

Goizueta Business Library

Creating Bridges to Knowledge

Start your Career Research

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Tips and strategies for staying current on industry and company news, and preparing for networking events and job interviews

The Goizueta Business Library offers alumni free remote access to both the Economist Intelligence Unit (EIU) and Factiva, two premier business research databases. Passwords for both databases are available on the Alumni Library Information conference in First Class, or by e-mailing ask_alumni_librarian@bus.emory.edu

Library Alumni Portal

<http://business.library.emory.edu/alumni/>

Career Research resources available to job seeking alumni

http://business.library.emory.edu/services/alumni/career_research.html

- Tips for networking, salary research, and industry and functional area information guides for your job search

The Alumni Portal also includes

- Factiva and EIU access - links and search tips for both research resources
- Business Research Resources – recommended free web resources and search strategies
- Locating a Library – public and academic libraries across the nation offer access to a variety of resources
- Document Delivery – if you can't find an article you need, these firms can help you locate it
- Frequently Asked Questions – additional resources are available to alumni on-campus and at our Alumni Workstations

Networking Contacts

Goizueta Alumni Directory

<http://goizueta.emory.edu/alumni/directory.html>

- Directory of Goizueta Alumni from the BBA, MBA, EvMBA, MEMBA and WEMBA programs. Search by name, geography, company, industry, and other criteria.

Emory Career Network

<http://www.alumniconnections.com/olc/membersonly/EMR/networking>

- Directory of Emory alumni and friends from across the university who have volunteered to serve as career contacts.

Once you register for one database, it will work for the second. Just click the "register now" link underneath the log in box to create your User ID and password.



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<http://business.library.emory.edu>

Industry Overview: EIU Industry Briefings

<http://business.library.emory.edu/services/alumni/eiu.html>

Offers in-depth overviews and trend forecasts for eight key industries.

- Industry coverage includes: Automotive, Consumer Goods, Energy, Financial Services, Food and Drinks, Healthcare, Telecoms and Technology, Travel and Tourism
- Provides five-year forecasts and news analysis, along with relevant background information
- Covers the 60 major economies that account for more than 95% of world output and trade

Current News: Factiva

<http://business.library.emory.edu/services/alumni/factiva.html>

Search current news about companies and industries to stay in the know about the company you're targeting and its competitors. Factiva includes 9,000 publications from 118 countries, including the *Wall Street Journal*.

Browse the WSJ for today's headlines:

- Click the "news pages" tab on the green bar
- Click the headline to view the full text of any article

Search for recent articles on a company or industry:

- Click the "search" tab on the green bar
- Enter your keywords in the search box

To narrow your search, consider the following tips:

- Place a * at the end of words to include tenses and plurals:
compet retrieves competitor(s), competition, competing...*
- **or** Looks for any of the words you select, not all need to be in the article, a good way to include synonyms (*rival or competitor*)
- **hlp=** Looks for words in the article title and/or first 1-3 paragraphs
hlp=(l'oreal) and hlp=(rival or compet*)*

Track companies financial performance:

- Select the Companies/Markets tab from the green bar at the top of the page
- Select Charting from the menu under the green Factiva bar
- Type the ticker symbol in the box on the left
- Factiva will graph the company's price and volume. You may select a date range from one month to five years, as well as other criteria.

Company Information: Company's Website

You don't want to ask a question that has an answer on the company's homepage!

- Review the homepage to see what facts the company highlights – start with sections such as "About Us" and "Brands"
- "Philanthropy" or "Research" sections may provide ideas for questions

Need more help?

Email Ask_Alumni_Librarian@bus.emory.edu or *Ask Alumni Librarian* in First Class for recommendations on search strategies



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