

## Library Resource Guide

### What is CareerSearch?

*CareerSearch* is a powerful employment research tool that allows you to screen for companies by industry, geographic location, size, or keyword. Once selections have been made, *CareerSearch* returns a matching set of companies and provides profile information on each company. *CareerSearch* includes more than two million U.S. public and private companies and more than 160,000 Canadian companies. Academic institutions are also included in the database.

### When Should You Use CareerSearch?

- To identify potential employers and businesses, including screening for employers within a specified commuting distance in a zip code.
- To identify competitors in an industry or companies who make a specific product or provide a specific service.
- To identify appropriate executive recruiters.
- To find contact information for a company.
- To identify contact people at multiple locations of a company.

### To Connect to CareerSearch

1. Go to the *Management Library web page*, available at: [www.library.cornell.edu/johnson](http://www.library.cornell.edu/johnson).
2. In the **Top Business Databases** pull-down menu, scroll down to and click *CareerSearch*.

### Note to Job Seekers

*CareerSearch* is a directory service and does not include job listings.

### Tips for Using CareerSearch

- Selections followed by an ellipsis (...) denote links to sub-categories (i.e. click **Technology...** to see sub-categories within the technology industry).
- Geographic searches can be limited by county, zip code, or metropolitan area.
- Search for companies that use specific information technology tools.
- Unique searching tools are available, such as **Top-Rated Cities** and **Salary Wizard**.

### Sample Search #1

#### Find Employers in a Geographic Area

Find advertising firms located in the city of Chicago.

1. From the *CareerSearch* home page, click **Search**.
2. Click the circle beside **Advertising/Public Relations**.
3. Click **Locations** at the top of the screen and, on the next screen, click **Illinois...**
4. Click the circle beside **Chicago**.
5. At the top of the screen, click **Search Summary**. The **Search Summary** screen will display the number of matches based on the selected criteria.
6. Click **Review Results**.
7. Click a **company name**. A new window will open, displaying information about that company.

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### Sample Search #2 Identify Competitors

Find competitors of Applied BioPhysics Inc., a biotechnology company.

1. From the *CareerSearch* home page, click **Search**.
2. Click **Find Company**.
3. In the *Company name* box, type **Applied BioPhysics** and click **Go**.
4. Scroll through the list of companies and click on **Applied BioPhysics Inc.**
5. A new window will open. From the top of the window, click **Competitors**.
6. A **Competitor Search** screen will allow you to adjust certain parameters that apply to the company (i.e. size, location, etc.).
7. Make your selections and click **Submit**.
8. Click **Review Results**.

### Sample Search #3 Find Canadian Employers

Find venture capital companies in Nova Scotia.

1. From the *CareerSearch* home page, click **Search Canada**.
2. Click the circle beside **Venture Capitalists**.
3. Click **Locations** at the top of the screen and, on the next screen, click the circle beside **Nova Scotia**.
4. At the top of the screen, click **Search Summary**. The **Search Summary** screen will display the number of matches based on the selected criteria.
5. Click **Review Results**.
6. Click a **company name**. A new window will open, displaying information about that company.

### Creating Reports in CareerSearch

1. Once you have a list of results, click **Search Summary** at the top of the page.
2. The **Search Summary** interface displays with a list of selected criteria and total number of company matches.
3. To create a report, click **Print Reports**.
4. On the next screen, select either **Company Summary** (for a quick list of company names and phone numbers) or **Company Detail** (for a more complete company report). The report will then display in the selected format.
5. Print the report using the browser's print function.

### Downloading Data in CareerSearch

1. To download results into a spreadsheet, click **Save Results**.
2. After selecting a version of Excel, you may choose to format the spreadsheet with selected fields, which will display as columns in the spreadsheet.
3. Click **Review & Download** and then **Download Now** to begin the download process.

\* Note: third-party pop-up blockers may prevent the download from proceeding at this point.

### Need More Help?

Reference help is available in the library, via e-mail ([mgtref@cornell.edu](mailto:mgtref@cornell.edu)) or by telephone: 255-3389.