

A photograph of the Syracuse University Libraries building at night. The building is a large, modern structure with a prominent central tower and a flat roof. 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

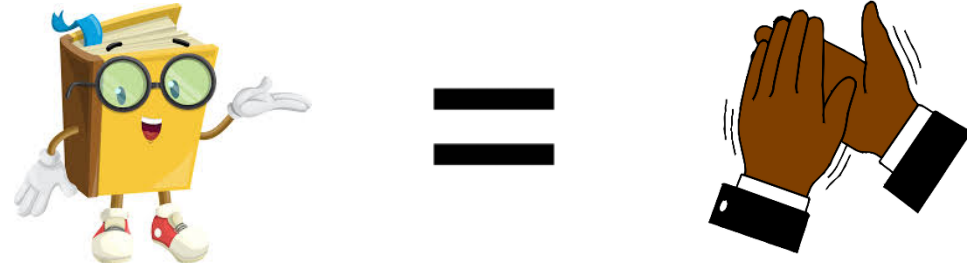
Emily Hart, Science & Engineering Librarian
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Upcoming Interview?

- » 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

» 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

» 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?