

# Goizueta Business Library

*Creating Bridges to Knowledge*

**4 Steps to Career Success - Jr. Seminar – September 3, 2008**  
**Lee Pasackow, Business Librarian**

## Step 1: Know Your Industry

1. **Vault Online Career Library**
  - 20 Industry Guides from Advertising to Real Estate
  - 50 Career Profiles (roles and salaries)
  - Guides to top companies by industry
2. **Wefteet**
  - Industry overviews cover the good & the bad, major players and job descriptions
  - Interviews with people in the industry describe a typical day
  - Career profiles outline job requirements, outlook and tracks
3. **Books**
  - **The Almanac of American Employers** – 500 Employers ranked by Revenues & Employees – CAREERREF HF5549.5.C67 P582 2008
  - **Career Opportunities in Conservation & the Environment** – CAREERREF S945.G74 2008
  - **JobBank** series – 20 regional guides from San Francisco to Boston – lists primary employers by industry - CAREERREF
4. **Occupational Outlook Handbook 2008-09 – U.S. Department of Labor**
  - Information on 250 occupations covering 7 out of 8 jobs in the U.S. economy
  - Key data on training, **job outlook** and earnings

## Step 2: Create a Target List of Companies

**Create a list of target companies by geographic area, sales or size**

1. **Hoover's**
  - Directory of 20 million public and private businesses worldwide
  - Click on Build a List on right panel and select criteria by location, industry and company size
2. **Book of Lists**
  - Top companies in various industries, 60 U.S. metro area books are available in the library - HF5068 .A85 B6 CAREERREF
3. **Business Rankings Annual**
  - Rankings of top companies by industry, geographic region and sales, located in Bus Ref – HD2731.B88

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



**ASK a Librarian**

## Step 3: Research Your Target Company

1. [Marketline](#)
  - Company profiles for 50,000 public and private companies giving detailed insight into how companies are organized and function
  - Link to the Industry Profile
2. [Business Source Complete](#)
  - Find the latest news on your company from trade & business journals
  - Try limiting your search to Cover Story or Interview
3. [Factiva](#)
  - Read what the Wall St. Journal and New York Times is saying about your company
  - Always check here – right up to the day of your interview – for the most current news

## Step 4: Network

1. [Network at a Professional Association](#)
  - [American Marketing Association- Atlanta](#) is the country's fourth largest chapter with 1,000 members working in the areas of non-profit, public relations, advertising, direct marketing, interactive and more
  - **Check out the student chapter at GA Tech**
  - Volunteer! Chapters have numerous opportunities to plan, lead, speak, teach and assist at conferences and events
2. [Alumni Network](#)
  - Register on [Goizueta Net](#) – the Goizueta Alumni database
  - Register on the [ECN Database](#) - the network for Emory alumni and current students. The database houses the profiles of thousands of Emory parents and alumni professionals, representing a variety of fields.
3. [AIESEC](#) – student-run organization, located at Georgia Tech that promotes global understanding and business skills by exchanging students through international internships. Member recruitment opens January. Meetings are open to visitors.

## Don't Forget!

- **Register for Business Research Essentials**
  - **September 12 – Library Orientation**
  - **October 3 – Turbo Charge Your Internship Research**
  - [More classes & registration details on FC – B-Research Certificate](#)
- [Career Research Portal – Business Library Web Page](#)
  - Guides by industry, salary research, interview tips and more
- [Career Section in the library](#)
  - Books and magazines on career topics – Industry and Company Guides, Resume Writing, Interviewing Skills & Non-conventional jobs
- [Ask a Librarian@Goizueta](#)
  - Tuesdays, 3:30-5, in the BBA Program Office



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