

Goizueta Business Library

Creating Bridges to Knowledge

Career & Internship Research Tools

Where do I find company and competitor information?



AtoZ Databases – Includes 30+ million U.S. businesses; look up companies or create custom target lists, filtering by geography, industry, revenue, and more. Download lists into Excel.



Hoovers / Dun & Bradstreet – Includes 100M+ worldwide businesses; look up companies or create custom target lists, filtering by geography, industry, revenue, and more. Company profiles include links to competitors, many include a SWOT analysis.



Business Journals' Book of Lists – Top company rankings from 40+ U.S. cities; includes public, private, fast growing, and industry-specific lists.

How do I find industry and market information?



First Research Reports in Hoovers – U.S. and Canadian industry trends, challenges, forecasts, call prep questions, and more for 200+ industries; includes small and niche industries. Now available in **Hoovers**. Get started with **these search tips**.



Explorer – Industry coverage includes market research reports, Porter's Five Forces framework, and value chain analysis; public and private company profiles include competitors, SWOT, financial and deals data, news, and more.



From consulting to venture capital, find a custom research guide for a job search in your target industry.

Where can I explore different career paths?



Vault — Unique resource, focusing on what it is like to work for certain companies, industries and job functions; includes company rankings, internships, and employee experiences.

Locate information on different occupations, required education, expected salary, and more:

Occupational Outlook Handbook | **O*NET Online** | **Career One Stop**

How can I refresh my Excel skills, learn to use R, data visualization tools, etc.?



O'Reilly — Courses and certificates focused on developing or refreshing business skills and software applications. **Read these tips** to take full advantage of O'Reilly.

How can the business librarians support me?



Email **GBSAskalibrarian@emory.edu** for questions about using databases or locating other research, troubleshooting database access problems, and scheduling a consultation.



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Library's **GBS Toolkit**

