

CareerBeam: Industry Database

Purpose:

The Industry Database uses some of the web's strongest industry research tools to seek out information on over 250 industries. Each *Industry Profile* contains a wealth of information on all types of industries that will help you both pinpoint the industries you're interested in and help you prepare for your job search.

Using the Database:

At the top of your CareerBeam home page, click the '**Industry**' database link. The default screen for this database is the *Industries* page displayed in broad categories, such as *Finance and Insurance*, and *Technology and Communications*. There are two ways to do your search on this page:

1. By **Industry Profiles**: Start your search by entering a **key word**, like "advertising" or "CPA", and see where it leads you.
2. By **Industry Profile Sector**: Click on one of the broad categories or click 'List all Profiles' to show the entire list by category.

Once you have identified an industry to research, click its name to view the *Industry Profile*. You will also see a list of related industries that may be relevant to your research. Each *Profile* includes the following information:

General Industry Overview Call Prep Questions (Conversation Starters)

Recent Developments Financial Information

Business Challenges Industry Forecast and Rating

Trends and Opportunities Websites

Executive Insight Glossary of Acronyms

At the top of the page, the 'State & Provinces' tab enables you to search individual state (or Canadian province) profiles to obtain general employment, labor, census, and financial statistics.

Tips:

When viewing a specific industry profile, use the questions from the *Call Prep (Conversation Starters)* section to put together intelligent questions to ask potential employers or for informational interviews.

To broaden your scope of research with related industries, refer to *Related Profiles* on the left hand side of each industry profile.

Close out of the Industry database to get back to the CareerBeam homepage to access the other tools.