

ISM-HOUSTON[™] JOB SEARCH TRAINING PROCESS

Practice 3.1: Research Your Targets

PRACTICE 3.1: RESEARCH YOUR TARGETS



Research the company, people and culture

- Know as much about the company as possible
 - Learn the future goals and plans
 - Understand the industry and competitive forces
- Learn the interviewer's name and job position
 - Will usually be supplied when scheduling the interview
- Talk to current employees
 - Excellent way to gain an inside perspective and will give you the ability to ask better questions

FIND INDUSTRY AND COMPANY INFORMATION



ISM—Houston, Inc.

Company/Industry Related		People /Culture Related
Company website	Mintel.com	Linkedin.com
Hoovers.com	Researchandmarkets.com	Pipl.com
Vault.com	Datamonitor.com	LexisNexis.com
Businessweek.com	Euromonitor.com	Glassdoor.com
Compete.com	Capitaliq.com	Hallway.com
Quantcast.com	WSJ.com	Zoominfo.com
Thomsonbanker.com	SEC.gov	Yatedo.com
LexisNexis.com	FreeEdgar.com	Facebook.com
Avention.com (Onesource)	Annual Reports	Jigsaw.com aka Data.com
Bloomberg.com	ReferenceUSA.com	YouTube.com
IBISworld.com	SIC/NAICS	
HBJ.com	Slideshare.com	

Accessed from Home

- [Company website/Annual Reports](#)
- [Hoovers.com](#) - leading database of company and industry information
- [WSJ.com](#) - business publication
- [Vault.com](#) – broad-based career intelligence site
- [Businessweek.com](#) – business publication
- [Compete.com](#) – find website traffic and unique visitor information
- [Quantcast.com](#) – find website audience demographic information
- [HBJ.com](#) – Houston’s business news site
- [SEC.gov/FreeEdgar.com](#)
- [Onetonline.org](#) – general research on roles and position descriptions

Free at Rice University's Business School

- Thomsonreuters.com – comprehensive database includes research analyst reports from major banks
- LexisNexis.com – one stop comprehensive news and information research resource
- Bloomberg.com – most current business and information news
- IBISworld.com – market research covering a number of industries
- Intel.com – market research into consumer trends, product innovation & competitive marketing strategies
- Researchandmarkets.com – searchable market research reports database that includes both niche and top industries

Free at Rice University's Business School (cont.)

- [Datamonitor.com](#) – searchable market and company research reports
- [Euromonitor.com](#) – publishes research reports on industries, consumers and demographics in the US
- [Freedonia.com](#) – Comprehensive industry and market research
- [ReferenceUSA.com](#) – source of business for reference and research(Available at most public library systems)
- Standard Industrial Code – SIC and North American Industry Classification System – NAICS – find the company's code and will assist in research and identifying competitors

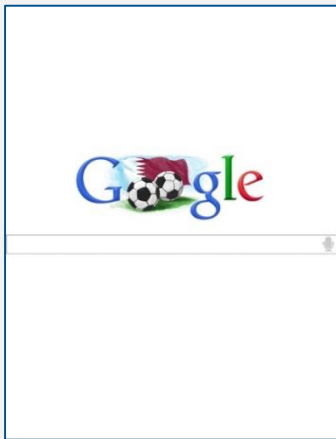
Fee/Subscription Services Only

- [Capitaliq.com](https://capitaliq.com) - multi-asset class and real time data, research and analytics
- [Avention.com \(Onesource\)](https://avention.com) – source of accurate company and executive information

Company Research Examples



ISM—Houston, Inc.



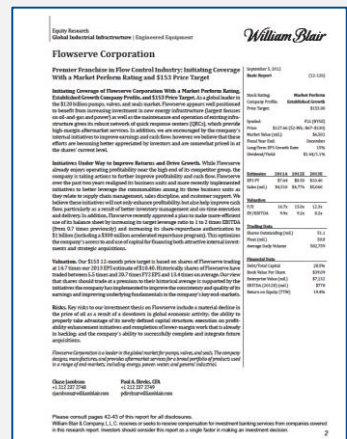
Search for News



Financial Pages



Company and Competitor's 10K



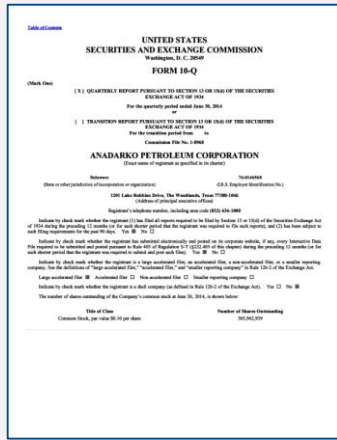
Analyst Research



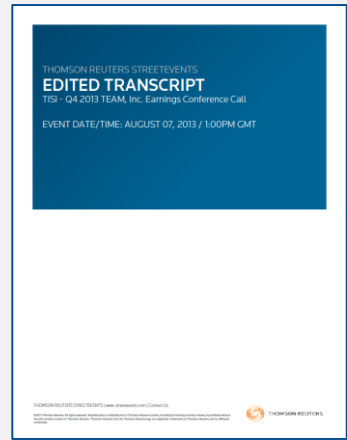
Industry Research



Industry Research



Quarterly Report



Quarterly Calls

QUESTIONS?

