Job Market Research

Career search research is looking at companies and jobs in an effort to find a position in a company that matches your ideal job criteria. It is an effort to answer questions related to activities, responsibilities, values, management style and personality so you are able to make an informed decision regarding desirability or undesirability of employment.

Where you begin in your research depends on how sure you are of the direction you want to go. If you only have a vague general idea about careers you want to start with a broad search. Use the internet and search for the name of the industry. Attempt to answer the questions: What do they do? How do they do it? What is competition like? Is it profitable? Who are the players? What kind of jobs do they have?

There are many web sites dedicated to researching career options. A few hours and a good search engine is the best way to get started.

Website for Career Research Career Path – Function/Industry Sources

CTI Career Search – Lists job descriptions and salaries in a on more than 200 different occupations written by people working in each profession.  
http://www.citytowninfo.com/employment

Occupational Outlook Handbook – Describes approximately 250 occupations in detail including hiring trend information.  
http://www.bls.gov/oco/home.htm

Careers in Business – Career path information on finance, investment banking, management consulting, accounting and real estate.  
http://www.careers-in-business.com

Bizweb – A starting place for conducting corporate and industry research.  
http://www.bizweb.com/

Jobsmart – A Northern California Job Search Guide with a wealth of information on career fields and functions and bay area market trends.  
http://www.jobsmart.org

Job Web – Contains all types of career planning and job search guides.  
http://www.jobweb.org

Vault Reports – Profiles insider information on more than 700 leading companies and careers.  
http://www.vaultreports.com

Wet Feet Press – Produces high quality research reports on a range of industries and firms including high tech, consulting, multimedia and finance.  
http://www.wetfeet.com

Websites for Company Information Sources

CEOExpress – One stop site for business research with various links to newspapers, magazines, company research information, etc.  
http://www.ceoexpress.com

Chronicle 200 – A list of the top 200 Northern CA firms (by revenues). Includes basic company background, contact information and internet address.  

Career Magazine – Web career resources; includes company profiles, job openings, news articles and classifieds.
Edgar – The Securities and Exchange Commission’s database which includes SEC filings by any publicly traded company.
http://www.sec.gov/edgarhp.htm

The Fortune 500 – America’s largest industrial and service corporations, ranked by revenue.
http://www.fortune.com/fortune/fortune500

Hoover’s Handbook – Provides free company information and detailed overviews by key industries.
http://www.hoovers.com

Monster Board – Specific job openings in mostly technical areas but some are in marketing, sales, multimedia and management. Also offers an overview of employers.
http://www.monster.com/

Non-Profit Career Network – Dedicated to the nonprofit sector of today’s business and economic world.
http://www.nonprofitcareer.com/

Non-Profit Gateway – Network of links to federal government information and services.
http://www.nonprofit.gov

Philanthropy News Network – Lists of foundations, non-profits, charities and research resources.

Price Waterhouse Survey on Venture Capital Firms – Includes study and survey results on over 1000 Venture Capital Firms.
http://www.pwcmoneytree.com

The Riley Guide - Provides one of the most comprehensive listings of Internet job search resources.
http://rileyguide.com

200 Letters for Job Hunters – Shows samples of a large variety of employment letters, including cover letters, thank you letters, broadcast letters and employer recommendations.
http://careerlab.com/letters

JobWeb – Contains all types of career planning information and job search guides.
http://www.jobweb.org

Jobnet – Contains employment information and resources for job finding such as interviewing and resume writing.
http://www.westga.edu/~coop/index.html

The MBA Page – A look at all aspects of MBA life. Includes examples of case interviews and industry information.
http://fisher.osu.edu/fin/oldmba.htm