Access Business Source Complete

Go to https://library.ucalgary.ca/business/

Click on “Databases”

Select “Business Source Complete”
You may search for a specific industry. Note that an asterisk searches for any words that begin with that root word; ex. airline, airlines

You may also add a keyword to indicate the geographical region you are interested in.

Click Search
Limit your search using the left navigation under “Source Types”. The “Show more” link will allow you to view additional source types – select “Industry Reports”.
Select the title that you are interested in to view the Abstract and details.
You can download the report as a pdf or save the permalink.