



## Guide to: Accessing Business Information 24/7 Using Library Databases

Toronto Public Library provides information in a variety of formats. These include books, videos, periodicals, online databases, and websites. Additional help is available by consulting a librarian in the branch, calling *Answerline* (416-393-7131) or emailing *Ask A Librarian* at [www.torontopubliclibrary.ca](http://www.torontopubliclibrary.ca).

### **Business & Careers Databases**

**Associations Canada:** Canadian and International associations that represent industry, commercial and professional groups, registered charities and special interest groups.

**Business Insights:** Global International in scope, contains company profiles, brand information, rankings, investment reports, company histories, market reports, chronologies and periodical articles.

**Business Writing:** Core skills for business writing including letters, reports, emails, etc.

**Career Cruising:** Interactive career guidance resource with in-depth profiles of careers, colleges and universities.

**CBCA Complete (Canadian Business and Current Affairs):** Full-text business and general interest articles from popular, academic and business periodicals.

**Financial Post (FP) Advisor:** Information on Canadian publicly traded companies, private companies, Crown corporations and municipal and provincial agencies as well as predecessors and defunct companies and industry reports.

**Financial Services Canada:** Information about banks, law firms, financial institutions and accountants across Canada.

**Gale Directory Library:** Directories of associations, broadcast media, brands, business information, consultants, and publications.

**Mergent Online:** Contains global financial data on public companies including business descriptions, fundamental data, key financial ratios, earnings estimates, stock information and current headline news.

**Research Monitor:** Consumer market research reports in Canada, the U.S. and Mexico for 200 industry categories.

**Safari Tech & Business Books Online:** The latest books and videos from major technology and business publishers. Covers web and software development, management, marketing, and more.

**Scott's Business Directories Online:** Information about Canadian agencies and companies in manufacturing, government, medical and educational sectors. Search product, type, location etc.

**Value Line Research Center:** Value Line provides stock reports and covers most actively traded U.S. exchange-listed stocks, small and mid-cap stocks, mutual funds, options, convertibles and special situations.  
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### Step 1:

- From the TPL website ([www.torontopubliclibrary.ca](http://www.torontopubliclibrary.ca)), click on **Articles & Online Research** to the right of *Find Your Way*.

### Step 2: To Find a Specific Database

- Click on **A-Z list of All Databases**, located in the left-hand column.
- Scroll down the list and select a particular database's title. The list is in alphabetical order. Click on **Access Online**.

### Step 3: Logging In

- Enter your library card number and PIN number (the last four digits of your telephone number).

Click on **Sign In** and then begin your search within that database.

## OR

### Step 1:

- From the TPL website ([www.torontopubliclibrary.ca](http://www.torontopubliclibrary.ca)), click on **Articles & Online Research** to the right of *Find Your Way*.

### Step 2: To Search Databases by Category

- Click on the category: **Business & Careers**. The categories are listed in alphabetical order.
- A list of databases in relation to the chosen category will appear. Scroll down the list to a particular database's title. Click on **Access Online**.

### Step 3: Logging In

- Enter your library card number and PIN number (the last four digits of your telephone number).
- Click on **Sign In** and then begin your search within that database.