Competitive Intelligence

In today’s business society, a company needs to systematically collect, analyze and act upon information about its competitors and the business environment in order to retain its competitive edge. This activity, known as competitive intelligence (CI), has gained importance in the last decade, as reflected in the membership growth of the Society of Competitive Intelligence Professionals (SCIP http://www.scip.org) from 150 in 1986 to 7,000 in 1999.

CI professionals treat the Web as a reservoir of information. Use CEOExpress (http://www.ceoexpress.com) to search on a company, industry or technology. Its multiple sources of daily news from magazines, news feeds and television programs, keep you abreast of the latest business developments.

For public companies, Corporate-Information (http://www.corporateinformation.com) is a comprehensive site providing profiles and analysis of 350,000 companies in 130 countries along with industry and research reports.

Information on private companies is always difficult to come by. The Public Record Database (http://www.pac-info.com/index.php) covers over 4,000 databases around the world providing information on corporations, limited liability companies, partnerships, bankruptcy, licenses, and even personal data of birth and death records.

Many current awareness tools allow you to monitor competitors and send you email reports when they make important announcements or financial filings. SEC has the FreeEDGAR Watchlist (http://www.freedgar.com/default.htm) that emails you when any one of the 5 companies on your watch list submits an EDGAR filing to the SEC.

Other tools do even more. They send email notices when your competitors have news stories, patent approvals, job postings, legal litigations, important appointments, or are mentioned in investor-focused discussion groups. One such is CompanySleuth (http://www.companysleuth.com), which monitors up to ten U.S. public companies for you.

javELink (http://www.javelink.com) and Mind-It (http://www.netmind.com) enable you to trace the changes in 20 competitors’ home pages or any web page you specify.

At Northern Light's RivalEye (http://www.northernlight.com/docs/rivaleye.htm), you can set up an alert profile on, for example, the airline industry. The top airlines will be profiled providing you news on each airline’s news of merger, acquisition, business alliance and personnel changes.

Informant (http://informant.dartmouth.edu/) will save your favorite search engine queries and web sites. For a search on Nokia's WAP development, it will check the search periodically on Alta Vista, Excite, Infoseek and Lycos, and email you whenever there are new or updated web pages.

COLLECTION SPOTLIGHT: Don't Judge a Database by Its Title!

Sometimes "names" can be misleading! Imagine you come across a database entitled Cambridge Scientific Abstracts (CSA) or Web of Science (WOS). Would you consider looking in them for information on the social sciences and humanities? Probably not. Many vendors are expanding their product lines to meet the diversified needs of their users. CSA and WOS are two prime examples.
**Cambridge Scientific Abstracts (CSA)** offers access to a wide range of databases. Of the ones we currently subscribe to, at least four of them are geared to scholars in the social sciences and humanities, including **ERIC**, which we already have in other packages.

**Social Services Abstracts** and **Sociological Abstracts** provide bibliographic coverage of current research focusing on social work, social policy, community development, and behavior sciences.

**LLBA (Linguistics and Language Behavior Abstracts)** covers all aspects of studies in language including phonetics, phonology, semantics and various fields of linguistic learning.

Even in the sciences, much of the content may be buried under the name of the database. In **Aerospace Database**, for example, only 30% of the information relates to aeronautics and space sciences with the rest concentrating in the latest technology development and applications in chemistry, physics, communications and electronics.

Another hidden treasure is the **Social Science Citation Index** in the **Web of Science (WOS)**. **WOS** offers bibliographic information, abstracts, and cited references of articles for over 1,700 internationally recognized journals in a broad range of disciplines -- not only social sciences but also anthropology, business, economics and psychology.

WOS also offers social sciences and humanities indexes, but the Library presently does not subscribe to them.

So, don't be deceived by the title of the database. To find out which ones would be relevant to your research, visit [http://library.ust.hk/info/db/alpha.html](http://library.ust.hk/info/db/alpha.html) for succinct descriptions of the content of the databases.

---

**INTERNET: Venture into the Invisible Web**

Though over 1 billion web pages have been indexed and included in different databases, a good portion of the web remains out of reach by well-known search engines. This is referred to as the "invisible web", "hidden web" or "deep web". It includes non-HTML files (e.g., PDF files), certain databases, sites that require login/registration or don't allow search engines to download pages, etc.

We can now take the first step to explore the invisible web as the search engine Google ([http://www.google.com](http://www.google.com)) started indexing the full text of PDF files early this year. As of January, 2001, over 13 million PDF files were included. Since PDF is an acknowledged standard for academic papers, this resource is particularly valuable to scholars and students. Other major collections in PDF format include government documents and archives of periodical articles (especially newsletters of societies and associations).


While we are getting excited by search engines' capabilities in tapping into more and more valuable resources, beware of the paid placement service provided by many search engines these days that enable sites to buy their way to the top of a search result. The position of listings for these paid sites may vary, but they currently carry headings like "sponsored link(s)", "sponsored site(s)" or "featured listings".

---

**MEDIA: Television Series**

Most of you are familiar with our feature films. Less well known is the even larger collection of television series. These series were originally broadcast all over the world and consist of drama, documentaries, and current affairs programs.

Most television series are either open-ended or complete. An open-ended series has no fixed plan for how many episodes will eventually be made. Well known examples in the sciences are **Nova**, **National Geographic**, or **The Nature of Things**. Open-ended current affairs series include **Frontline** and 頭條新聞. These series are best found by typing the name of the series in a title search of the Library catalog.

A complete series was made with a fixed number of episodes. In the sciences, look at **Complete Cosmos** (Media QB43.2 .C66 1998 v.1-13), **Connections 2** (Media CB478 .C62 1994 v. 1-10), and **Walking with Dinosaurs** (Media QE861.4 .W35 2000 pt. 1-2), which combines computer graphics with live footage to make an incredibly
realistic show about how dinosaurs lived, bred, and died.

We have many ongoing series in business, from Business Communication (Media HF5734.5 .B875 1996 v. 1-20) to Success Stories, series 1+2 (Media CT1826 .S83 and .S832) with profiles from I.M. Pei to Yo-yo Ma.

In the fine arts, explore The Shock of the New (Media NX456 .S4 1990 pt. 1-8) which covers the development of modern art in the West, or Building Big (Media NA200 .B85 2000), where the viewer learns about masterpieces of architecture and civil engineering.


Finding series is not hard. All the dramatic series are listed under call number PN1992.77.A... (A122 = English Language and A123 = Chinese language). You can also try an author search of the original broadcast company (BBC, PBS, 中央電視, etc.), or the name of the presenter or narrator (e.g. David Suzuki or Richard Attenborough).

So, when you lament that even with cable "there's nothing on TV", just visit Media Resources and view old favorites and discover new treasures.

Systems Updates: Wireless Networking

After a very successful pilot project, wireless network access has been extended to all floors of the Library. During the initial phase, access in the Library accounted for a large percentage of all on-campus wireless network usage.

As of Mid-March, ITSC's MobileNet service (http://www.ust.hk/itsc/MobileNet/) is now available in the main public areas of all 5 floors of the Library. The only exceptions are inside various study rooms, and in a few "blind spots". Hopefully these areas can be addressed in the future.

To make use of this service, you will need a notebook or handheld computer, with an IEEE 802.11b compliant wireless LAN card. These are available for most computers (Apple Computer refers to them as "Airport" cards). If you have a Windows PC, you will also want the authentication software from ITSC, which will give you access to more network resources, including the Library Online System.

OUR WEB: Internet Resources

http://library.ust.hk/res/beyond/

Many of us read the electronic version of our favorite newspapers on the Internet every day. But you may not be aware that many information resources of a scholarly nature are now also available on the Internet.

HKUST Library has formed several staff groups responsible for web site development, one of which is responsible for monitoring the Internet for resources relevant to the needs of our users.

They select and review new resources based on a set of guidelines consistent with the selection of library materials in other formats.

Suggested resources are discussed and approved at meetings. These are then rolled out under the heading, 'Internet Resources' on the Library web server. The currency of their links and annotations are constantly maintained.

Thousands of notable classic print sources, such as Gray's Anatomy, the America Heritage Dictionary, 林語堂當代漢英詞典, and 本草綱目, are now offered on the Web at no charge. You can also find patents from around the world, company annual reports, stock prices, research reports, working papers, journal articles and so on. We have included a good selection of these full-text sources under the 'E-Books & E-Texts' page on the Library Web site.
In the academic arena the Internet is now used as an alternative to the current publishing vehicles for scholars to communicate with their peers. A new section on 'Scholarly Communication' has been added to the Internet Resources listings.

We have included sites such as SPARC, a worldwide alliance of research institutions and libraries, of which HKUST Library is a member; Stanford University's HighWire Press, the second largest archive of free science publications in full-text online (over 230,000 free full-text articles); and the University of Pennsylvania Library's On-Line Books Page, where thousands of books have been made freely readable on the Internet.

In the Social Sciences there is the Social Science Research Network (SSRN), "devoted to the rapid worldwide dissemination of social science research," whose 'Electronic Library' contains abstracts of over 27,400 scholarly working papers and includes almost 13,000 downloadable full-text documents.

You are encouraged to visit our Internet Resources pages frequently to keep track of what is available on the Internet and send us your comments and suggestions.

---

**Information Services: Reference Assistance Anytime, Anywhere**

Imagine you are working on your paper in a "computer barn" and have trouble locating a book in the Library, or that you are searching the Web at home and simply cannot find the piece of information you need. These are the times when you should make use of the Library's electronic reference service. It's always there to serve you.

After posting your question in the "Ask a Librarian" form at [http://library.ust.hk/cgi-auth/req-reference.pl](http://library.ust.hk/cgi-auth/req-reference.pl), you will receive an email reply from a Reference Librarian within one working day. Alternatively, you may email your question to libref@ust.hk. If you need immediate service, you can of course visit the Reference Counter or call 2358-6760 during its opening hours.

If your information need is beyond HKUST Library's collection strength, your question may be put forward to the Collaborative Digital Reference Service (CDRS), a global network of electronic reference service, of which the Library is a member. Through this service, you will benefit from the expertise and collections of CDRS member libraries from around the world.

---

revised 18 April, 2001
(C)HKUST Library