

The very best jobs research guides

In this column I will direct you to some of the very best job research guides available. If these guides are not available through your library or campus career placement office, you can usually request them to be transferred to your campus through inter-library loans.



Job Opportunities for Graduates (Petersen's Guides, P.O. Box 2123, Princeton, NJ 08543, 800-338-3282). Petersen's has three different versions of this popular guide, one for business, one for engineering and technology and one for health care. There are a limited number of total companies listed, but those that are listed are definitely hiring at the entry level and the listings are typically full and complete. If your vocational objective falls into one of the three broad categories listed above, this is an excellent place to start your research.

The Professional's Private Sector Job Finder, Government Job Finder, Non-Profits' Job Finder (Planning/Communications, 7215 Oak Avenue, River Forest, IL 60305, 708-366-5200). Daniel Lauber's three directories of job search resource information are the most complete and comprehensive research guides available. They provide you with multiple paths toward reaching your eventual target company. Read it. Study it. Act upon it.

The National Job Bank (Bob Adams, Inc., 260 Center, Holbrook, MA 02343, 800-872-5627). Direct employer listings throughout the US, including basic contact information, product information, and typical positions available at each location. The publisher also prints several "city" editions which are even more comprehensive for targeted metropolitan areas.

Job Seeker's Guide to Private and Public Companies (Gale Research, Inc., Book Tower, Detroit, MI 48266). Comes in four

different volumes: West, Midwest, Northeast, and South/Mid-Atlantic/Great Plains. Contains basic contact information.

The Corporate Yellow Book (Leadership Directories, 104 Fifth Ave., New York, NY 10011, 212-627-4140). Provides an excellent listing of the management of the largest 1100 companies in the US, often listing specific department managers. A good source of the major players—just make sure you have a current edition, since the key players are often in nearly constant rotation.

Directory of American Firms Operating in Foreign Countries (Uniworld Business Publications, 50 E. 42nd St., New York, NY 10017). If you are interested in working overseas, make sure you gain access to this directory. Your odds are much greater finding employment with an American firm with overseas operations than with foreign companies. This guide is your starting point. Most listings are rather brief, but provide you with the basic information you need to get started, including both foreign and domestic addresses. Do not even consider an international search without this guide.

Encyclopedia of Associations (Gale Research). If you are trying to find an association or organization in your chosen occupation or industry, this is the book for locating it. More than 14,000 national and international organizations of all sizes and types. Useful in establishing contact with associations that may benefit you in your job search.

How to Find Information about Companies (Washington Researchers Publishing, 2612 "P" St. NW, Washington, DC 20007, 202-333-3533). If you get stumped with any of the above reference guides, this one will direct you down new paths hitherto unexplored. This is the company research guide, giving you in-

formation on ways to find new information when all else fails. It takes extra time to work with, but if you really need to know, you really need to know this book.

If you are seeking only general company information, two addition directories—**Standard and Poor's Register of Corporations and Dun & Bradstreet's Million Dollar Directory**—have basic address information, financial information, top corporate officers, but little else. However, they are both very comprehensive and may offer information on companies that you can find nowhere else.

Most of the above are large and expensive research guides that are typically not available for checkout. If your library or campus placement center have access to CD-ROM, you might also attempt to track down these CD-ROM guides:

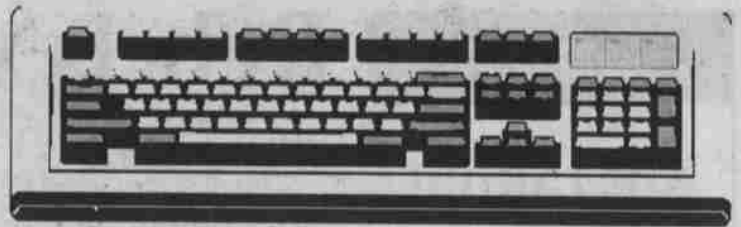
Career Search on CD-ROM (Career Search, 21 Highland, Needham, MA 02194, 617-449-0312). Although a relatively new product, Career Search is the most comprehensive and targeted database search product on the market today. It contains over 200,000 companies—large, medium and small. Drawback? Price. Over \$8,000 per year. Use it if you can find it.

D&B MarketPlace Business on CD-ROM (MarketPlace Information, Waltham, MA, 617-672-9200). Over 8,000,000 companies can be searched by a variety of criteria, including type of business, geographical area, and number of employees.

Business Periodicals Index (BPI) (H.W. Wilson Company, 950 University Ave., Bronx, NY 10452, 800-367-6770). BPI is available on-line, on CD-ROM and in hardcopy format. It serves as an index of articles in other publications, much like Reader's Guide to Periodic Literature. A great way to dig up articles about target companies.

NEXT COLUMN: *The very best sources of company information.*

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BY PAULINE VILLAPANDO
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Amazon.com Books on the World Wide Web is opening yet more doorways to the internet for UNLV students.

You can now access and purchase required reading material and entertainment books at rates from 10 percent to 40 percent lower than most bookstore prices. From textbooks to suspense, cooking to children's literature, science fiction to mysteries, the on-line bookstore attempts to present every book that has ever been printed. "Our motto is 'If it's in print, it's in stock,'" according to company president, Jeff Bezos.

"Usually it also saves you money in the long run," says freshman Matthew Gordon, "which means you can spend the extra cash on the true essentials like beer and pizza." Although Amazon.com Books is unknown to most UNLV students and faculty, when asked many liked the notion of shopping on-line.

"I think it would be more convenient because it seems like there's never enough people working at the bookstore," comments junior Mario Highsmith. This is a far cry from standing in outrageous lines or countless days of waiting for sold-out books to be restocked.

With a simple push of a button or click of a mouse, Amazon.com delivers right to your doorstep, via Air-

borne Express or UPS. "You just think about it, type it in and it's mailed to you," says assistant librarian, Marta Sorokin.

"I've bought stuff through the Internet before and found that it's convenient for a lot of things. It's most definitely quicker," said senior John Barragan, a computer lab assistant. Barragan also designs the World Wide Web pages for UNLV computers where users can shop on-line.

However, along with this convenience comes questions of privacy. "It's informative to find out what you do want, but I'm overly hesitant about using my credit card over the Internet," says John Fox, computer technician for the UNLV library.

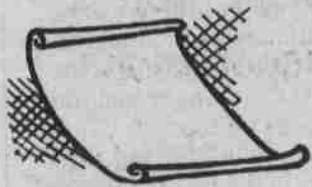
"These companies can get access to a lot of information about your account," says Peter Gratton, a UNLV library assistant. "Security is definitely the paramount problem."

Amazon.com also offers a type of forum for critics on its "users reviews page." Readers can discuss their personal views on a book with others from around the world.

However, the absence of natural communication makes some people wary of using such "anti-social" devices. "Part of the experience in going to a bookstore is seeing what's available and asking questions about a certain book," says Terry Novak, a lecturer in the English department. "If you get caught up in the computer world, you can't see face-to-face. It's just not the same with a screen."

But Gratton sees it differently. "Soon it will be the norm," he said. "Your kids won't think anything of sitting down at the computer and ordering things like pizza and textbooks."

So while some students are racing towards the advantages of computer technology, others are willing to stay with the safety and simplicity of the good ole' days.



Fabulous Sputnik Man

BY NICK TIMINSKAS

