



## Bloomberg User Guide

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### Getting Started with Bloomberg

Bloomberg is a platform designed for financial professionals that provides real-time and historical market data, news, and analysis. The Bloomberg Lab in the College of Business consists of five terminals that are dedicated solely to using Bloomberg, as well as one teaching station. Many schools desire to have one of these machines, so we are very lucky indeed.  
as a pdf.

If you really want to back up your data, or simply want to make it portable, then a USB drive will work. A flash drive works exactly the same as it does with any other computer. The only thing to keep in mind is that sometimes a USB drive can become corrupted and your data could be lost.

Many times you may end up at a screen that is for features not included with our contract with Bloomberg. There is no reason to worry, as we were trained that the best way to learn the system is to try and 'break' it, not physically, of course.

There are several different ways to classify industries, and Bloomberg provides a few of the most widely used. Within these screens you can find benchmarks related to whatever industry you are researching (automobile industry, for instance).

For those who plan to use the Bloomberg quite frequently, there is a feature called "Launchpad" It is similar to a homepage that you can save on web browsers such as

Internet Explorer. The difference is that it is highly customizable. For example, if you are tracking a portfolio of stocks, you can set it up where upon logging into the Bloomberg, the first thing that pops up is various information about those particular equities. It might also be customized to have news articles on specific topics, and it has many other features.

There is a function called BMAG that allows you to access Bloomberg magazines. A digital subscription to Bloomberg Businessweek and Bloomberg Markets is included with your account. Bloomberg Markets is a business magazine tailored to terminal users. It actually has function examples within many of the articles, so that you can learn more Bloomberg functionality while you are keeping up on the most up to date business news.

Your account includes an email address. It is your [username@bloomberg.net](mailto:username@bloomberg.net). It works very similar to most email clients you may be familiar with, such as Yahoo, Hotmail, and Google Chrome. The primary benefit of the Bloomberg email is that within many of the Terminal screens there will be a feature or option to email the data, article, or a simple screenshot to anybody whom you wish.

The terminal may or may not have information on privately held companies. Many non US based companies are included and have information similar to that provided for US firms.







To view the M&A landscape, search for specific deals or find M&A league tables, go to the Mergers & Acquisitions search page. Use autocomplete to find the function code. Notice that there are some pre-made screens for deals in specific sectors and geographic regions.

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Special thanks to Cornell University

There are a number of YouTube Videos you can view to learn how to use Bloomberg terminal such as

<https://www.youtube.com/watch?v=LAHK33g-1tE> (11mins long)

<https://www.youtube.com/watch?v=anOUEiraEtg> (21 mins long)

[How Does The Bloomberg Terminal Work? | How To Use A Bloomberg Terminal For Trading - YouTube](#) (12 minutes long)