Goizueta Business Library

Creating Bridges to Knowledge



Who is the Conference Board?

A global, business membership and research association that provides the world's leading organization with the practical knowledge they need to improve their performance and better serve society. Known for its management-focused research and economic and consumer data.

Why use CB Research?

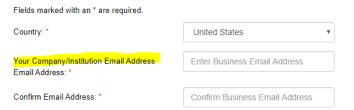
Its research is focused on challenging assumptions with independent data and insights. From labor and economics to the best human capital, corporate governance, and sustainability practices, their research gives executive's objective, relevant intelligence to inform their toughest decisions. The Conference Board thought leaders deliver insights through their research and through innovative diagnostic tools and comprehensive reference handbooks to keep you current in a world where the rules-and the risks-change daily.

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You must Create an Account to access the CB content: Click Join/Sign In or the People icon at the top of the CB home page Click Create an Account Complete the template. You must use your emory.edu email

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Accessing CB Research

From the CB home page, click on the Center that fits your research topic











Human Capital





Each Center focuses on relevant topics

CED/PUBLIC POLICY	Health care	Regulation	Women in Leadership
	Money in Politics	Fiscal Health	Education
	Immigration	Infrastructure	Tax Reform
ECONOMY, STRATEGY &	Consumer Dynamics	Global Economy	Innovation and Digital
FINANCE			Transformation
	Labor Markets		
ENVIRONMENTAL,	Corporate Citizenship &	Corporate Governance	Sustainability
SOCIAL & GOVERNANCE	Philanthropy		
HUMAN CAPITAL	Diversity & Inclusion	Employee Engagement	Human Capital Analytics
	Labor Markets	Strategic Human	Talent Management
		Resources	
MARKETING &	Communications	Consumer Dynamics	Marketing
COMMUNICATIONS	Sales		

To locate research on your topic

- 1. Click on the Center
- 2. Under Research & Insights, click More...



Keyword search across all the topics or within specific Topics and/or Types

Type: organizes research into different publication types

For example: *Case Studies* – member specific insights; *CEO Challenges* – probes burning issues keeping CEOs awake at night; Surveys; Publications

Select Topics: Narrow results to a specific topic

Webcasts, Podcasts & Videos

Some research is now available via Webcasts, Podcasts, and Videos

To locate these, scroll down to the bottom of the page; under Products & Services

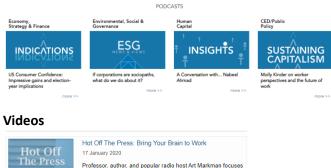


Webcasts

Crucial conversations, spanning distances and industries, connecting experts and practitioners Hour-long video forums digging deep into critical business issues and share solutions. Content includes global economics, governance, policy, and human capital as well as the broad range of topics covered at our conferences.



Podcasts





Economic Data & Analysis

Includes CB's Consumer Confidence Index, CEO Confidence Index, Leading Economic Index, Innovation Index, and other data and analysis focused on business cycles, labor trends, and sustainable growth.

From the CB home page, scroll down to the bottom; click Data & Analysis

Data & Analysis	
Activist Surveilland	ce
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Business Cycles	
CEO Confidence S	Survey
Consumer Measu	res
ESG Intelligence	
Global Economic (Outlook
Insights from our E	Economist
Labor Markets	
Productivity & Inno	ovation