

# Plunkett's Tools for Job Seekers 2009

Industry research, analysis, trends, benefits,  
corporate culture & contacts

## ► Unsurpassed analysis, data, contacts and tools to help you find the best opportunities in today's job market.

- Designed for Professionals in Career Planning
- Special Features for Liberal Arts Placement
- Technology Careers Placement
- Biz School Placement
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– Joyce Lain Kennedy

## Plunkett Research, Ltd.

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# The Best Possible Reference for Interview Preparation and Industry-Specific Employer Search

▶ 29 Printed Industry Almanacs with CD-ROM Database ▶ Instant Online Access

## 29 Vital Industry Sectors:

- ▶ Advertising & Branding
- ▶ Airline, Hotel & Travel
- ▶ Alternative & Renewable Energy
- ▶ Apparel & Textiles
- ▶ Automobile
- ▶ Banking, Mortgages & Credit
- ▶ Biotechnology
- ▶ Chemicals, Plastics & Coatings
- ▶ Consulting
- ▶ E-Commerce & Internet
- ▶ Energy & Utilities
- ▶ Engineering & Research
- ▶ Entertainment & Media
- ▶ Food & Beverage
- ▶ Health Care
- ▶ InfoTech, Software & Hardware
- ▶ Insurance
- ▶ Investment & Securities
- ▶ Major Employers
- ▶ Mid-Size Employers
- ▶ Middle Market Companies
- ▶ Nanotechnology & MEMS
- ▶ Outsourcing & Offshoring
- ▶ Real Estate & Construction
- ▶ Retail
- ▶ Sports
- ▶ Telecommunications
- ▶ Transportation & Logistics
- ▶ Wireless, Cellular & Wi-Fi

## Each industry almanac follows our award-winning ready-reference format

- ▶ Profiles of hundreds of the most successful employers
- ▶ Corporate growth plans
- ▶ Our analysis of trends
- ▶ A database of industry associations and professional organizations

## Easy-to-read, exportable employer profiles are packed with in-depth data

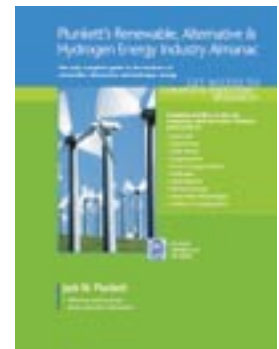
- ▶ Rankings and ratings within each business sector
- ▶ Corporate culture
- ▶ Benefit plans
- ▶ Growth plans and business focus
- ▶ Up to 27 executive contacts
- ▶ Phone, fax
- ▶ Web site
- ▶ Subsidiaries, brands, affiliations

## Each book comes with a FREE value-added CD-ROM database

▶ Sort, filter, export, and download employer lists by industry sector, location, size and more. Each database includes contact names, addresses, phone, fax, web site, business code and financial statistics.

**"Consider this reference essential"**

*Midwest Book Review*



A Sampling of Our Titles

**"An excellent and thorough source on the industry... especially recommended to academic library collections and larger public libraries."**

*American Reference Books Annual*

“Where the best jobs are,” – USA Today



## The Almanac of American Employers 2009

- ▶ Includes CD-ROM database  
700 pages \$299.99  
978-1-59392-143-9

The completely updated edition of this reference tool that is a standard in placement libraries and recruiting offices throughout the U.S. The Almanac of American Employers covers statistics, trends, financials, growth plans, corporate culture and contacts at the largest, most successful, fastest-growing corporations in America. Analyzes 500 firms with at least 2,500 employees each.

These are rapidly growing companies that are opening new locations, investing in exciting technologies and creating jobs nationwide. Covers a multitude of industry sectors.



## Plunkett's Companion to The Almanac of American Employers: Mid-size Firms 2009

- ▶ Includes CD-ROM database  
680 pages \$299.99  
978-1-59392-126-2

The perfect companion to your volume of The Almanac of American Employers. By adding this book, your collection will contain 1,000 complete employer profiles. This volume focuses on “Mid-Size Firms” – U.S. corporations of 100 to 2,500 employees in size. Included are profiles of 500 rapidly-growing mid-size companies in industries of all types.

Mid-size firms have been among the largest creators of new jobs.



## Get 24/7 access with Plunkett Research Online

Plunkett Research Online offers employer research and analysis in vital industry sectors

- ▶ Full text from all of our highly respected Plunkett's industry almanacs with online weekly updates
- ▶ Export vital company data and contacts to text or MS Excel files for reports and mail merge
- ▶ Search thousands of company profiles using a wide array of criteria
- ▶ Get instant access to our updated industry trends analysis & statistics
- ▶ Study our glossaries of key industry terms
- ▶ View and export contact lists of industry associations and professional organizations
- ▶ The best possible tool for interview preparation
- ▶ Compare company benefits and growth plans
- ▶ Study and compare industries
- ▶ Special resources for employment search, recruiting and career planning

## See for yourself –

### ▶ Get a free demo of Plunkett Research Online

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### ▶ Take a tour

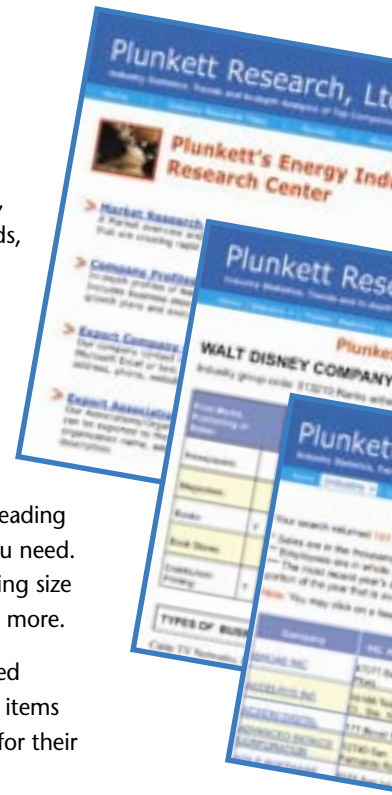
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Plunkett Research Online

# 8 Top Placement & Job Search Uses for Plunkett Research Online

- 1. Interview Preparation/Employment Research:** When preparing for a job interview, there is no better source than Plunkett Research Online for easy-to-understand analysis of trends, challenges and opportunities in the most important industry sectors, from health care to InfoTech, from banking to energy.
- 2. Comparing Industries for Career Planning:** Plunkett Research offers the most concise data for the comparison of industry sectors from an employee's point-of-view. Which sectors will maintain long-term growth and create the best jobs? Which sectors should job seekers avoid? All this and more is easy to access with Plunkett Research data.
- 3. Employer Search:** Plunkett Research gives you complete profiles of thousands of industry-leading employers. You'll be able to compile custom lists and export precisely the contact data that you need. With our easy-to-use tools, you'll be able to search, view and filter employers by criteria including size by employee count, size by revenues, profitability, geographic location, type of ownership and more.
- 4. Comparing Employers to Refine Your Target List:** Exactly the information you need when comparing employers. Our data includes benefit plans, as well as such corporate culture items as tuition reimbursement, child care and on-site gyms. In addition, we score major employers for their promotion of women and minorities to top posts.
- 5. Online Job Seekers Center:** You'll have access to our unique tools for job search, including our 7 Keys to Employer Research, Job Market Trends, Job Market Statistics, How to Apply for a Job Online, Links to Job Search Sites, Professional Organizations and Industry Associations Database, and much more.
- 6. Support for Employment in Liberal Arts Careers:** We code employers that provide careers in liberal arts specialties such as writing, editing, broadcasting, music, graphic arts and technical writing. We are famous for our coverage of media, entertainment, design and advertising industries, from radio, TV and film to new media, apparel and online advertising.
- 7. Support for Employment in Tech Careers:** With our specific research centers aimed at technology sectors, you can study emerging trends, technologies and employers. We are globally-recognized leaders for our easy-to-understand coverage of revolutionary technologies such as nanotechnology, e-commerce, biotech, wireless, and leading-edge engineering and R&D.
- 8. Recruiting, Job Development & Placement Support:** Career planning professionals, executive recruiters, workforce agencies, economic development professionals and job seekers of all types, from new college grads to seasoned executives, have relied on Plunkett Research data to guide them in their employer and industry research since 1985.



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