

A photograph of the Syracuse University Libraries building at night. The building is a large, modern structure with a prominent central tower and a series of columns. The interior lights are on, and the building is illuminated by streetlights. The sky is a deep blue, and there are trees in the foreground.

# Syracuse University Libraries

## **ECS Career Resources**

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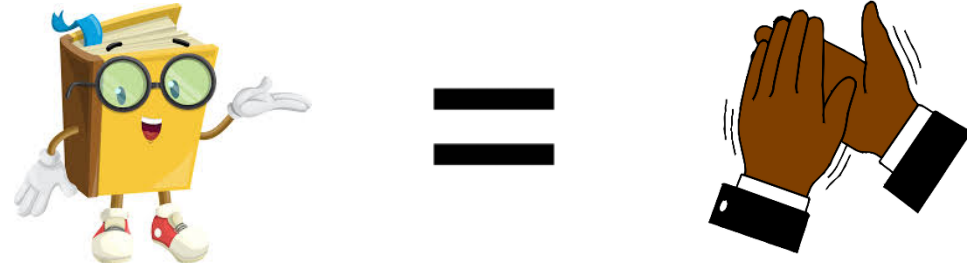
# Upcoming Interview?

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- » What information would you like to know about the company you'll be interviewing with?

# Think – SU Library Resources

» Do your research when it matters most!



» Start your interview prep on the SU Library website: [library.syr.edu](http://library.syr.edu)

» Look for the [Research Guides](#) then the

- [Business Information Research Guide](#)

- » All resources mentioned are accessible from this guide

- » Company Research

- » Industry Research

# Company Information

## » Mergent Intellect

- News - events timeline
- Market drivers - where is their influence? Does it match with your expertise?
- Competitors
- Executive Details
  - » Profiles for Directors & Officers
  - » People search - refine by job function
- Annual Overview
  - » Strategy
  - » Products & technologies
  - » Government contracts



# Company Information

## » Business Insights: Essentials

- Total number of employees
  - » Rate of hire - Click on Employees
- Officers
- Trade Journals
  - » industry/technical information about products and services
- Rankings
- Company history/overview
- Company hierarchy - parent company & subsidiaries
- Industry reports - identify trends, challenges, etc.



# Company Information

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## » Hoover's Company Profiles

- Extensive company reports
  - » Detailed biographies of company executives, including where they graduated from.
  - » Income, financials, and growth

## » ReferenceUSA Business

- Good for small or new businesses that might not be included in other databases

# Industry & Company News

## » ABI/INFORM Collection

- Leading business & industry publications
- How is the company, their products and services viable in the industry

## » Industry Reports

- Write down the SIC or NAICS codes from the company reports; OR search for a specific technology or product
  - » Mergent Intellect - Find major competitors in the industry, use the NAICS codes
  - » Business Source Elite - search using NAICS codes
  - » IBIS World - search using NAICS codes or key phrases
  - » Market Research.com Academic - search using key phrases

# How will these resources help me prepare for my interview?

- » Hone your message
- » Define what sets you apart in the context of this company
- » Understand how you can be an asset to this company
- » Form questions to ask during the interview
- » Understand the company's trajectory in the industry
- » Identify other companies of interest
- » Identify key trends in the industry, what technologies are up and coming?