

Leveraging Bloomberg in the Social Sciences

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# Abstract

## Goal

This guide explains how to use the Bloomberg Professional service in an academic context to a reader who has never used the platform before. It details the basics of navigating the software, highlight notable functionality, and demonstrate how to use Bloomberg data in Excel using formulas.

## Who is Bloomberg for?

Bloomberg Professional is a subscription software service created by Bloomberg L.P. that caters to finance professionals and, to a lesser extent, students and academics. The majority of Bloomberg L.P.’s clients work in the financial services industry. However, the Bloomberg Professional software is a great resource for anyone seeking financial, legal, legislative, or economic data, analytics, or news. Its user interface is not designed for ease of use but rather for speed of navigation, so once one makes it past the initial learning phase it becomes an incredibly efficient tool. If you find yourself asking if Bloomberg has the data you need, the answer is yes nine times out of ten. Bloomberg has teams of employees who find, organize, and clean both proprietary and public datasets.

# Basic Navigation

## Launching the Program

While Bloomberg was once called a “Bloomberg Terminal” because it used to run on purpose-built hardware, the contemporary offering is a Windows desktop application called “Bloomberg Professional”. To launch the Bloomberg Professional application, find the program labelled “BLOOMBERG” with an icon depicting dual computer monitors with a green background and open it. If you are using older hardware, it will take a significant amount of time for the program to launch, especially if you are opening it for the first time. Clicking to launch the application multiple times will likely only slow down your computer, and only one instance of Bloomberg Professional can run at one time. Going forward, I will refer to the Bloomberg Professional software as “Bloomberg”, the company as “Bloomberg L.P.”, and the majority owner and former three-time New York City mayor as “Mike”.

### A Note on the Versions of Bloomberg Professional

Chances are, if you are using Bloomberg in an academic context, you do not have Bloomberg on your personal computer. Bloomberg is offered in two flavors: Bloomberg Anywhere and Bloomberg Open. While their content is almost identical, they are designed for different sorts of users. A Bloomberg Anywhere subscription allows one individual to access a biometrically-secured Bloomberg login on any computer or mobile device, while Bloomberg Open allows any number of users to log in to a single computer. Bloomberg L.P. typically sells Bloomberg Open subscriptions to colleges and universities for use in libraries as a resource for research or for use in a Bloomberg lab, where finance students can practice trading or something to that extent.

## Logging on

Two windows, labelled “1-BLOOMBERG” and “2-BLOOMBERG”, should open and display a login screen with white and amber text on a black background. Initially, the screens may display a message in blue text establishing that it is connecting to a server; wait until this message disappears before clicking into either window. Using your mouse, select your language on either screen and then press the “Enter/GO” key on the keyboard. This will reveal amber text fields to enter a login name and password to access the service.

Provided your computer has Bloomberg Open installed, there should be a “Create a New Login” button near the bottom of the login screen. I highly recommend going through the steps to create your own account rather than use a generic one if you plan to use the software often. Note that Bloomberg is not case sensitive; always typing in lower case while using the program simplifies matters.

Once you have a login and have logged into the service, you will be presented with four separate application windows titled one through four, an “IB Manager” window, and possibly a window called “Launchpad”. This is the default screen for Bloomberg, and once you are here you can access any of its functions.

## Becoming Familiar with the Bloomberg Keyboard

Many computers with Bloomberg installed also have a proprietary Bloomberg keyboard. While the keyboard is not required to use the software, it makes navigating Bloomberg’s menus easier. The software was originally designed before computer mice were invented, so a lot of navigation is possible and oftentimes more expedient if you only use the keyboard.

While the keyboard may appear intimidating, it is actually fairly easy to understand. Conventional keyboard keys are black, keys representing different asset classes are yellow, certain functions have dedicated green buttons, and red keys tend to have “interrupt” functions.

Initially, the only keys that are worth knowing are the MENU key, the CANCEL key, the GO key, and the PANEL key. The MENU key is the best way to return to a previous Bloomberg screen; pressing it will bring you one level higher in the menu hierarchy. Pressing the CANCEL key will let you return to a default screen with no function loaded, and the GO key is just a renamed enter button. Pressing GO is the primary way to update the screen after you enter some information. PANEL is not as popular of a key, but pressing it switches between the four Bloomberg windows with a single press.

## Understanding What Is On the Screen

Bloomberg is notorious for exacerbating feelings of dread in people with computer anxiety because of its fixed-width fonts and incredibly dense screens – features that some may dislike initially but grow to appreciate when time is of the essence. Most Bloomberg screens follow the same basic format. Along the top of the window are a number of buttons. By default, these buttons replicate the hardware keys on a Bloomberg keyboard that are absent on a regular keyboard. Directly underneath the row of software buttons lies both a back and a forward button. These operate much like a web browser would, but in practice they are not reliable tools. I recommend pressing the MENU key anytime you think you should press the back key because it works more consistently. To the right of those buttons are three drop down menus. The first displays the currently loaded security and reveals recent securities if you click on the drop down menu. The second similarly reveals current and former Bloomberg functions, which I will mention in the next section.

The third drop down menu is the Related Functions Menu. This menu will let you see exactly where you are in the Bloomberg function hierarchy. If you want to explore what Bloomberg can do, look through the main menu of Bloomberg functions and see if anything catches your eye.

To the right of the Related Functions Menu lies the Message shortcut, which can also be accessed by pressing the MESSAGE button on the Bloomberg keyboard. This will let you access a special Bloomberg email account, which is [LOGIN NAME]@bloomberg.net

The star menu lets you set and browse through your favorite Bloomberg functions, much like the bookmarks in a web browser. The box with a green arrow lets you take screenshots of Bloomberg screens, and the settings gear lets you adjust overall functions. It bears mention that at the top of this menu are sizes ranging from “Tiny” to “Full Screen”. This lets you adjust the size of Bloomberg windows without manually adjusting the size of each window. If you find yourself with Bloomberg in full screen and want to return to having it in application windows, double-click in the black area near the top of the screen. The question mark button lets you launch help windows and contact Bloomberg live support, which can be accessed by pressing the HELP button on the keyboard once or twice respectively.

Bloomberg’s live help is invaluable. It is staffed by hundreds of people around the world who receive months upon months of training on how to use the software. They will answer any sort of question you could conceivably ask either in a chat window or over the phone. They can teach you how to use a specific function that interests you, and they know how different pieces of data are calculated so you know exactly what you are dealing with.

Underneath the dark gray bar lies the Command Line. When unselected, the Command Line is a blue rectangle with a rightward-pointing arrow at its left side, and when selected, a blue rectangle will blink. When the Command Line is selected, you can begin typing anything and it will begin to prompt you with autocomplete options broken down into sections by FUNCTIONS, SECURITIES, and SEARCH. If you would like to just enter a search query and see all of the results, type “HL” followed by your search terms.

## Functions

Every Bloomberg screen displays a function. Each function will present you with different sorts of context-dependent information. Bloomberg has thousands upon thousands of different functions, and more are added on a regular basis. Every function will have a different user interface, but certain themes are constant throughout the entire program. Run the function {TOP <GO>}[[1]](#footnote-1). The red bar immediately underneath the Command Line will provide core navigation options on the left side and name the function on the right side. In this case, you have run the Top News function. Pressing the HELP key once will launch a context window that informs you that, “TOP allows you to see headlines of the day's top worldwide stories from BLOOMBERG NEWS® along with editorially curated charts and news digests, so you can access the most important news in one place.” Bloomberg has incredibly precise documentation that explains all of its functions in detail if you are willing to read.

The rest of the screen will look very different depending what sort of function you have loaded. In the case of {TOP <GO>}, most of the screen lists different news headlines under a number of categories. You can scroll through and select new articles with your mouse, or you can scroll with the page up and down keys and open specific links by typing the corresponding number in the Command Line and hitting GO. I challenge you to use every keyboard shortcut you can in order to begin navigating the terminal faster and to impress your friends, hedge fund managers, and your friends who are hedge fund managers.

## Securities

Try typing “A” into the Command Line. Immediately, autocomplete will prompt you with suggestions. In this case, autocomplete will start prompting a number of functions, securities, and search items. All three sections are sorted by popularity among Bloomberg users. As you continue to type, autocomplete will refine your search further and further. Maybe you started typing “A” because you wanted to look for Apple Inc. equity traded in the United States. Apple stock is so popular that it is the first option listed under securities, but suppose you were excited and started typing “Apple”. Now, Apple equity trades with the ticker AAPL, but Bloomberg will still continue to prompt it because you entered a relevant keyword. Once you see the security you would like to load on the autocomplete, use the up and down arrows to select it and press GO. This will bring you to the main menu for that security, with a number of different functions and function menus listed. Suppose you now want to look at the security description of Apple Inc. equity. There are three ways to load that function after the security is loaded: you can click the option on the menu with your mouse, you can enter {2 <GO>}, or you can enter {DES <GO>} because DES is the name of the security description function. Again, using the keyboard shortcuts will help you navigate Bloomberg more effectively.

After running DES, you will notice that there is proprietary research to read, lots of numerical data, and a handful of graphs. The amount of information you can view about Apple equity on one screen is truly remarkable; I will not spend the time to frame everything on the screen at this time. Bear in mind that hovering over links on screen will oftentimes provide a brief explanation in a tooltip.

At this point, you might think Bloomberg is useful only to those who work in finance. However, “security” as used by Bloomberg applies to many more things than just financial securities. If you start typing “Tunisia GDP” into the Command Line, you will be prompted with “WGDPTUNI Index”, which is the World Bank’s dataset on Tunisia’s GDP in current U.S. dollars. If you start typing “Dog kill” into the Command Line, you will be prompted with “DOG KILL Index”, a dataset measuring the number of animals reported injured, lost, or dead during air travel on domestic airlines in the United States. Bloomberg truly has data on anything and everything.

# Finding News and Research

One of Bloomberg’s most valuable features is how it aggregates professional and oftentimes proprietary news and research into a well-organized hierarchy. Bloomberg L.P. employs hundreds of analysts globally who all have many years of experience on niche topics and spend their days writing original, objective reports on industries, businesses, policy, law, and more. To see an overview of every Bloomberg function related to news and research, open the main menu of Bloomberg functions by clicking the rightmost of the three drop-down menus at the top of every panel and select “13) News & Research.”

## Contacting a Bloomberg Analyst

Having a single platform that lets one read research and news as well as communicate with other financial services professionals lends itself to a more interactive experience than a typical news subscription. As a Bloomberg user, you can contact any Bloomberg employee via email, Instant Bloomberg, or phone. Every report, article, newsletter, radio broadcast, and the like produced by Bloomberg News will have an attributed author who works in front of a Bloomberg every day.

If you find yourself reading an article and have questions for the author, run {BIO FIRSTNAME LASTNAME <GO>} in another panel. The function “People Profiles” will display a biography of a wide variety of businesspeople and financiers. If the person has a Bloomberg account, there will be a status indicator to the left of their name that changes between red for offline, yellow for away, and green for active. It will also list their email and their office phone number at a minimum. Using {MSG <GO>}, you can write the author an email. Oftentimes, the author will respond within a few business days provided you send the email from a “Bloomberg.net” address that indicates you are a client. If you request to set up a time to speak with them over the phone, they might be willing to suggest a time.

You can also try sending the author an Instant Bloomberg instant message by typing their name into the “Start/Find Chats” box within the IB Manager, which has its own window. However, I doubt the author would likely want to start messaging a total stranger and your inquiry may go unanswered. Phone calls are more likely to be successful, but I think emails are the best way to make first contact.

## Bloomberg Intelligence

Bloomberg Intelligence is a portal for analysis with key data and interactive charts. In my opinion, BI reports tend to intelligently synthesize current events with digestible conclusions. Run the function {BI <GO>}. “Bloomberg Intelligence” lets you browse recent reports or sort for ones by sector or by topic. The search function tends to quickly surface helpful information.

Bloomberg Intelligence Primers, which can be accessed via {BIP <GO>}, are much like regular Bloomberg Intelligence reports but they tend to be continually updated documents that cover an entire company, industry, country, commodity, or financial concept. If you want to become immediately informed on a topic, reading the BI Primer should be your first stop.

## Bloomberg Briefs

Bloomberg News publishes a number of newsletters called Bloomberg Briefs daily or weekly, depending on the topic. Run the function {BRIE <GO>}. The function “Bloomberg Brief Newsletters” displays all the Bloomberg Briefs in a grid with the option to subscribe to have specific newsletters delivered to your Bloomberg email every time they are published. Clicking on a specific newsletter’s thumbnail will display a brief description of what the newsletter covers, and a list underneath will let you browse through issues chronologically. All of the briefs can be downloaded as PDFs and printed off as desired – note that a watermark is applied to every page such that your Bloomberg account will be assigned to the PDF, so it is best not to distribute Bloomberg content.

## News

If you simply want to search news articles from a number of different sources, {NSE <GO>} will enable you to search through both free and proprietary news sources. As you start to enter search keywords, you will be prompted with autocomplete suggestions that attempt to categorize the information that you entered. For example, if you type “Apple” into the search box, Bloomberg will prompt you with the option to search for agriculture, and if you select it, it will return all of the news articles about the agricultural industry. Alternatively, if you select “AAPL US Equity”, it will return news articles about Apple Inc. These options allow you to search for “Apple” in the context that makes sense.

{TOP <GO>} is the Top News function which surfaces editorially selected news from Bloomberg News that helps you quickly catch up on current events and business news. If you would rather receive the highlights of news stories as they develop, First Word {FIRS <GO>} will present you with news summaries in bullet points.

## Bloomberg Law

Bloomberg Law is an incredibly powerful if infrequently used service. From the Main Menu of Bloomberg Functions, you can select “22) Bloomberg Law” to view the full list of legal tools the service has on offer. The majority of the functions are designed with the expectation that they are most likely to be used by investors looking into companies’ patents or bankruptcy information. However, some of the tools are incredibly powerful and ideal for users who want to scour digital legal archives. Run {BBLS <GO>}.

Bloomberg Law Search allows you to find most any sort of legal document Bloomberg has archived. The Source, Date Range, and Search Terms fields allow you to filter through the archive. Note that the “Search Operators” link to the right of the “Search Terms” field shows you the notation you can use to construct logical statements that will include or exclude different results based on keywords and document properties.

## Bloomberg Government

While Bloomberg Law covers everything related to the judiciary system, Bloomberg Government has a number of functions that help you understand legislation. Of particular note is {BILL <GO>}, which allows you to browse U.S. legislation by title, industry, topic, and sponsor. Bloomberg summarizes the legislation, notes the companies and industries that would be impacted by the legislation, how members of congress have voted on it, provides links to the full text of the bill, and provides a rationale for how likely it is for the bill to be passed.

# Using Bloomberg Datasets

While the bulk of Bloomberg’s data concerns financial information that might not be of use in most academic disciplines, Bloomberg also has a trove of macroeconomic data. If you enter the name of a data source into the search bar, you might be prompted with a function that will direct you to a landing page with a summary of all of the data Bloomberg has from that source. For example, {IMF <GO>} will let you search through all of the International Monetary Fund’s data and {WBGR <GO>} will do the same for the World Bank.

## Finding Data

From the main menu of Bloomberg functions, you can select Economic Analysis to view a list of functions that help you find any economic information that is available on the system. {ECST S <GO>} lets you search world economic statistics specific datasets. {ECO <GO>} displays an economic calendar with upcoming data releases alongside survey estimates and information from previous releases.

## Useful Functions for Analysis

{HRA <GO>} and {MRA <GO>} let you quickly perform single and multiple regression analyses. Single regression analysis is pretty intuitive; it lets you select two datasets and both a start and end date of the period. Multiple regression analysis functions similarly but the user interface has not been updated in a number of years so it might be harder to navigate for new users. Pay attention to the instructions listed in white text immediately underneath the search bar and remember to use the keyboard more so than the mouse.

## Creating Useful Visualizations

{G <GO>} launches the My Graphs function. Clicking the Create Graph button will launch a wizard that allows you to design a graph of historical data values and assign a number of useful annotations. After the graph is created, selecting “Security/Study” near the top of the screen will let you adjust the datasets that are being used in the graph and the flag icon will let you add indicators marking different sorts of events to the graph. The “News” button on the toolbar at the top of the graph lets you select a specific day within the range on your graph and then presents the top news of the day. You can narrow the news to a specific topic, such as the one on your graph, to figure out what might have caused movement on that day. After you are satisfied with the graph you created, you can export it as an image file or a PDF.

# Using Excel with the Bloomberg API

Bloomberg functionality is deeply integrated into Microsoft Excel thanks to the Bloomberg add-in. When you launch a newer version release of Excel on a computer with Bloomberg installed, you should notice a Bloomberg tab running along the top of the screen to the right of the regular ones like Home, Insert, Design, Page Layout, and the like. This add-in will enable you to use special Excel functions to pull in Bloomberg data. I will outline several different ways to create Bloomberg formulas in Excel, organized from simplest to most complex.

## Function Builder

Within Excel, select the Bloomberg ribbon and then select the Function Builder option. The Function Builder is a wizard that walks you through all of the available options when creating a Bloomberg function in Excel. Note that it is common to leave some of the suggested fields blank if they are not applicable; oftentimes, an override is unnecessary. However, a common request is to only include trading days in historical data. You can specify this by looking into the “days” override.

## {FLDS <GO>}

Run the function {FLDS <GO>}. The function “Field Search” provides information on all of the data fields that can be imported into Excel. Underneath the box displaying the loaded security, you can enter a search query to find specific fields. If you click into a search result, it will allow you to select specific variations on the field by checking the boxes in the leftmost column of the data underneath the descriptions. At any point, you can click and drag from the name of a field to a cell in Excel, which will automatically generate the necessary syntax. Occasionally you may accidentally start selecting multiple search results; when the mouse pointer has a white-and-black rectangle under it with a white box with a plus sign in the bottom right of the rectangle, then you are dragging the field into Excel successfully.

## Learning Syntax Like a Professional

Thousands of finance professionals live within Excel, designing data-driven models that inform their decisions. The fastest way to fill a spreadsheet with Bloomberg data is to simply learn the syntax of BDP, BDH, and BDS formulas. Fortunately, it is fairly easy to reverse-engineer the formulas Bloomberg produces automatically and then recreate them as you see fit.

Firstly, let’s distinguish between BDP, BDH, and BDS functions. BDP imports a single point of current or real-time, continuously updating data, BDH imports a single point or a time series of historical data, and BDS imports a dataset into multiple cells. Now, every Bloomberg function follows this format:

**=BDX(“SECURITY”,”DATA FIELD”,”DATE”,”END DATE”, “OVERRIDES”)**

Note that BDX is a placeholder for one of the three types of Bloomberg functions. “Security” should be filled with the security’s ticker followed by what type of security it is, like “AAPL US Equity”. “Data Field” would be the name of the field as given in the mnemonic column in the Field Search function. A BDP function would be complete with just those two pieces of information because it gives the present value of any data field. BDH and BDS functions tend to require the date of interest or the starting date of a period of time to be included in the “Date” area, and the end of a period can be referenced in the “End Date” field. Bloomberg functions function best with the date in MM/DD/YYYY format. The syntax in the “Overrides” field tends to look like a logic statement, such as “days=T” or something to that extent.

## General Excel Advice

Consider what you would like the data to look like before you start putting functions into Excel. Oftentimes, people in the social sciences prefer data with both row and column labels. For example, I frequently create datasets with trading days as columns and different securities as the row labels, such that every other cell is populated with the value of a specific field, like PX\_LAST, or Last Price, for instance. If you use a format like this, you will be able to write a single BDH formula that you can apply to every single cell simply by extending it down the rows and across the columns.

### Cell Referencing

Consider the function “=BDH(“AAPL US Equity”, “PX\_LAST”, “1/2/2016”)”. This function will pull the share price of Apple in the U.S. at close on January 2nd, 2016. However, if you would like to find the last price of a lot of equities across many days, you probably do not want to have to write a BDH formula for each one. If you want to make this formula generalizable such that it will return the last price for each company and each day in your sheet, you will want to use cell references rather than typing the security name and date directly into the formula. Suppose you have “AAPL US Equity”, without the quotation marks, written in cell A2 and “1/2/2016” in cell B1 – it’s likely that you have another security name in A3, A4, etc. and dates in C1, D1, etc. You can write the above function as “=BDH(A2, “PX\_LAST”, B1)”. By removing the quotation marks around the security name and the date, Excel knows that you are referencing the cells in question. Cell references function as variables that you define by typing in a cell and reference by typing the name of the cell in a function. It makes the most sense to place this function in cell B2 because that way it aligns with the corresponding row and column headers. Now, if you were to double-click the bottom right corner of B2 while B2 is selected, Excel should have the formula repeat for each security you have listed in column A. However, Excel might not allow you to repeat the formula horizontally as-is, which is why cell locking is vital.

### Cell Locking

Cell references tend to move with the function when the function is copied into additional cells. To prevent cells from changing when being referenced, you can add “$” before either or both the letter referencing a column in a cell reference or the number referencing a row to prevent the cell reference from moving in the same direction as a function. If you add “$” before the letter of the desired column, like “$A2”, the cell reference is free to move up and down within column A. Likewise, if you add “$” between the column letter and the row you would like to lock, like “B$1”, the cell reference is free to move left and right within row 1. In our case, we would use the function “=BDH($A2, “PX\_LAST”, B$1)” because we want the first term to remain within the first column and the third term to remain within the first row even as we extend the formula into cells in a great number of rows and columns. If you would like to be able to change which field every formula in the sheet calls at once, you could type “PX\_LAST” in cell A1 and use the formula “=BDH($A2, $A$1, B$1)”. Since both the row and the column are locked for cell A1, every formula in the sheet will always reference that one cell in particular, which lets you change the entire sheet at once.

### Concatenation

Concatenation is the act of joining strings of characters end to end. In Excel, “&” will concatenate any numbers or text. From the above section, we know that starting with “=BDH($A2, “PX\_LAST”, B$1)” will cause the function to always reference the cells we want it to. However, maybe you dislike the aesthetic of having a wide first row with “US Equity” repeated many times over. With concatenation, we can move some, but not all, of the cell into the function. Bloomberg functions require that the entire string “AAPL US Equity”, or at least “AAPL Equity” because “US” is the default for American companies, be entered into the function. If we change the contents of A2 to “AAPL” from “AAPL US Equity”, we will need to add “ US Equity”, with the space, onto the end of it for the function to recognize the syntax. Let’s use the function “=BDH($A2&” US Equity”, “PX\_LAST”, B$1)”. This syntax allows us to have only “AAPL” written in the first column but does not break the function because it recognizes the input “AAPL US Equity”.

# Bloomberg Market Concepts

Run {BMC <GO>}. This function is the splash screen for Bloomberg Market Concepts, a self-guided online course that will explain financial markets in an approachable manner. If you were to take the course without a subscription, it would cost a couple hundred dollars, but so long as you complete it within the terminal, it is completely complimentary. You will also receive a certificate of completion afterward – while this is not an incredibly valuable indicator of knowledge, it signals that you understand the basics of Bloomberg navigation and conceptually understand the basics of macroeconomics, currency systems, foreign exchange, fixed income securities, and equity securities.

# Functions to Explore

These other Bloomberg functions are worth investigating. I suggest pressing the help key on the Bloomberg keyboard to read the documentation that explains what each given function does.

* {BMAP <GO>} displays certain types of Bloomberg data over a world map – this is particularly useful for getting an idea of everything involved in getting commodities to market.
* {CNP <GO>} lets you create “tours”, which are a series of Bloomberg functions hit in succession.
* {CORR <GO>} lets you create correlation tables for literally any information on the Bloomberg
* {DDM <GO>} launches the Dividend Discount Model, which effectively creates a quick DCF analysis
* {DINE <GO>} is Bloomberg’s Restaurant Guide populated with reviews by clients.
* {ECFC <GO>} displays anticipated future macroeconomic statistics as forecasted by dozens of different firms, either as a composite or by individual contributor.
* {ECO <GO>} gives a calendar of upcoming economic, political, and financial events of note along with survey, prior, and actual data values if applicable.
* {ECST <GO>} provides current and historic economic statistics for countries around the world.
* {ECTR <GO>} displays a simple network map of trade information.
* {ECWB <GO>} lets you transform economic data in a number of formats, which makes it easier to analyze.
* {FIRS <GO>} is First Word, a scrolling news ticker that displays the key facts of a news development so it can be quickly comprehended.
* {G <GO>} lets you easily create and edit different graphs, which can be endlessly customized to display any sort of Bloomberg data.
* {JOBS <GO>} lets you search for job postings in Finance which will likely prefer applicants who know how to use Bloomberg thoroughly.
* {MEDI <GO>} is the main landing page for Bloomberg’s multimedia offerings. You can watch Bloomberg television live on the terminal, and you can stream many important events live and commercial free.
* {NEFW <GO>} is the standard version of Bloomberg New Energy Finance, which is considered the premier source for news, data, and research on alternative and transitional energy sources.
* {OED <GO>} allows you to enter the first few characters of a word and find it in the Oxford English Dictionary. This is particularly useful if you are having trouble recalling a word.
* {PEOP <GO>} lets you search for people who fulfill certain criteria and contact them.
* {POSH <GO>} is a classifieds page. Since it can only be accessed by Bloomberg clients, it’s primarily expensive real estate, boats, and nice watches.
* {READ <GO>} sorts the most read news on terminals globally.
* {RES <GO>} is a research portal that organizes 3rd party research – much of which costs money elsewhere.
* {SPDL <GO>} is a contact book that lets you easily add Bloomberg users and others – this is great if you are keeping track of alumni whom you would like to contact.
* {SPLC <GO>} allows you to navigate a company’s supply chain.
* {THES <GO>} lets you search for words in Roget’s Thesaurus.
* {XLTP <GO>} lets you download a number of Excel spreadsheets powered by Bloomberg APIs that perform a variety of different functions. I recommend their XDCF, which is a complex Discounted Cash Flow model.
1. This notation is used within Bloomberg and is useful for power users. If you were to send it in an Instant Bloomberg or MSG message, it would create a hyperlink to the exact screen you specify. You can read “Run the function {TOP <GO>}” as “click on the Command Line, type “TOP”, and hit the Enter/GO key”. [↑](#footnote-ref-1)