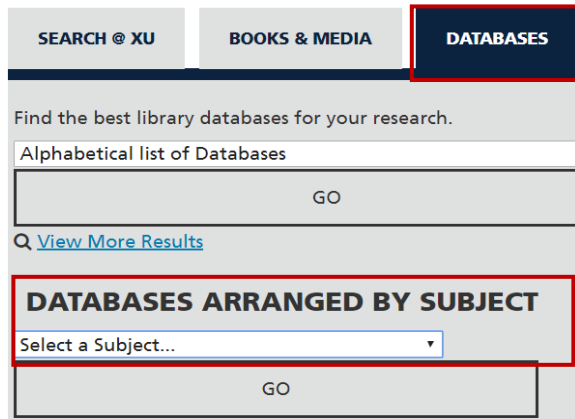


# Using Subject Databases

Databases can help you find sources that focus on subject areas in your topic.



SEARCH @ XU    BOOKS & MEDIA    **DATABASES**

Find the best library databases for your research.

Alphabetical list of Databases

GO

Q [View More Results](#)

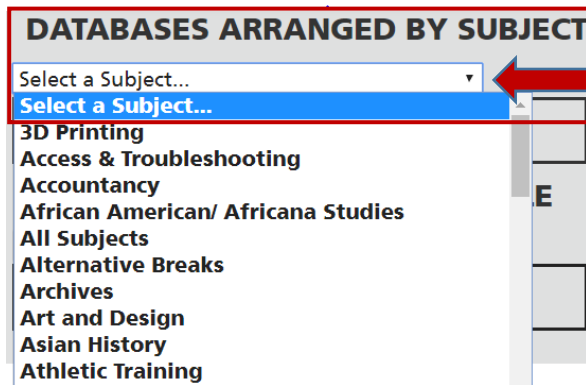
**DATABASES ARRANGED BY SUBJECT**

Select a Subject... ▾

GO

From the [Library home page](#), select the **DATABASES** tab.

Find **DATABASES ARRANGED BY SUBJECT**.



**DATABASES ARRANGED BY SUBJECT**

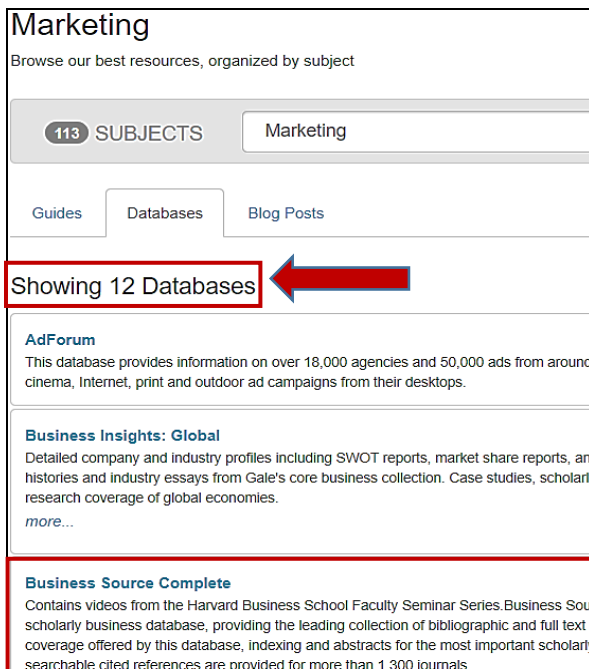
Select a Subject... ▾

**Select a Subject...**

- 3D Printing
- Access & Troubleshooting
- Accountancy
- African American/ Africana Studies
- All Subjects
- Alternative Breaks
- Archives
- Art and Design
- Asian History
- Athletic Training

Use the drop down menu to find subject disciplines that might be related to your topic.

For example, if your topic is “Does packaging color impact consumer purchasing decisions?” Some subject areas that might be relevant to this question are Marketing, Psychology, and Art.



**Marketing**

Browse our best resources, organized by subject

113 SUBJECTS    Marketing

Guides    Databases    Blog Posts

**Showing 12 Databases**

**AdForum**  
This database provides information on over 18,000 agencies and 50,000 ads from around cinema, Internet, print and outdoor ad campaigns from their desktops.

**Business Insights: Global**  
Detailed company and industry profiles including SWOT reports, market share reports, and histories and industry essays from Gale's core business collection. Case studies, scholarly research coverage of global economies.  
*more...*

**Business Source Complete**  
Contains videos from the Harvard Business School Faculty Seminar Series. Business Source Complete is a scholarly business database, providing the leading collection of bibliographic and full text coverage offered by this database, indexing and abstracts for the most important scholarly searchables cited references are provided for more than 1,300 journals.

Select a subject, then read the descriptions of the databases listed to see which ones will help you find the right sources for your topic.

Try searching in a few different databases under each of the subjects that are related to your topic.