

**“The Best Places to Launch a Career” by Lindsey Gerdes
Business Week September 14, 2009**

http://bwnt.businessweek.com/interactive_reports/career_launch_2009/index.asp?sortCol=rankid&sortOrder=1&pageNum=1&resultNum=50

Quick summary of the article by Allison Myers, CSPD Peer Advisor:

The major point of the article was (even if you aren't fortunate enough to land a job at one of these 50 companies, but are fortunate enough to get a job) there are things YOU can do to stand out:

GET AMBITIOUS

Be prepared to work long hours, take on difficult tasks, and relocate if necessary. A raise? Don't hold your breath.

GET POSITIONED

Identify bosses who are moving up or are overwhelmed. Then volunteer to help.

GET CREATIVE

Suggest ways to save your company money or generate new revenue—and play a role in the effort.

GET NOTICED

Recessions are no time to fly under the radar. Tell bigwigs about achievements but avoid shameless self-promotion.

GET NETWORKED

Be indispensable. Work with other units and stay in touch with newfound allies—you may need them later.

This table allows you to edit the rank the data based upon different criteria.

2009 Rank	2008 Rank	Employer	Industry ¹	Entry-Level Hiring 2009 vs. 2008² (%)	Top Degrees Among Entry-Level Hires	Most Desirable Trait	Employer Survey Rank	Student Survey Rank³	Career Services Survey Rank⁴	Average Pay (\$000)	Management Training Program⁵
1	2	Deloitte⁶	Accounting	-1.1	Business/Economics	College GPA	1	8	1	\$55-\$60	Yes
2	1	Ernst & Young	Accounting	-19.7	Business/Economics	College Major	6	3	6	\$50-\$55	Yes
3	3	PricewaterhouseCoopers⁷	Accounting	-5.8	Business/Economics	College Major	22	5	2	\$50-\$55	Yes
4	5	KPMG	Accounting	-35.6	Business/Economics	College Major	17	11	5	\$50-\$55	No
5	12	U.S. State Dept.⁸	Nonprofit/Government	NA	Liberal Arts	Judgment	12	2	24	\$60-\$65	Yes
6	4	Goldman Sachs	Investment Banking	-57.1	Business/Economics	College GPA	3	13	15	\$60-\$65	No
7	11	Teach for America⁹	Nonprofit/Government	10.8	Liberal Arts	Leadership	24	6	7	\$35-\$40	Yes
8	14	Target	Retail	-18.7	Other	Leadership	28	18	3	\$45-\$50	Yes
9	10	J.P. Morgan	Investment Banking	-25	Business/Economics	Leadership	13	12	17	\$60-\$65	No
10	9	IBM	Technology	NA	Business/Economics	Leadership	11	17	13	\$60-\$65	Yes
11	47	Accenture¹⁰	Consulting	-30.2	Other	College Major	5	38	15	\$60-\$65	No
12	24	General Mills¹¹	Consumer Products	-18.3	Other	Leadership	3	33	28	\$60-\$65	Yes
13	15	Abbott Labs	Health	-41.3	Business/Economics	Leadership	2	44	36	\$55-\$60	Yes
14	27	Walt Disney	Hospitality	-77.1	NA	Communication	60	1	8	\$40-\$45	No
15	26	Enterprise Rent-A-Car	Transportation	-7.6	Business/Economics	Leadership	28	51	4	< \$35	No
16	18	General Electric	Manufacturing	-36.4	Engineering	College Major	19	16	9	\$55-\$60	Yes
17	32	Philip Morris USA/Altria	Consumer Products	-63.1	Business/Economics	Leadership	8	50	19	\$55-\$60	Yes
18	13	Microsoft	Technology	-58.4	Computer Science	Technical Skills	28	9	34	\$75 +	Yes
19	59	Prudential	Insurance	-47.7	Business/Economics	Analytical Skills	9	55	37	\$50-\$55	Yes
20	36	Intel	Technology	-24.9	Engineering	College Major	14	23	63	\$60-\$65	Yes
21	58	AFLAC	Insurance	-11.1	Business/Economics	Analytical Skills	9	55	62	\$50-\$55	Yes
22	22	Verizon Communications	Utilities	-18.6	Business/Economics	Communication	15	37	49	\$40-\$45	Yes
23	37	Central Intelligence Agency	Nonprofit/Government	NA	NA	College Major	45	7	29	\$45-\$50	No
24	30	Raytheon	Manufacturing	13.2	Engineering	College Major	23	39	19	\$60-\$65	Yes
25	45	Nestlé USA	Consumer Products	29.2	Engineering	Leadership	20	31	44	\$50-\$55	No
26	20	Norfolk Southern	Transportation	-12.9	Business/Economics	Leadership	16	55	47	\$50-\$55	Yes
27	NR	Hyatt	Hospitality	-81.7	Hospitality	Cultural Fit	21	27	58	\$35-\$40	No

28	39	Union Pacific	Transportation	-12.7	Business/Economics	Analytical Skills	18	55	43	\$40-\$45	Yes
29	34	Northwestern Mutual¹²	Insurance	-3.5	Business/Economics	Cultural Fit	26	49	27	\$40-\$45	Yes
30	25	Boeing	Manufacturing	-27.5	Engineering	Technical Skills	41	15	35	\$45-\$50	Yes
31	41	Liberty Mutual	Insurance	-46.9	Business/Economics	College GPA	26	46	30	\$45-\$50	Yes
32	43	Travelers	Insurance	NA	Business/Economics	Leadership	32	47	19	\$50-\$55	Yes
33	28	New York Life¹³	Insurance	75.7	Business/Economics	Leadership	24	45	48	\$35-\$40	Yes
34	6	Marriott International	Hospitality	-70.2	Hospitality	Leadership	36	19	57	\$35-\$40	Yes
35	NR	Entergy	Utilities	NA	Engineering	College Major	28	55	52	\$60-\$65	No
36	56	Macy's	Retail	-73.7	Business/Economics	Analytical Skills	49	22	19	\$40-\$45	No
37	77	Merck	Health	-21.1	NA	Communication	39	30	37	\$55-\$60	Yes
38	38	AT&T	Utilities	-64.4	Business/Economics	Leadership	36	34	63	\$35-\$40	Yes
39	61	Wells Fargo¹⁴	Financial Services	NA	NA	Analytical Skills	49	26	14	\$55-\$60	No
40	50	MetLife	Insurance	-35.1	Business/Economics	Communication	33	43	61	< \$35	Yes
41	NR	Johnson & Johnson	Health	NA	Business/Economics	Leadership	62	10	12	\$55-\$60	Yes
42	NR	Aramark	Hospitality	NA	Hospitality	Leadership	35	52	55	\$40-\$45	No
43	31	Cisco Systems	Technology	-50.1	Computer Science	Work Experience	43	35	37	\$70-\$75	Yes
44	93	Dell	Technology	-74	Business/Economics	College Major	41	32	59	\$40-\$45	Yes
45	55	Progressive	Insurance	-93.1	Business/Economics	Analytical Skills	33	52	63	\$50-\$55	Yes
46	23	Northrop Grumman	Manufacturing	-30.2	Engineering	College GPA	53	29	11	\$55-\$60	Yes
47	69	Internal Revenue Service	Nonprofit/Government	-31.7	Business/Economics	Technical Skills	46	25	45	\$35-\$40	No
48	8	Lockheed Martin	Manufacturing	-37.4	Engineering	College Major	59	14	17	\$55-\$60	Yes
49	95	Protiviti¹⁵	Consulting	-32.7	Business/Economics	Communication	39	55	49	\$50-\$55	No
50	94	Kohl's	Retail	-6.7	Business/Economics	Communication	44	55	32	\$40-\$45	No

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