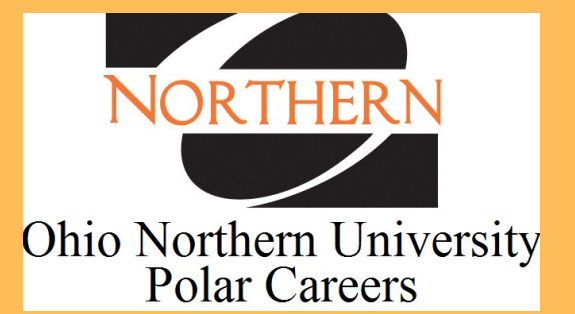


# Employer Research Guide



## What Should You Research?

- **Company's Industry**
- **Products or Services the Company Offers**
- **Company Leaders (President, CEO, CFO, etc.)**
- **Human Resources/Recruiter Contacts**
- **Organizational Structure**
- **Location(s) of the Company**
- **Social, Economic, Political, and Technological Trends**
- **Company's Media Presence**
- **Opportunities for Professional Development**

## Where do you find the info?

- **Company Website**
- **LinkedIn**
- **Better Business Bureau**
- **CareerShift**
- **Professional Associations**
- **Google**
- **Company Blogs**