

D J e
I e e Ba ke

The big deal in investment banking

Start making bigger deals now.

To solidify and even expand their position as trusted adviser, investment bankers need to offer advice and insight that their clients can't get from someone else.

events, companies, executives and markets.

The new Dow Jones Investment Banker

offers the deep intelligence edge that every banker needs to provide advice, generate ideas and connect to clients. The best of Dow Jones – news, opinion, research, data visualization, people connections – is delivered in a suite of customizable components designed for smooth integration into the proprietary portals and applications essential to bankers and analysts, via DJIBanker.com, as an integrated offering into FactSet, or through your favorite mobile device. With Dow Jones, investment bankers will more successfully:

Develop unique deal ideas with the exclusive, insider's viewpoint of a trusted, expert editorial team covering companies, sectors and decision-makers around the globe

Uncover opportunities and trends faster with advanced

relationships from a deep research collection of the world's leading business sources

Open the door to corporate decision-makers and leaders with unparalleled executive data and unique relationship networking technology

Make connections and pitch deals quickly by utilizing

sources and systems to link proprietary and third-party data together in the applications and systems bankers rely on

Dow Jones Investment Banker draws on all the content and technology resources of Dow Jones – Newswires, Factiva, Companies & Executives, The Wall Street Journal, exclusive commentary and analysis – to provide the most powerful investment banking tools for monitoring events, trends and executives, supporting strategic advisory engagements and continuously feeding idea-generation.

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Develop Better Deals with Trusted Industry Expertise

Dow Jones has a respected heritage of award-winning journalism, but to meet the information demands of skilled, specialized bankers, Dow Jones has added something extra: a dedicated team of columnists and writers with extensive experience as investment bankers, fund managers and industry consultants. Their mission is to deliver sharp-edged opinion and analysis for the distinctive perspective of investment bankers.

The team handpicks coverage from across Dow Jones – 2,100+ journalists worldwide, Dow Jones Newswires, The Wall Street Journal, Dow Jones Factiva, and newsletters for bankruptcy, private equity and venture capital investors – to provide all the news and analysis affecting bankers, their practices and their clients.

In-depth sector commentary and analysis, plus selections from leading industry publications

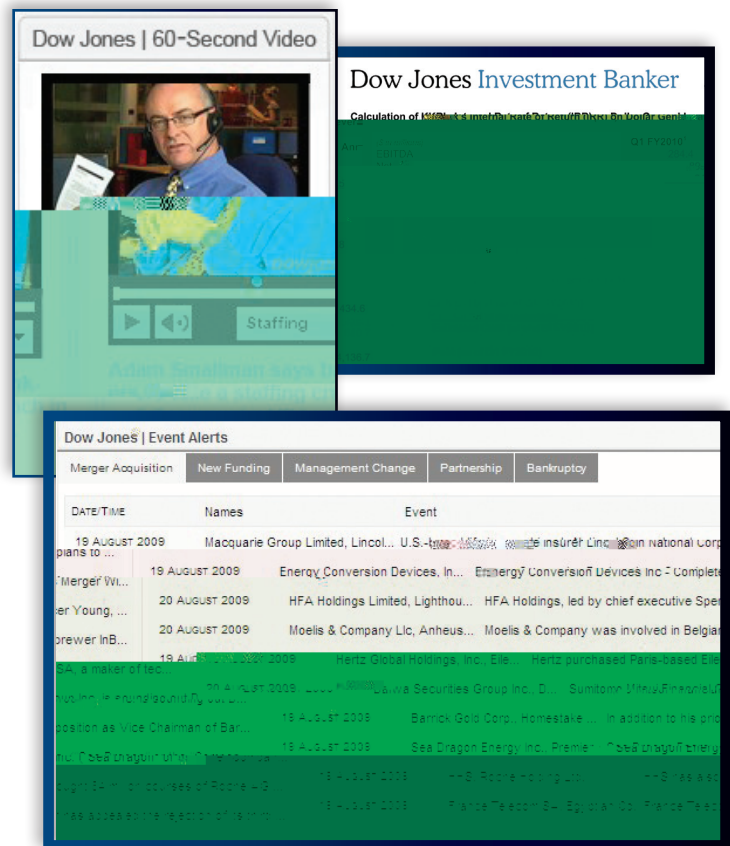
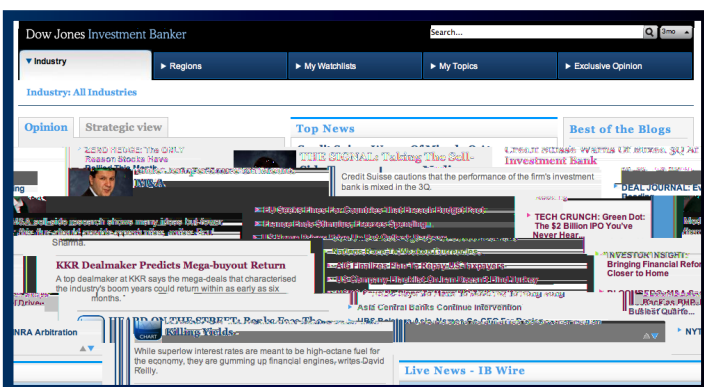
Timely coverage of the topics critical to bankers: VC and PE

accounting standards

Comprehensive real-time reporting on all asset classes, world events, corporate leaders and public and private companies in developed and emerging markets

This rich, deep pool of intelligence is then organized around the 13 industries of most interest to investment bankers, offering top sector news and commentary around the clock.

- Health Care
- Financial Services
- Natural Resources
- Retail
- Transportation
- Utilities
- Industrials
- Consumer Products
- Food & Beverage



News & Opinion for a Banker's Point of View

The news, opinion and analysis in Dow Jones Investment Banker can all be built into proprietary client portals and applications, via DJIBanker.com or through FactSet, surfacing headlines, opinion and video where it's critical to a team – or an individual banker.

and there's more time for customizing client presentations before competitors do.

Top News headlines

Generate ideas and differentiate your pitch with **Opinion & Analysis**

60-Second Video



