



# The Sainsbury Library

One of the Bodleian Libraries

EIU.com

*EIU.com* is produced by the Economist Intelligence Unit and comprises Executive Briefings and Industry Briefings and Forecasts. The Executive Briefings will help global executives develop their business strategies and provides management. The Industry Briefings and Analysis component focuses on six industry sectors: Automotive, Consumer Goods, Energy, Financial Services, Healthcare and Telecoms and Technology.

## Accessing the database

To access the databases, go to the Sainsbury Library website at

<http://www.bodleian.ox.ac.uk/business> or on the MySBS intranet at

<https://my.sbs.ox.ac.uk/user/login> (for MBS members only) and click on DATABASES.

If accessing this database outside the Oxford network, you will be prompted for your **Single Sign-On (SSO)**

## Executive Briefings

On the home page click on the EXECUTIVE BRIEFINGS link. You will then be taken to the main EXECUTIVE BRIEFINGS webpage. To browse the reports by subject area click on the links on the left.

The screenshot shows the 'Executive Briefing' website. At the top, it features the logos for 'The Economist Intelligence Unit' and 'Harvard Business School Publishing'. Below the logos, there is a search bar and navigation links: 'Contact us', 'My homepage', and 'Login'. The main heading is 'Management thinking for global executives'. Underneath, there is a paragraph stating: 'The Economist Intelligence Unit and Harvard Business School Publishing have joined forces to create the definitive source of best-practice management thinking and advice for senior managers.' Below this, there are two columns of content. The left column is titled 'Latest management thinking' and includes a link to 'Strategy' with a sub-heading 'Leaks of M&A activity appear to be on the wane.' and a link to 'Global business' with a sub-heading 'Why Canada's banks have fared so well on'. The right column is titled 'EIU white papers & surveys' and includes a link to 'CFO and beyond' with a sub-heading 'The possibilities and career paths open to CFOs. Sponsored by Ernst & Young. Read more'. On the far left, there is a sidebar with a 'Data tool' section and a list of subject areas: 'Global business', 'Strategy and competition', 'Sales and marketing', 'Finance and performance', 'Technology and operations', 'Leadership', and 'Automotive'. On the far right, there is a 'Promotional content' section featuring 'THE AFRICAN HIGH-GROWTH MARKETS SUMMIT' with the dates 'December 2nd - 3rd 2013' and location 'Addis Ababa'. Below this, there is a section titled 'How can Pharma survive in disruptive times?' with the date 'London, March 13th 2014'.

You can also search the reports by keyword using the Search box to the top left of the webpage.

## Industry Analysis

The industry analysis section focuses on six key areas which are listed on the home page.

The screenshot shows the EIU.com homepage. At the top left is the 'eiu.com' logo. To the right are 'The Economist' and 'Unit' logos. Below the logo is a navigation bar with 'Contact us | Login' and 'Welcome University of Oxford'. A 'Home' link is also present. The main content area features a 'Welcome Saïd Business School and The Bodleian Libraries' message. Below this is the 'Executive Briefing' section, followed by the 'Industry Analysis' section. The 'Industry Analysis' section provides a description of the service and lists six key industries with links to their respective data tools. A sidebar on the left contains navigation links such as 'About us', 'Analyst directory', 'Conferences', 'Corporate Network', 'Press releases', 'Client update', and 'EIU websites'. A right sidebar contains promotional content, including 'FEEDING THE WORLD' and 'THE KENYA SUMMIT'.

**Contact us | Login** Welcome University of Oxford  
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**Welcome Saïd Business School and The Bodleian Libraries**

**Executive Briefing**  
Executive Briefing is the definitive source of management thinking and advice for global executives. It brings together in one place the best management analysis from the Economist Intelligence Unit, Harvard Business School Publishing (HBSP), and other leading providers of management literature. The site is organised around six basic categories: Global business, Strategy and competition, Sales and marketing, Finance and performance, Technology and operations and Leadership.  
[Global coverage](#) Update frequency: Daily

**Industry Analysis**  
Provides five-year forecasts and news analysis for six key industries, along with relevant background information. Industry Analysis covers the 60 major economies that account for more than 95% of world output and trade. The forecasts are based on the latest data and in-depth analysis of sectoral trends.  
Update frequency: Daily

- ▶ [Automotive](#) [Automotive Data Tool](#)
- ▶ [Consumer Goods](#) [Consumer Goods Data Tool](#)
- ▶ [Energy](#) [Energy Data Tool](#)
- ▶ [Financial Services](#) [Financial Services Data Tool](#)
- ▶ [Healthcare](#) [Healthcare Data Tool](#)
- ▶ [Telecommunications](#) [Telecommunications Data Tool](#)

**Promotional content**

**FEEDING THE WORLD**  
February 13th 2014  
The HAC, London

**THE KENYA SUMMIT**  
Learn more >>

**EIU Store**  
GO

Click on an industry link which will open the industry homepage in the format below. The latest reports are listed on the industry homepage but you can also browse the reports by clicking on the COUNTRY, SUBSECTORS, COMPANIES etc. tabs.

The screenshot shows the EIU.com Automotive industry homepage. At the top is the 'The Economist Intelligence Unit' logo. Below it is a navigation bar with 'Country', 'Industry', 'Risk', 'Data', and 'Special reports' tabs. A search bar is located on the right. The main content area features a large 'Automotive' title and a navigation bar with 'Countries', 'Subsectors', 'Companies', 'Themes', and 'Data' tabs. A 'Not subscribed? Apply for a free trial here' button is also present. The main content area is divided into two columns. The left column features a large image of a yellow Tata Nano car and three news snippets: 'Tata Motors in a slump, but Jaguar Land Rover roars ahead', 'Beijing cuts new car quota to reduce pollution', and 'Ukraine: Japan protests over Kiev's import tariffs'. The right column features a 'Five-year outlook' section with the title 'World Automotive Outlook 3rd Quarter 2013' and a date of 'September 24th 2013'. Below this are links for 'World automotive outlook', 'Key forecasts', 'Passenger vehicles', and 'Commercial and other vehicles'.

**The Economist Intelligence Unit**

Country **Industry** Risk Data Special reports

Type a keyword or location

My EIU > Industry > Automotive

**Automotive**

Countries Subsectors Companies Themes **Data**

Not subscribed? Apply for a free trial here

**Tata Motors in a slump, but Jaguar Land Rover roars ahead**

**Beijing cuts new car quota to reduce pollution**

**Ukraine: Japan protests over Kiev's import tariffs**

**Five-year outlook**

**World Automotive Outlook 3rd Quarter 2013**  
September 24th 2013

**World automotive outlook**  
Key forecasts  
Passenger vehicles  
Commercial and other vehicles

The industry profiles also include a data section where you can view EIU's preset data tables or build your own datatype selections. To access this click on the DATA tab or the DATA link at the top of the webpage.

You will be presented with EIU's preset industry and economics data tables. To request specific datatypes click on BUILD SELECTION at the top of the screen. Then use the drop down lists to select your industry, country, series etc and select them by ticking the box on the left and clicking ADD to select them on the right of the webpage. When you have made your selections click on VIEW DATA at the bottom of the webpage.

## Global Forecasting Service

The Global Forecasting Service link on the EIU.com homepage provides interactive coverage of the Economist Intelligence Unit's world economic outlook. It includes data, analysis and forecasts for the global economy, with regional drill-down from the links on the left.