

Goizueta Business Library

Creating Bridges to Knowledge

Alumni Mock Interview Blitz

January 27, 2006

Industry Overview: S&P NetAdvantage

Offers in-depth overviews for 52 industries. Industry surveys are available to print in .PDF and include:

- Industry size and structure
- Recent developments and forecasts
- Relevant macroeconomic statistics
- Competitor financial comparisons
- Related trade journals and associations

Company Overview: Marketline

Great "one place stop" for a wealth of company information. Marketline (formerly Datamonitor) includes 10,000+ U.S. and international public and private company profiles. Print 15-25 page .PDF reports that include:

- SWOT analysis (for top 1000 companies)
- Company overview and business description
- History
- Major Products/Services
- Revenue Analysis
- Top Competitors

Current News: Factiva

Best place to find current news impacting the company and industry. Factiva offers 9,000 publications from 118 countries including the Wall Street Journal and New York Times. To search for recent articles on a company:

- Click the "company" tab
- Type your company name in the search box, click the purple arrow
- Select your company, it will turn pink
- Click the green "run search" button above

To narrow your search further, consider the following tips:

- * Place at the end of words for 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
- **hlp=** Looks for words in the article title and/or first 1-3 paragraphs
hlp=(l'oreal) and hlp=(rival or compet* or challeng*)*
- **wc>** Specify the minimum number of words in the article; effective way to eliminate short articles and newswires
hlp=(clear channel) and hlp=(profit or sale* or earn*) and wc>900*

GOIZUETA
BUSINESS SCHOOL

EMORY

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

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

Interview Question Guides

Not sure what questions to expect? Or how to best answer them?

Goizueta Business Library's Career Reference section has several interview books that may help you with:

- Recommendations how to frame your answer
- Examples of what information a 'good answer' would include
-

Browse the collection, or search Euclid using the subject "employment interviewing" to see what titles are available.

Library Information Guides

Information Guides... Company – The Basics

http://business.library.emory.edu/info/company_basics/index.html

Information Guides... Rankings

<http://business.library.emory.edu/info/rankings/index.html>

Information Guides... Careers – The Basics

<http://business.library.emory.edu/info/career/basics/index.html>

Need more help?

Contact *bus librarians* in First Class to set up a consultation or for recommendations on search strategies