

COMPANY RESEARCH

a guide to help you get started <http://www.libguides.library.clarkson.edu/company>

If you are on your way to an interview, it is to your advantage to carefully research the job and the organization beforehand. Sounding well-informed and concerned about a company and its success can set you apart. The more prepared you are, the more confident you'll be and this bodes well in an interview.

It is important to bring some questions to an interview. Standard questions are ok, but questions specific to a company SHOWS THEM interest and initiative and HELPS YOU have a better understanding of how you would fit in and help them reach their goals. Between what you find out in your research and what you want to know, you'll develop questions to ask. Learn enough to ask intelligent questions.

What to think about	Where to look *
<p>Profile the company</p> <ul style="list-style-type: none"> - private or public? – this will determine the info. that might be available - location(s) - history - organizational structure – where does this position fit in? - products & services - <u>what</u> they do & their strategy - <u>why</u> they do it - mission, vision ; what drives them? - <u>who</u> works there, who will you interview with; # of employees? - what skills does this job require? - how do your experience & qualifications match their needs? - Culture – is it a good fit for you? <p>What's important to them? Approaches to work? Office set up? Does it encourage collaboration? Connection of employees to overall vision & goals? Opportunities for growth? How would your personality fit in?</p>	<p>Company website about us – explore thoroughly!</p> <p>Databases</p> <ul style="list-style-type: none"> - Lexis – company dossiers - Standard & Poors - Business Insights - Bloomberg Business Week <p>LinkedIn</p> <p>Facebook Twitter Company blog Glassdoor.com</p>
<p>Find current news and in-depth articles</p> <p>Recent big events? Management changes? New products? Notable ventures? Lawsuits?</p>	<p>News, leading business journals/magazines,</p> <ul style="list-style-type: none"> - Lexis - ABI/INFORM - Reuters
<p>Examine financials, market, competitors, & industry</p> <p><i>No company operates alone. It is affected by industry conditions and actions of its competitors.</i></p> <ul style="list-style-type: none"> - annual reports - 10K & other financial reports – stability? - rankings, performance 	<p>Databases</p> <ul style="list-style-type: none"> - Bloomberg Market - Standard & Poors - EDGAR (for public companies) - Industry Associations - Occupational Outlook Handbook

*These are suggestions to start.

Explore the variety of databases and information sources listed on the Libraries' *Company Research Guide*.