

Exploring Job-Market Potential at the Civic Center Library



An important part of the job-search process is researching job-market potential. How is a particular industry doing? What are the prospects for a specific occupation or profession? What is the work environment like in a particular company? The following resources are useful for finding the answers.

Cracking Open the Books

The line following each title indicates the book's library call number or shelving location; unless a year of publication is specified, the Civic Center Library regularly receives the latest edition. Please ask a reference librarian for assistance if necessary.



[Encyclopedia of American Industries](#)

R 330.973 Encyclopedia 2001 (most recent 2004/4th edition due to arrive soon)
This title offers coverage of 459 manufacturing industries in one volume and 545 service and other non-manufacturing industries in a second volume. Contents are organized by SIC code. Each industry description includes a section, Current Conditions, detailing industry trends, and a section, Industry Leaders.

[Encyclopedia of Careers and Vocational Guidance](#)

R 331.702 Encyclopedia
This five-volume set presents articles covering 93 career fields and 738 specific careers. Each career article includes a section, Outlook, describing job-market potential and predictions for job growth based on information from the Department of Labor and professional associations.

[Job Outlook in Brief](#)

R 331.12 Job 2002/2012

Job Outlook in Brief is published as a reprint from the *Occupational Outlook Quarterly*. Information on employment prospects and job growth for about 270 occupations is presented in a table format. Specific occupations are organized under 10 occupational groups including Management, Business, and Financial Operations (one group) and Professional and Related (another group). Each occupation description includes information under Employment Prospects. Occupations that are projected to grow faster than average are marked with a star (★). This title is also available online at <http://www.bls.gov/opub/ooq/2006/spring/art01.htm>. *Occupational Outlook Quarterly* is available online at <http://www.bls.gov/opub/ooq/ooqhome.htm>.

[O*Net Dictionary of Occupational Titles](#)

R 331.7 ONET

O*NET, which stands for Occupational Information Network, provides descriptions of over 1,100 occupations based on information from the Department of Labor, the Census Bureau, and other sources. A specific occupation may be found by its O*NET number listed in the table of contents or by job title as listed in the index. The description of each occupation begins with a bulleted list that includes figures for annual earnings, growth in percentage, and annual job openings. The O*NET database is also available online at <http://online.onetcenter.org/>.

[Occupational Outlook Handbook](#)

R 331.7 Occupational

OOH is organized identically to *Job Outlook in Brief* but covers a greater number of occupations with more detail provided for each. In addition to a Job Outlook section in each job description, there is the separate section, Tomorrow's Jobs, which highlights the forces of population, labor force, and industry that determine projections of occupational opportunities in the future. *OOH* is also available online at <http://www.bls.gov/oco/home.htm>.

[Standard & Poor's Industry Surveys](#)

Investment Table

The *Industry Surveys* are published quarterly in three volumes. Each quarterly cumulation gathers together the most recently published weekly surveys of more than 50 of the largest industries in North America with over 1,200 companies referenced in Comparative Company Analysis tables for each industry. Analysis of each industry includes a section, Current Environment, and a section, Industry Profile with the subsection, Industry Trends.

Accessing Library Subscription Databases

Three databases available through the library that specifically address company and industry information are *Business & Company Resource Center (BCRC)*, *Hoover's Online Pro*, and *Reference USA*. In addition, two databases featuring general-interest publications, *InfoTrac Magazines* and *ProQuest Newspapers* may also include articles with industry, company, or corporate-culture information. These databases are available in the library and articles may be printed at no charge. *BCRC* and *Reference USA* may also be accessible from home for patrons with a MARINet library card living within Marin County Free Library's tax jurisdictions. For more information on home access, check our website at <http://www.co.marin.ca.us/depts/LB/main/authentication.cfm>. *InfoTrac OneFile* and *ProQuest Newspapers* are available from home for all patrons with a MARINet library card.



[Business & Company Resource Center](#) provides profiles and histories for thousands of companies, company financials and rankings, industry overviews, and brand information. In addition, there is a feature for searching business-related periodical articles which may be helpful in finding information on the corporate culture of an organization. Search on the company name and “corporate culture” as a keyword search (e.g., GOOGLE AND CORPORATE CULTURE).

[Hoover's Online Pro](#) offers in-depth company, industry, and market intelligence for 12+ million U.S. and 9,000 non-U.S. companies. While there is a free [Hoover's website](#), the subscription version (only available in the library) offers additional tools such as building a list of companies based on specific criteria.

[Reference USA](#) is a searchable database of more than 14 million U.S. businesses (and 210 million U.S. residents). Businesses may be searched by name, yellow-page heading, or SIC/NAICS codes, and may be limited by such factors as geography and business size. The database also features corporate family trees that identify parent companies, subsidiaries, and branches.

General Interest Publications

In either *InfoTrac Magazines* or *ProQuest Newspapers*, articles describing the corporate culture of some larger companies may be found by keyword searching the name of the company and the phrase CORPORATE CULTURE or WORK ENVIRONMENT.

[InfoTrac Magazines](#) offers full-text articles from over 5,800 popular magazines; business-related titles include *Business Week*, *Forbes*, *Fortune*, and *Journal of Small Business Management*.

[ProQuest Newspapers](#) includes full-text articles from more than 600 national and international newspapers including the *San Francisco Chronicle*, the *New York Times*, and the *Wall Street Journal*.

Cruising the Internet

The following websites are freely available on the internet.

[100 Best Companies to Work For](#) is a webpage on the CNNMoney.com website. It lists the top 100 employers in America, includes the categories, Best Employers in Your State, Best Benefits, and Top-Paying Companies. It also links to [Fortune's ranking of top 500 companies](#). (Accessed 10 July 2007.)



[Bureau of Labor Statistics](#) website is the gateway to a vast amount of employment information including links to the *Occupational Outlook Handbook*, Employment Projections, and Industries at a Glance. Also hosted on this site is BLS's [Career Guide to Industries](#).

[Business Reference Sources: Rankings/Lists](#) from the Library of Congress provides links to online journals that rank industries. Some, such as *Business Week* and *Forbes* are general in scope while others such as the National Retail Federation website are industry-specific.

[California Labor Market Information](#) from the Employment Development Department includes links to Local Area Profiles for labor market information in the state or a specific county, Occupation Profiles for descriptions, wages, and skills for a specific occupation, and publications such as [Labor Market Review](#).

[Career One Stop](#), sponsored by the U.S. Department of Labor, offers links to Current Wages and Occupational Trends, Job and Labor Market Information, Job Search Tips, and more.

[Great Places to Work Institute](#) "is dedicated to helping organizations understand and practice the qualities and behaviors that lead to the creation of great workplaces." Their website includes annual overall "best companies" lists with a separate list for small- and medium-sized companies. In addition to lists for North America, there are lists for Europe, Latin America, and Asia.

[Vault.com](#) provides "insider information" for over 5,000 companies and 70 industries. Access to the full text of Occupation Surveys, Occupation Profiles, and Industry Overviews requires free basic-membership registration. Employee Workplace Surveys which include comments on a company's corporate culture or workplace environment are only accessible with a fee-based Gold Membership.

A final word: The information sources listed in this pathfinder are just a few of the resources available in the library. For further help in getting started with your research, using specific resources, or to address any information queries you may have, Reference Librarians are available and most willing to assist.



[Marin County Free Library/Civic Center Branch](#)

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Tue, Thu: 10 a.m.-9 p.m.

Sat: 10 a.m.-5 p.m.

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