Access From Home
The majority of our e-resources are accessible remotely to registered York University students, faculty and staff with a Passport York ID.

Searching library databases by name:
- go to Bronfman Library home page
  www.library.yorku.ca/web/bbl
- type the name of the database in the search box on the home page and select Title Keyword Search from the drop down menu.

Need additional help?
If you need help searching or identifying the best resource for your research needs please:
- Consult our reference staff in person
- Use our chat reference service available at: www.library.yorku.ca/web/bbl
- Phone us during reference hours at 416-736-5139
- Email us at bronfref@yorku.ca
- Consult our website for reference hours: www.library.yorku.ca/web/bbl

Quick Start Guide to Business E-Resources

Browse an entire A-Z List of Databases
- Features database descriptions
- Links to online guides and tutorials
  www.library.yorku.ca/web/bbl/collections

Business Research Guides
Browse by subject using librarian curated research guides.
- Subject Specific Guides to Databases, e.g. finance, marketing, business ethics etc.
- Guides to popular areas of business research, e.g. finding company information.

We create many business research guides compiling selected resources (online and print) where we provide descriptions on how to best use them including, in some cases, step by step instructions. Use the guides to save time when conducting business research!

www.library.yorku.ca/web/bbl/guides

Categorized listing of Business Databases
see inside overleaf
List of the key databases available and the primary content categories they cover.

<table>
<thead>
<tr>
<th>Content Categories</th>
<th>Geographic Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Company Information</td>
<td>BC Economic Forecasts and Country Information</td>
</tr>
<tr>
<td>i Industry Information</td>
<td>A Articles on Business Topics</td>
</tr>
<tr>
<td>M Marketing Research</td>
<td></td>
</tr>
</tbody>
</table>

Legend for

- **C**: Company Information
- **i**: Industry Information
- **M**: Marketing Research
- **A**: Articles on Business Topics
- **EC**: Economic Forecasts

Databases:
- Bloomberg
- BMI Research
- Business Source Complete
- Factiva
- Gartner Intraweb (IT Focus)
- Hoovers
- IBISWorld
- Thomson One/Investext Plus
- Lexis Nexis Academic
- Lexis Nexis Securities Mosaic
- Marketline Advantage
- Mergent Intellect
- Mergent Online
- Passport
- Target Snapshot
- ProQuest Business
- Scholars Portal Journals
- SimplyAnalytics
- SNL Metals & Mining
- Statista
- Sustainalytics
- WARC (World Advertising Research Centre)

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