invented, invention, inventions
s invent? ?	Retrieves invent or invents
s invent??	Retrieves invent, invents or invented
s inve?t	Retrieves invent, invert or invest

Display Sets (DS)

Displays the set history since the last BEGIN command

Proximity Connectors

(n) s fiber?(n)optic?	Retrieves words next to each other in any order. Example: fiber optics or optical fibers
(w) s health(w)care?	Retrieves words next to each other in the order expressed. Example: indoor game or indoor games
(#n) s market(5n)share	Retrieves words that are up to # words apart in any order. Example: market share or share of the market
(#w) s game(5w)board	Retrieves words that are # words apart in the order expressed. Example: the game is played on a board
(s) s microbrew(s)sales	Retrieves words in the same paragraph in full-text databases.

Logical Operators

AND s china and export	Retrieves all records that contain all of the search terms.
OR s protect? or shield?	Retrieves all records that contain at least one of the search terms.
NOT s s1 not s2	Eliminates a search term or group of search terms.

When AND and OR are used in the same search statement put the ORed terms in parentheses.

Saving Searches

SAVE TEMP	Temporarily saves search strategy for seven days.
EXECUTE STEPS	Executes that strategy at a later time while still online.

Appendix B: Using the Company Name Finder™ (File 416)

The Dialog Company Name Finder (File 416) makes it easy to determine which files contain information on a specific company. Applications for the Company Name Finder include:

- Verify company names
- Locate databases with the most news, textual, or financial information about a particular company
- Locate companies with the Name Finder's rotated index where the first name of the company is not known

Once you have identified the files to search, you can save the correct entries for the company name in each database and automatically begin a OneSearch in those files.

Topic: Locate databases that contain information about the Kellogg Company. Can we get financial data about the company?

Use the EXPAND command to gather all variations on the entries. In this example, the following were EXPANDED upon: Kellogg Co, Kellogg Cor, and Kellogg.

Remember that we are searching the rotated indexes of the databases when using the EXPAND command.

We could also use **S CO=KELLOGG?** to retrieve all records where "kellogg" begins the company name field (CO).

```
? b 416

File 416:DIALOG COMPANY NAME FINDER(TM) 2010/Jan
(c) 2010 Dialog Info.Svcs.

      Set  Items  Description
      ---  -
? e co=kellogg co

Ref  Items  Index-term
E1   1      CO=KELLOGG CLUB // BOARD OF DIRECTORS -
E2   3      CO=KELLOGG CMNTY COLLEGE BK STR
E3   117 *CO=KELLOGG CO
E4   2      CO=KELLOGG CO (INC)
E5   1      CO=KELLOGG CO (K)
E6   1      CO=KELLOGG CO (K) -IX
E7   1      CO=KELLOGG CO -IX // M W
E8   1      CO=KELLOGG CO // AKER ENGINEERING-M W
E9   2      CO=KELLOGG CO // ATWOOD
E10  1      CO=KELLOGG CO // BIDDERS MW
E11  1      CO=KELLOGG CO // C RAY
E12  1      CO=KELLOGG CO // CEREALMAKER

      Enter P or PAGE for more
? s e3 or e4
      117 CO=KELLOGG CO
      119 CO="KELLOGG CO" OR CO="KELLOGG CO (INC)"
S1   2      CO=KELLOGG CO (INC)

?e co=kellogg cor

Ref  Items  Index-term
E1   1      CO=KELLOGG CONVENIENCE FOOD PLANT
E2   1      CO=KELLOGG CONVENIENCE FOODS
E3   0      *CO=KELLOGG COR
```

Note: It may be wise to search the company name field using the suffix **/CO** since the **/CO** suffix retrieves records where the name is anywhere in the company name field. For example, the command **SELECT MERCK/CO** would retrieve records that include Merck or Astra Merck in the company name field.

The command **DISPLAY SETS (DS)** lists the sets that we have created thus far in our search.

OR together all of the variations of the company name.

The command **REPORT S#/COMPANY** creates a preformatted report that indicates which Dialog files have records of interest.

```

E4      21 CO=KELLOGG CORP
E5        2 CO=KELLOGG CORP (KELL )
E6        1 CO=KELLOGG CORP // E L
E7        1 CO=KELLOGG CORP // EL
E8        2 CO=KELLOGG CORP // M W
E9        2 CO=KELLOGG CORP // MW
E10       1 CO=KELLOGG CORP // SPEAR LEEDS &
E11       1 CO=KELLOGG CORP // THE PETER R
E12       1 CO=KELLOGG CORP // WILLIAM F
          Enter P or PAGE for more

? s e4
S2        21 CO="KELLOGG CORP"

? e co=kellogg

Ref      Items  Index-term
E1       1      CO=KELLOGE // RAYMEN ROCHELEAU AND MIKE
E2       2      CO=KELLOGE CREATIVE PRODUCTION
E3       53     *CO=KELLOGG
E4       1      CO=KELLOGG (AUST) PROPRIETARY LTD
E5       3      CO=KELLOGG (AUST) PTY LTD
E6       3      CO=KELLOGG (AUSTRALIA)
E7       6      CO=KELLOGG (AUSTRALIA) PROPRIETARY LTD
E8       2      CO=KELLOGG (AUSTRALIA) PTY LTD
E9       1      CO=KELLOGG (AUSTRALIA) PTY LTD (KELLOGG CO)
E10      1      CO=KELLOGG (CANADA)

          Enter P or PAGE for more

? s e3
S3        53 CO="KELLOGG"

? ds

Set      Items  Description
S1       119    CO="KELLOGG CO" OR CO="KELLOGG CO (INC)"
S2       21     CO="KELLOGG CORP"
S3       53     CO="KELLOGG"

? s s1 or s2 or s3
          119    S1
          21     S2
          53     S3
S4       193    S1 OR S2 OR S3

? report s4/company

S5       193    Sort 4/ALL/CO,TY,RC,D

          DIALOG(R)File 416 :DIALOG COMPANY NAME FINDER(TM)
          (c) 2010 Dialog Info.Svcs. All rts. reserv.

          193 Companies Available

```

The report also indicates the record count and record type (such as bibliographic, credit, directory, or fulltext) for each file. This information can help us determine which file(s) to search for relevant data on the company.

Company	File Number	Type	Record Count	
1	KELLOGG	25	Abstract	1
2	KELLOGG	583	Bibliographic	326
3	KELLOGG	249	Bibliographic	32
4	KELLOGG	248	Bibliographic	23
5	KELLOGG	198	Bibliographic	9
6	KELLOGG	139	Bibliographic	9
7	KELLOGG	31	Bibliographic	2
8	KELLOGG	323	Bibliographic	2
9	KELLOGG	18	Bibliographic	1
10	KELLOGG	547	Credit	1
11	KELLOGG	571	Directory	2315
12	KELLOGG	573	Directory	2084
13	KELLOGG	574	Directory	482
14	KELLOGG	572	Directory	161
15	KELLOGG	26	Directory	20
16	KELLOGG	503	Directory	9
17	KELLOGG	479	Directory	1
18	KELLOGG	234	Directory	1
19	KELLOGG	516	Directory	1
20	KELLOGG	523	Financial	1
21	KELLOGG	762	Fulltext	898
			

Note: The Dialog Product Code Finder (File 413) can be useful to find product names and the databases in which they can be found.

Appendix C: Answers to Exercises

Page 38 Learning Check 1

Try the review questions that follow to make sure that you understand the information contained in this section.

1. What technique would you use to search for the following companies? Write the search strategy.
 - a. W.R. Grace **S W(2W)GRACE**
 - b. Malt-O-Meal **S MALT(2W)MEAL**
 - c. Liz Claiborne **E CO=LIZ CLAIBORNE**
 - d. Boeing **E CO=BOEING**

2. Which database(s) would you use to retrieve the following:
 - a. Complete financials on a public U.S. company **Disclosure (File 101)**
 - b. Basic company data on a private U.S. company **D&B Dun's Market Identifiers (File 516) or D&B Worldbase – U.S. (File 517)**
 - c. Basic company data on a company in Europe **D&B Worldbase – International (File 521)**
 - d. A complete annual report on a public company **Disclosure (File 101) or D&B Dun's Financial Records Plus (File 519)**
 - e. Stock price history on a public company **Standard & Poor's Corporate Descriptions plus News (File 133)**

3. Write a search strategy to retrieve a corporate hierarchy on the Intel Corporation. **B either Corporate Affiliations (File 513) or D&B Worldbase – Who Owns Whom (File 522); EXPAND CO=INTEL; SELECT E NUMBER(S); TYPE S1/6/1**

Page 54 Learning Check 2

Complete the following quiz to test your knowledge of the databases and techniques in this section.

1. Which command(s) will do the following:
 - a. Limit record retrieval to the current year, plus one back year? **CURRENT**
 - b. Limit to the target company? (File 551) **/TG**
 - c. Sort records by zip code and create a report? **SORT and REPORT**
 - d. Limit reports retrieved to those focused on a company only? (File 545) **/COMPANY**

2. Which database(s) would you use to find the following:
 - a. Corporate linkage for Merck Pharmaceuticals? **Corporate Affiliations (File 513) or D&B Worldbase – Who Owns Whom (File 522)**
 - b. Data on a company selling defibrillators? **D&B – Dun's Market Identifiers (File 516)**
 - c. Products sold by General Mills? **Thomas Register (File 535)**

- d. A page of a company report on Apple Computer? **INVESTEXT PDF Fulltext (File 745)**
- e. Data about the acquisition of Specialty Cereals by Kellogg Company? **TFSD Worldwide Mergers & Acquisitions (File 551)**

Page 69 Learning Check 3

An important part of any learning experience is applying the concepts and techniques you have acquired. Use ONTAP free databases to conduct the following searches:

- 4. Obtain complete financial records on the following companies. Use ONTAP File 219.
 - a. Mobil **e co=mobil s e5 t s1/9/1**
 - b. The Walt Disney Company **e co=Disney s e4 t s1/9/1**
 - c. Walmart **e co=walmart, s e2 t s1/9/1**
- 5. Find basic company data on the following companies. Use ONTAP File 276.
 - a. W.R. Grace, the chemical company
s grace/co and chemical? T s1/9/1
 - b. Cincinnati Milacron, a machine tool manufacturing company
co=Cincinnati Milacron s e4 t s1/9/1
- 6. Find the product code for machine tools. [Hint: 2b has the answer!]. Use the product code to find machine tool manufacturing companies. How many headquarter locations are there? Name the first five. **B 276 S sc=3541 s s1 and sf=headquarters t s2/6/1-5**