

**BUS 320: Financial Accounting: Assets**  
**Library research session**

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Sample search: **ACCOR SA**: France-based hotel operator. Global in scope.

**Questions:**

1. Why is my easy-to-obtain ratio comparison report *inadequate* for this assignment?
2. What are the *potential problems* with using an entire list of peers suggested by a database?

BUS 320 course research guide: <http://bit.ly/320-library> or scan this



**Key resources:**

- GlobalData and MarketLine reports via Ratio Analysis guide.
- S&P Capital IQ: register while on campus, then access from home

**Extra resources (if time):**

- Thomson Reuters Eikon + Datastream
- Bloomberg