

Popular Business Databases – At a Glance

Articles & News	Country Profiles	Industry Reports	Company Profiles	SWOT & Porter's Analysis	Data on Financial Instruments
ABI Inform	Brief summary	Data & Reports tab	Data & Reports tab	-	-
Business Source Complete	Yes; Business Monitor & Marketline	Yes	Yes	Yes; Porter's within Industry Company Profiles	-
LexisNexis Academic	Brief Summary	-	Yes; 80 million companies	-	-
Factiva	Choose Economic Intelligence Unit as source	Choose Technavio as source for emerging technologies	Company/ Markets tab	Choose Technavio as source for emerging technologies	Company/ Markets tab - Quotes

Industry Reports	Geographical Coverage	Consumer Trends	Company Profile	Unique points
Gartner	Region & World	Yes	Brief summary within report	App development and technology industry
IBISWorld	US & Canada	Products & Markets	Brief summary - Competitors tab	Snapshot of the industry with supply chain, current and forecasted performance, product segmentation, cost structure
Market Research (with Freedonia)	US & Global	Yes	Mainly medical companies	Medical technology, construction, comprehensive analysis on consumer segments (baby boomers, generation X/Y)
Passport GMID	World	Yes; specific report Consumer Trends and Lifestyles	Public and private companies that include SWOT	Industries in different countries with statistics (forecasts, market share, brand share, volume sales) and consumer trends

Marketing	Used for
CARD	<ul style="list-style-type: none"> Advertising rates and coverage for media planning
eMarketer	<ul style="list-style-type: none"> Digital media and advertising statistics in different industries and countries Consumer usage statistics on technology – eMarketing estimates
PMB	<ul style="list-style-type: none"> Canadian consumer trends that includes demographics, spending patterns and behavior
WARC	<ul style="list-style-type: none"> Best marketing practices and global case studies Ad spending and forecasts on 88 markets (based on audience, type of media and country) - Adspend database Company profiles from EuroMonitor



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Company Directories	Industry Reports	Private Companies	Research Reports	Financials	Economics
Hoovers	-	Yes	-	Yes	-
Mergent Online	Within the searched public companies - Reports tab	D&B 20 Million Plus Private Company Search	Within the searched public companies - Reports tab	Analysis and financial ratios with competitors	Yes
Thomson ONE	Screening & Analysis then Research tab - Enter "First Research" as Analyst.	-	Company Views then Overview page 3 rd party - analyst reports at the bottom	Analysis and financial ratios with competitors	Market Views- Economics Tab

Advanced Financials	Industry Reports	Private Companies	Research Reports	Unique points
Bloomberg	Bloomberg Intelligence	Yes	Company reports	Access all financial markets data (including commodity, money market) on one platform in real time
Capital IQ	-	Yes	Company fundamental analysis	Fundamental analysis with workflow management
Datastream	Market Research	-	Company reports	Intuitive charting applications
SDC Platinum	Yes	Yes – company equity and debt	M&A & Project finance reports	In-depth data about bonds, M&A, private equity and project finance

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- Business databases box (Lower right hand corner)
- Either by Subject or Title A-Z

OR

- Within the Research Guides or Course Guides based on the area of research

