**EMPLOYER RESEARCH**

Want to stand out? Conduct employer research prior to an interview.

**Basic research** (1st interview) -- know the employer’s general products/services and location.

**Advanced research** (2nd interview or site visit) -- know recent news, announcements or innovations.

* [Finding company information](http://www.lib.ncsu.edu/business/company/) (DH Hill)  
  Research company history, market share, rankings, stock performance, and more.
* [Reference USA](http://www.referenceusa.com/)  
  Research specific industries and companies.
* [Riley Guide](http://rileyguide.com/research.html)  
  Find detailed information about employers and locations of interest.
* [Wetfeet](http://www.wetfeet.com/Careers---Industries.aspx)  
  Benefit from others’ research.  View insider tips about careers, industries and employers.

**With research** – you are able to ask good questions

“I read about the merger with Fiat.  How will your product line be affected?”

“I read about your new office in Charlotte. I am specifically interested in an internship in this location.”

**Without research** – you are unable to show sincere interest

“What do you do?”

“Is Progress Energy an insurance company?”