

## Financial institution commentary as a resource for LibGuides

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Financial markets are dynamic; blink and you fall behind. Whether you are working on active investments, a future business venture, or a project for a business course, staying up-to-date and tuned in to the financial environment is crucial. However, I doubt you, or your patrons, have enough time to constantly tune in to a financial news station like CNBC or Bloomberg to see what today's narrative is. What are the talking heads discussing? What industry is in the spotlight, and how long will that industry be in focus? Where is the Federal Reserve driving our economy? What is going on in the labor market? Is the housing market worth investing in or not?

While tuning in live will efficiently reveal the answers to these questions, it is not always feasible to get up-to-date by listening to or watching the broadcasts. Even if you did have the time, most of the discussions are brief and only cover a portion of a headline, as opposed to in-depth reports or analyses. Admittedly, it is great to hear the headlines, but basing any decisions purely off just the headline is not sufficient.

For quickly gaining in-depth awareness and insight on developments in the financial markets, commentary from financial institutions is a great option. For instance, many of our large financial institutions like Raymond James ([Commentary and Insights](#)), Citi ([Market Commentary](#)), Wells Fargo ([Weekly Economic and Financial Commentary](#)), and Goldman Sachs ([Insights](#)) feature websites with commentary from some of the best economists and analysts in the business. In fact, many of these economists and analysts are frequently guest speakers on CNBC or Bloomberg to discuss a headline and to highlight their analyses.

Looking further into the financial institution commentary, the companies publish punctual analyses on a variety of topics, including markets and investing, tax planning, business ownership, economy and policy, commodities, and general weekly or annual market outlooks (see figure 1). A wealth of information can be discovered from these resources. As a brief example, when reviewing a weekly outlook from one of these sites, you or your patron can read about the biggest developments over the past week, what the economists are predicting in the near term, and any upcoming data reports or official meetings that may influence future developments in the financial environment. The best part of these analyses is that they are full of data and charts, which help readers gain even more insight.



Figure 1. Raymond James. [Commentary and Insights](#).

These financial institution sites are great additions to any finance, business, or economics related LibGuide or another similar type of library resource. Furthermore, the analyses from these institutions increase the range of coverage on financial and business information. The coverage they provide is a unique fit between other types of business information sources. Compared to finance or business research and reports that are published at a slower frequency, financial institution commentary is timely and is able to provide insight when it is needed most. Compared to quickly published news articles by journalists, financial institution commentary is almost as prompt, more in-depth, and the analyses can be considered more credible due to the expertise of the author.

Of course, many libraries subscribe to other widely known sources that provide similar types of reports and analyses. For instance, [BMI Industry Research](#) by Fitch Solutions provides reports and analysis on more than 20 industries and 35 commodities, and [EIU Viewswire](#) provides forecasts, key economic indicators, and summaries of political and economic outlooks. Similar to financial institution commentary, the reports from these companies are created by economists and analysts employed by the organization. However, access to BMI or Viewswire reports is not free, and navigating to the most relevant reports is often challenging. In my case, access to reports from both of these companies is provided by one of the larger aggregator databases that my library subscribes to (ABI). Furthermore, to locate current BMI or Viewswire reports on a given topic, ABI requires many additional steps like logging in, filtering, and sorting, all which require precious time. Navigating to the reports and analyses on financial institution sites is much faster and efficient. There is no required log in or verification process; simply click the URL, and the latest reports are displayed. Also, the financial institution websites have an appealing and streamlined interface that makes navigating to current analyses within certain topics effortless (see figure 2).

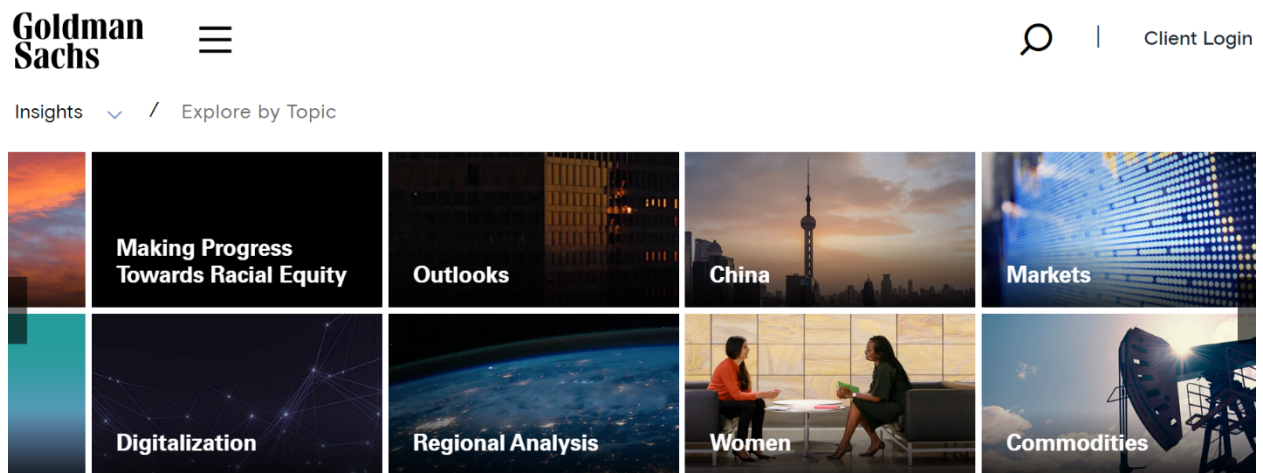


Figure 2. Goldman Sachs. [Insights](#).

In summary, financial institution commentary provides free and efficient access to trending analyses from industry experts. Librarians can use these analyses as a quick reference point and to find current developments or keywords to search in their library's subscribed databases. Patrons can also use financial institution commentary for the same purpose, to discover what is currently happening in the financial environment, and to base their important finance or business-related decisions.

## References

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