

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:

- S&P Capital IQ: register for an account while on campus! <http://bit.ly/buecbuzz-capiq>
- GlobalData and MarketLine reports via Ratio Analysis guide.

Extra resources (if time):

- Thomson Reuters Eikon & Datastream

- Bloomberg