Library Resources: Key Links for ADMS 4553

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Here are some key links to help you with your research for ADMS 4553:

**ADMS 4553 Online Course Guide:**
http://www.library.yorku.ca/ccm/instruction-guides/ADMS4553

This guide introduces students to resources of relevance for the group research project. It is written especially for students in ADMS 4553.

*How to find it:*

- Start at the Bronfman Business Library homepage (http://www.library.yorku.ca/ccm/BG/)
- Click on “Course Related Guides” (under “Starting Your Research”)

*Includes information, and access to:*

- Company Information:
  - Annual Reports/Public Filings
  - Key Databases: Canadian Publicly-Traded Companies
  - Broker/Analyst Reports
- Using Articles to Find Company and Industry Information:
  - Journal & Magazine Articles
  - Newspapers
- Industry Information:
  - Analysis & Reports
  - Sources for Industry Benchmarks & Ratios
- Citing Sources: Footnotes & Bibliographies

**Help with Research:**
http://www.library.yorku.ca/ccm/BGguides/researchhelp.htm

All the information you need to get help with business research. Includes help guides, and reference help contact information (in-person, over the phone, via e-mail or through IM).

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