#1: KNOW THE COMPANY
Read analyst reports to get beyond what's on the website
Best bet:
• MarketLine Company Reports

Extra Credit:
• MergentOnline (Investext tab)
• Statista
• Passport

#2: KNOW THE INDUSTRY
Find industry drivers, market share and threats and opportunities
Best Bet:
• IBISWorld

Extra Credit:
• Statista
• Mergent Intellect's Industry Reports

#3: KNOW THE NEWS
Keep up on new product launches, senior leadership and more
Best bets:
• Factiva
• American City Business Journals
• Financial Times
• Business Newsstand Research Guide

Extra Credit:
• Business Source Premier

#4: HAVE TALKING POINTS
Have a meaty answer to "Do you have any questions for us?"
Best bet:
• IBISWorld's iExpert Summary
• Mergent Intellect's Call Preparation Question

Extra credit:
• Quarterly Earnings Call Transcripts via MergentOnline (Investext tab) or Factiva (source: CQ FD Disclosure)

#5: KNOW THE MISSION
Best bet:
• Company Website
• Mergent Intellect - Company history

Extra credit:
• Outreach to alums
#6: COMPANY CULTURE
Have a good answer for why you want to work there!
Best bet:
- Read through company’s social media feeds
Extra credit:
- Outreach to alums

#7: COMPANY FINANCIALS
Best bet:
- Mergent Intellect --> Search company --> Annual Reports
- PrivCo
Extra credit:
- MergentOnline (Investext tab)

#8: COMPETITIVE LANDSCAPE
Best bet:
- Mergent Intellect
- PrivCo
- MarketLine Company Reports
Extra credit:
- Statista

#9: SWOT
Discuss how your skills set can address a strength or weakness
Best bet:
- MarketLine Company Reports
Extra credit:
- MergentOnline (Investext tab)
- Passport

Tip #10: NETWORKING
Learn what you cannot find in any database!
Best bet:
- LinkedIn --> Kellogg alumni page
- Kellogg Alumni Directory
Extra credit:
- Nexis Uni (Search Directories) Search the Professional Contacts Database for emails