Long Business Library
http://www.lib.berkeley.edu/BUSI/

All UCB libraries are accessible to currently enrolled students
http://www.lib.berkeley.edu/

Digital Business Library
Alphabetical list with links to 100 business-related databases in Databases A-Z

Access (remote users)
Off-campus access is available for most databases through library’s proxy server. Set-up instructions are at http://www.lib.berkeley.edu/Help/proxy.html.
Exception:
Onesource database can be accessed with your individual username and password. Click on Subscriber Login, then on Retrieve Forgotten Password and enter your @mba.berkeley.edu email address. If Onesource doesn’t recognize you, email me at msingh@library.berkeley.edu.

Which database shall I use?
Databases by Subject
http://www.lib.berkeley.edu/BUSI/databases_by_subject.html

Books in the library
2 Library catalogs:
1. Oskicat http://oskicat.berkeley.edu/ (UCB libraries only)
2. Melvyl http://berkeley.worldcat.org/ (UCB, all UC, and Worldwide libraries)

Stanford Libraries access
You may access and borrow books from Stanford libraries either in person (bring your Calnet ID) or request materials through the Research Library Cooperative Program at http://www.lib.berkeley.edu/ILS/rlcp.html

Borrowing from Other Libraries
Use only when books or journals are not available at UCB libraries.
Selected databases
(lots more on our webpage)

Business News/Magazines

- **Current Business News In** . . . (left margin of Long Library website)
- **FT.com** - [https://registration.ft.com/corporate/signup/zs0ie0vGLigV8](https://registration.ft.com/corporate/signup/zs0ie0vGLigV8)

Business Management, Organization, Leadership

(access from [http://www.lib.berkeley.edu/BUSI/databases_A-Z.html](http://www.lib.berkeley.edu/BUSI/databases_A-Z.html))

- **Conference Board** – studies of Fortune 500 companies on business trends, leadership decisions, performance excellence, ethics and corporate governance, HR, productivity, CRM and more.
- **Books (including e-books)** - UCB library catalog, [Oskicat, oskicat.berkeley.edu](http://oskicat.berkeley.edu)

Company Information

(access from [http://www.lib.berkeley.edu/BUSI/databases_A-Z.html](http://www.lib.berkeley.edu/BUSI/databases_A-Z.html))

- **Onesource** – Detailed company information (worldwide coverage) includes SEC documents, analyst reports, and market research reports. Can build company lists.
- **Thomson One** – Company research, financials, peer comparisons, analyst reports
- **Mergent Online** – financial statements

Industry/Market Research

(access from [http://www.lib.berkeley.edu/BUSI/databases_A-Z.html](http://www.lib.berkeley.edu/BUSI/databases_A-Z.html))

- **Ibis World Industry Market Reports** – Reports for 700+ industries
- **Standard & Poor’s Industry Surveys** – Surveys of 50 largest US industries
- **Business Monitor Online** – major industries in most countries
- **BCC Research** – Advanced Materials to Pharmaceuticals, lots of industries
- **Frost & Sullivan** – Aerospace to Measurement and Instrumentation, global coverage – select “owned reports” to get reports available in our subscription
- **E-Marketer** – Internet, media, telecommunications – statistics and reports
- **Gartner** – IT analyst reports (a subset of reports is not available)
- **Mintel** – consumer products such as food, beverage, personal care (US, UK)
- **Market Research Academic** – consumer products, high tech, power systems, etc.
- **Euromonitor** – consumer products and markets worldwide – includes pricing data

Financial Datasets

- **Global Financial Data** – stock prices, commodity prices, macroeconomic data
- **Datatstream** on a stand-alone terminal inside library
- **Bloomberg & Factset** available inside the computer center