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?