

Goizueta Business Library

Creating Bridges to Knowledge

How Do I Get What I Want?

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

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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 alumni@bus.emory.edu. Not a Goizueta alumni? On to both databases is available at the library's visitor workstations.

Library Alumni Portal

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

- Factiva and EIU access - links and search tips for both research resources
- Business Research Resources – recommended free web resources and search strategies
- Career Research – resources are available to job seeking alumni
- 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 – are welcome to visit the library to browse some databases and check out books

Industry Overview: EIU Industry Wire

<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



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

Current News: Factiva

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

Search current news about companies and industries. Factiva offers 9,000 publications from 118 countries including the *Wall Street Journal* and *New York Times*.

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*)*

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 wondering how to best answer them? Goizueta Business Library's Career Reference section has several interview books. Topics include:

- Recommendations how to frame your answer and examples of what information a 'good answer' might include
- Tips for successful networking (try the *Vault Guide to Schmoozing* CareerRef HF5381 .V65 V388)
- Salary negotiation

Browse the collection on the second floor of the library, or search the catalog (www.library.emory.edu) using the subject "employment interviewing" to see the titles available.

Need more help?

Email Alumni_Library@bus.emory.edu or *Alumni Library* in First Class for recommendations on search strategies.

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