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| **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 |

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| **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** | 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 |

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| **Marketing** | *Used for* |
| **CARD** | * Advertising rates and coverage for media planning
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| **eMarketer** | * Digital media and advertising statistics in different industries and countries
* Consumer usage statistics on technology – eMarketing estimates
 |
| **PMB** | * Canadian consumer trends that includes demographics, spending patterns and behavior
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| **WARC** | * 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 3rd party - analyst reports at the bottom  | Analysis and financial ratios with competitors | Market Views- Economics Tab |

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| **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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| Access these databases through…**library.ubc.ca*** Choose the index and databases tab
* Type in selected database

**lam.library.ubc.ca*** 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
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