

# Goizueta Business Library

*Creating Bridges to Knowledge*

## Executive MBAs: Career Fair Company Research

*Research tips and strategies for networking and job interviews*

### Know the company and the industry

Job search strategy: research the industry and company prior to informational interviews and networking events. These resources provide PDF reports on both companies and industries that you can review before any meeting.

#### Industry Overview: S&P NetAdvantage

Offers in-depth overviews for 50+ 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 .PDF reports that include:

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

### Identify Associations and other professional contacts

Job search strategy: Professional associations often offer student membership rates, and can help you make contacts in your target industry and function. Meeting with alumni or other contacts in your industry and function of interest can give you an advantage at the interview.

#### Associations Unlimited

Databases > Associations Unlimited

<http://business.library.emory.edu/eresources/title/view.php?erid=2>

- Contains detailed listings for over 460,000 international and U.S. national, regional, state, and local membership organizations in all fields.

#### Alumni Directory

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

- Search for Goizueta alumni by function, company, state, industry, and many

#### Emory Career Network

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

- Search for alumni across Emory University who have volunteered to serve as career contacts

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

## Check Current News

Job search strategy: make sure you know what's new with the company – What is their stock price? Are they going public? Just launch a new product?

### 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

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\*)*

### 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 wondering 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, the Library catalog, 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](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>

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