

Library Resources for MMH Career Research

Whether you are pursuing a career in finance, management, operations, or marketing, the Nestlé Library has a wealth of resources to help you secure your job or internship of choice. Library resources can help you create a list of potential companies and conduct self-directed research on those companies.

One-on-one consultations are available for all MMH students. A librarian will meet with you to help you discover library resources that can help in any stage of career research. Larger, targeted sessions with groups or clubs are also available. To set up a consultation, stop by the library or send an email to hotelref@cornell.edu.

There is a Career Planning section in the library containing books that profile companies and industries, offers career management guidance, and provides information about cover letters, resumes, and interview skills.

The Nestlé Library web site has a Job Search and Salary Resources page that is part of the Hospitality Links section: <http://www.hotelschool.cornell.edu/research/library/tools/links/>.

Listed below are categorized library databases that can be useful in the job search process for MMH students. Unless otherwise indicated, the databases listed below are available from the Nestlé Library web site: www.hotelschool.cornell.edu/research/library/ All of these databases are available from off-campus to all currently-registered Cornell students.

Finding Jobs

CareerSearch

Create a downloadable spreadsheet of companies based on selected criteria (industry type, geographic location, etc.) Contact information provided for individual companies.

Hoover's Online

Use the Build A List feature on the home page to compile a list of companies based on selected criteria, including industry, location, percent employee growth, etc. Hoover's Online also provides limited data on private companies.

Insider Guides

Vault

Guides to companies and industries that include insiders' advice, interview tips, and message boards. In addition to company guides, Vault also has several career guides:

- Vault Guide to the Case Interview
- Vault Guide to Finance Interviews
- Vault Guide to Schmoozing

To access the library's subscription to Vault Guides (instead of going to vault.com), use this link: <http://resolver.library.cornell.edu/misc/6340230>

CQ Interactive

Interactive drills that allow students to practice actual case interview scenarios. During the interactive case session, new information is given - you'll then need to calculate answers in order to move forward.

Access CQ Interactive: <http://resolver.library.cornell.edu/misc/6291294>

Researching Companies

Hoover's Online

Company profiles include executive biographies, competitors, product segmentation, and financial filings. Hoover's Online also provides limited data on private companies utilizing Dun & Bradstreet reports.

Datamonitor Reports (available in Business Source Premier)

Company reports include SWOT analysis, recent company activities, and brief executive biographies. Search tip: from the Business Source Premier home page, click the Company Profiles link and then search for your company. Click the link for the Datamonitor Report.

Mergent Online

Corporate financial database that provides detailed information on thousands of U.S. and international public companies, including financial statements (current and historical), annual reports, histories, subsidiaries, joint ventures, and more.

Thomson One Banker

Comprehensive analytical tool that provides current and historical stock prices, earnings estimates, deals, analyst reports, and more.

Innovest I-Ratings

A social responsibility investment portal that analyzes companies' performance on intangible value factors such as environmental, social, and strategic governance management, and how such factors impact competitiveness, profitability, and share price performance.

Researching Industries

Technomic Digital Resource Library

Premier database for researching chain restaurants. Find sales figures, menus, franchise information, rankings, news, industry publications, and more.

Hotel Horizons

Produced by PKF Hospitality Research, Hotel Horizons provides customized forecasts, dynamic charts, rankings by market and analysis for upper-priced and lower-priced hotel segments across 50 U.S. metros, including a national overview.

S&P Industry Surveys (available in Market Insight)

Comprehensive industry reports that include in-depth industry trends and operations, industry ratios, statistics, and more. Search tip: from the Market Insight home page, click the Industries tab and then select the desired industry from the drop-down list.

Mintel

Market research report that examines market share, segmentation, consumer preferences, major companies, forecasts, and more. First-time users will need to register for an individual account.

Datamonitor Reports (available in Business Source Premier)

Industry profiles that provide market analysis, including market value, market segmentation, and competitive landscape. Search tip: from the Business Source Premier home page, search for an industry by name (hotel, airline, foodservice, etc.) and change the Publication Type drop-down list to Industry Profile.

Business and Company Resource Center

Industry reports for niche industries. While S&P Industry Surveys cover major industries, Business and Company Resource Center complements their coverage with information on smaller industries.

Global Market Information Database

Retrieve international market research data, including reports on specific products and industries. Global Market Information Database is the source for Euromonitor reports.

Article Research

Factiva

Provides full-text access to global news and business information, including local newspapers, same-day newswires, company reports, and media programs. Includes full-text coverage of the *Wall Street Journal*.

Hospitality and Tourism Complete

Scholarly research and industry news relating to all areas of hospitality and tourism. Includes full-text access to *Cornell Hospitality Quarterly*.

Business Source Premier

Provides full-text for nearly 2,500 journals covering business, management, economics, finance, banking, and accounting. It also includes industry and country reports and SWOT analyses along with full text coverage of the *Harvard Business Review*.