GBS MBA Career Fair
Access passwords for all recommended databases in Yammer bit.ly/alum-yammer

Research your companies
Hoovers | bit.ly/alum-hoovers
Reports for 20M domestic & 60M international firms. Hoovers will often focus on the parent company; search the Business Chronicles for details on the local regional office.

AtoZ Databases: Target Company lists | bit.ly/alum-atoz
30M domestic firms – great for smaller/private companies. Note the list of executive contacts and emails.

Datamonitor Marketline | bit.ly/alum-market
Company reports include a SWOT analysis, company overview, major products/services, and revenue analysis and top competitors. Heads up - this database covers 30,000 large firms; if you don’t see yours, check other sources.

Follow industry trends
First Research | bit.ly/alum-first
Search from over 200 industries to find 10-15 page reports. Each report’s call prep section includes ideas on key questions facing the industry as it pertains to several functions.

Datamonitor Marketline | bit.ly/alum-market
 Covers over 3900 industries, both domestic and international. Check out the five forces analysis in the respective industry report for your company.

Eu 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.

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.

Local news and developments
Atlanta Business Chronicle | bit.ly/alum-biz
Published weekly, the Business Chronicle is a great place to search for local news on a company as it impacts the business community. Are they expanding? Recently honored or highly ranked? Check the Book of Lists for local competitors and related firms.

Have Questions? ASK a Librarian!
Malisa.anderson@emory.edu | bit.ly/alum-ask
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.