

Goizueta Business Library

Creating Bridges to Knowledge

Goizueta Alumni & MBA Spring Career Fair

Access passwords for all recommended databases in Yammer bit.ly/alum-yammer or by request at gbsaskalumnibrarian@emory.edu

Research your companies

Hoovers | bit.ly/alum-hoovers

Reports for 100M US and international firm. Hoovers will often focus its most robust coverage on the parent company, subsidiaries and single locations are also covered.

AtoZ Databases: Target Company Lists | bit.ly/alum-atoz

Covers 30M domestic firms – brief company records great for smaller companies.

Marketline | bit.ly/alum-market

Company reports include a SWOT analysis, company overview, major products/services, and revenue analysis and top competitors for 30,000 large firms. Also included are ~4000 industries, both domestic and international. Check out the five forces analysis in the respective industry report for you company.

Local news and trends

Atlanta Business Chronicle | bit.ly/alum-biz

The weekly Business Chronicle is a great place to search for company news as it relates to the local business community.

*download the BizJournals app to read the business chronicle news on the go!

Follow industry trends

First Research | bit.ly/alum-first

Covers over 200 industries, reports include industry description, trends, and call prep questions for many functional areas.

EIU Industry Wire | bit.ly/alum-eiu

Offers in-depth overviews and trend forecasts for eight key industries: Automotive, Consumer Goods, Energy, Financial Services, Food and Drinks, Healthcare, Telecoms and Technology, Travel and Tourism

Richard K Miller Market Research Handbooks | <http://bit.ly/alum-rkma>

Consumer markets focus – covers forecasts, sector trends and statistics for: Consumer Behavior; Consumer Marketing; Entertainment, Media & Advertising; Business-to-Business Marketing; Healthcare Business; Leisure Business Markets; International Consumer Markets; Restaurant, Food & Beverage Market; Retail Business, Sports Marketing; Travel & Tourism

Have Questions? ASK a Librarian!

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Access to the alumni databases, including the sharing of user names and passwords, is limited to Goizueta Business School alumni only, for personal enrichment and career research. Violation of this policy may result in loss of alumni privileges. Users are individually responsible for compliance with these terms.



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