

# **How to find Investment Reports & Company Information using General Business File ASAP**

January 2013



# **Finding Investment Reports**

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- Investment reports provide equity evaluations and buy/sell recommendations as well as key company financials and financial forecasts for companies and industries.
- General Business File ASAP is a library database that provides investment reports and forecasts for more than 11,000 US and international companies and for 53 industries prepared by Wall Street and international brokerage firms.

# Finding Investment Reports

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- To search the library database effectively, we'll first want to find our company's ticker symbol.
- To do so, you can try a google search (such as: RIM ticker), or use a website such as Bloomberg.
- For this example, let's go to:  
<http://www.bloomberg.com/markets/> and use the search box to look for RIM.

# Finding Investment Reports

## MARKET SNAPSHOT

U.S.	EUROPE	ASIA
↓ DJIA	13,328.80	-55.44 -0.41%
↓ S&P 500	1,457.15	-4.74 -0.32%
↓ NASDAQ	3,091.81	-7.01 -0.23%

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PERSONAL FINANCIAL DECISIONS  
BUT WE CAN MAKE THEM SMARTER

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## Markets Overview

<b>DJIA</b> ↓	<b>FTSE 100</b> ↑	<b>OIL (WTI)</b> ↑	<b>GOLD</b> ↓
13,328.85 55.44 0.41%	6,097.08 43.33 0.71%	93.17 0.02 0.02%	1,659.90 2.30 0.14%

## World Markets

INDEXES	FUTURES	CURRENCIES	BONDS				
Index	Value	% Change	Open	High	Low	Time	
Americas Indexes >>							
Dow Jones Industrial Average	13,328.85	-0.41%	13,377.42	13,377.42	13,293.13	01/08/2013	
S&P 500 Index	1,457.15	-0.32%				01/08/2013	
NASDAQ Composite Index	3,091.81	-0.23%	3,098.46	3,103.39	3,076.60	17:16:00	
Europe, Middle East & Africa Indexes >>							
EURO STOXX 50 Price EUR	2,701.60	+0.37%	2,697.51	2,707.61	2,691.00	09:14:30	
FTSE 100 Index	6,097.08	+0.71%	6,053.63	6,098.82	6,053.63	09:14:22	
Deutsche Borse AG German Stock Index DAX	7,714.48	+0.25%	7,713.57	7,732.04	7,688.55	09:14:28	
Asia-Pacific Indexes >>							
Nikkei 225	10,578.57	+0.67%	10,405.67	10,620.70	10,398.61	01:28:01	
Hong Kong Hang Seng Index	23,218.47	+0.46%	23,154.71	23,235.39	23,141.67	03:01:30	
Shanghai Shenzhen CSI 300 Index	2,526.13	+0.03%	2,518.10	2,534.24	2,504.30	02:01:41	

facebook	🔍
SYMBOLS	See All ▶
FB:US	Facebook Inc
FB:RO	Facebook Inc
FB*:MM	Facebook Inc
FB2A:GR	Facebook Inc
FB2A:TH	Facebook Inc
SITE PAGES	See All ▶
Social Media News, Networking Sites & Companies	
NEWS	See All ▶
facebook	
facebook ipo	
facebook revenue	
facebook valuation	
facebook inc	
See all search results ▶	

Updated 30 minutes ago

**Treasuries Little Changed Before \$21 Billion Note Sale** +

Updated 40 minutes ago

**Canadian Dollar Little Changed After Housing Starts Data** +

Updated 1 hour ago

**Dubai Plans Regulatory Council to Push Islamic Finance** +

Updated 1 hour ago

# Finding Investment Reports

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- Once you have the ticker symbol for your company you are ready to search the library database, **General Business File ASAP (GALE)**

# Start at the Library homepage

## library.georgebrown.ca



EDUCATIONAL RESOURCES

# Library Learning Commons

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(If you are having trouble, [check here!](#))



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Thursday, November 22nd, 2012 7:30am-10:00pm

[See all](#)

### Library News:

#### DATABASE MAINTENANCE: Saturday, November 24th

Please be advised: On Saturday, 24 November, 2012 between 7 pm and 11 pm system maintenance will take place ...

Posted Date ( Nov 22, 2012)

[Ebsco Academic eBook Collection](#)

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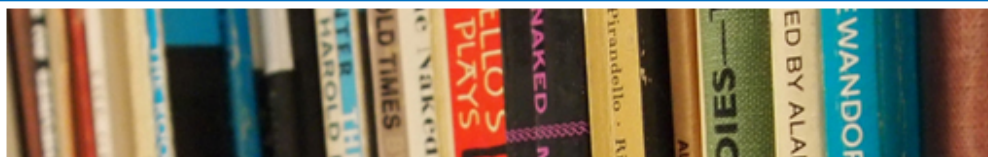
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# Finding Investment Reports: General Business File ASAP



Start your research

**Search Everything** **Articles & Databases** **Books** **Videos & DVDs**

Search the Databases:

Select your Subject Area

Select your Subject Area

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# Finding Investment Reports: General Business File ASAP

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By Title A - Z  
By Subject  
By Centre/School  
By Type

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## COURSE RESERVES

## DICTIONARIES & ENCYCLOPEDIAS

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## JOURNALS A - Z

## ONLINE VIDEOS & DVDS

## RECOMMEND TO ORDER

## RESEARCH GUIDES

## Articles & Databases

Search by Subject:



**Scroll down to  
General Business File ASAP**

### [General Business File ASAP \(GALE\)](#)

Access to research reports, trade publications, newspapers, journals and company directory listings used to analyze company performance and activity, industry events and trends.

**Type:** ARTICLES DIRECTORIES FULL TEXT REPORTS

**Access:** ON & OFF CAMPUS: GBC ID & password required for off-campus use



# Remote access from ANYWHERE!

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Enter PIN:

Sign In

- Barcode




- PIN: last 4 digits of phone number



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- Help - Search
- Title List
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- Relevance search
- Keyword search
- Advanced search**
- Journal search
- Start over

Back to ...

- Gale Databases



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**Advanced search**

Click in the entry box and enter search expression

-- Select index (optional) --

Select index then enter search term. Use AND OR NOT to connect the expression.

**Limit the current search (optional)**

☐ to articles with text

☐ to refereed publications


by date

to the following journal(s)

Searching: **Business Index Asap**

Search another component:  
[\[Company Profiles\]](#) [\[SIC Description\]](#)

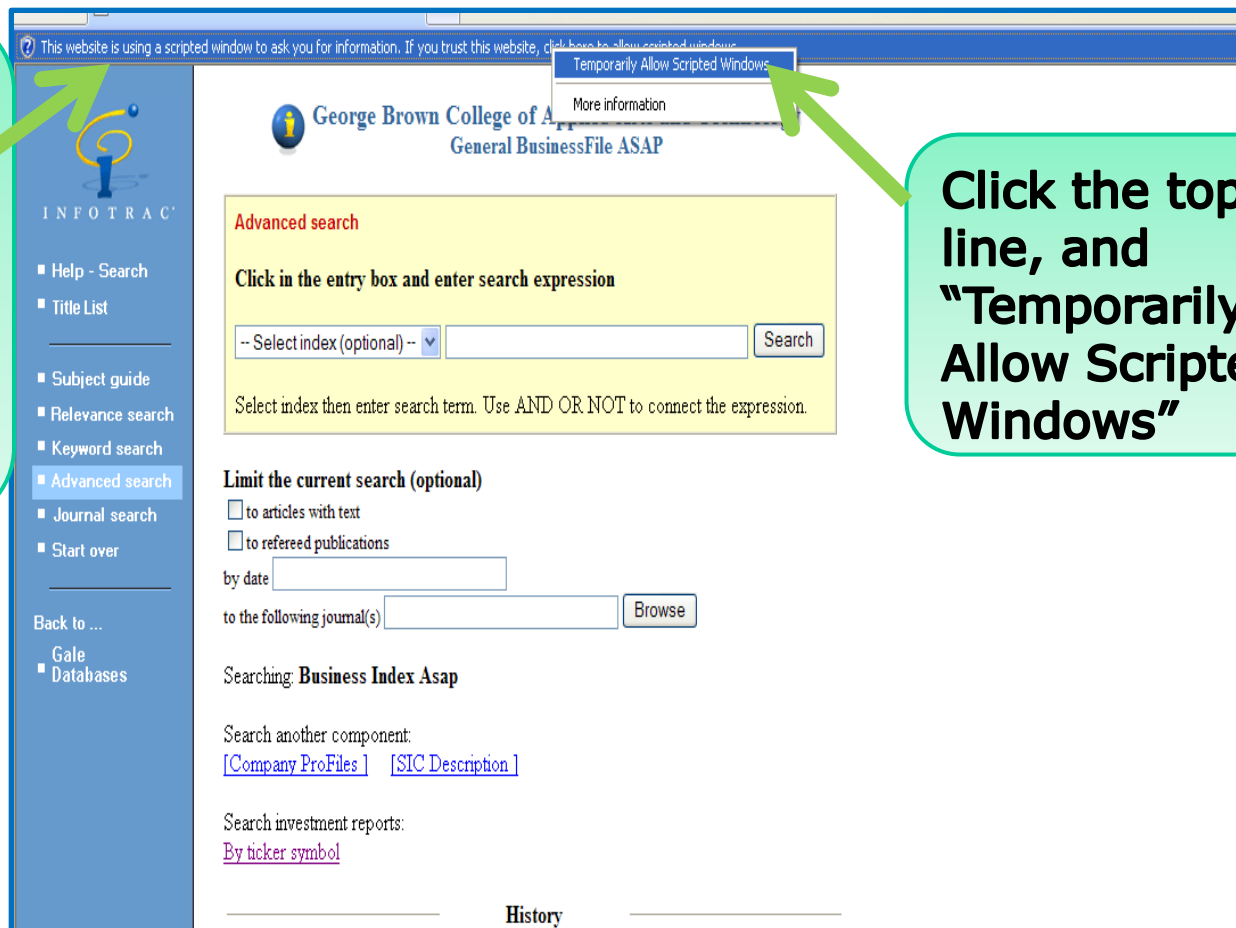
Search investment reports:  
[By ticker symbol](#)

 **History**

**Click on the "By ticker symbol" link**

# Finding Investment Reports: General Business File ASAP

If the pop-up blocker is activated on your computer a line will appear at the top of the search screen



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Temporarily Allow Scripted Windows  
More information

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**Advanced search**

Click in the entry box and enter search expression

-- Select index (optional) --

Select index then enter search term. Use AND OR NOT to connect the expression.

**Limit the current search (optional)**

☐ to articles with text  
☐ to refereed publications

by date

to the following journal(s)

Searching: **Business Index Asap**

Search another component:  
[\[Company ProFiles\]](#) [\[SIC Description\]](#)

Search investment reports:  
[By ticker symbol](#)


**History**

Click the top line, and "Temporarily Allow Scripted Windows"



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- Advanced search**
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- Gale
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**Advanced search**

Click in the entry box and enter search expression

-- Select index (optional) --

Select index then enter search term. Use AND OR NOT to connect the expression.

**Limit the current search (optional)**

☐ to articles with text  
☐ to refereed publications

by date

to the following journal(s)

Searching: **Business Index Asap**

Search another component:  
[\[Company ProFiles\]](#) [\[SIC Description\]](#)

Search investment reports:  
[By ticker symbol](#)

History

Click on the "By ticker symbol" link again



# Finding Investment Reports: General Business File ASAP

Advanced Search - Windows Internet Explorer

**Explorer User Prompt**

Script Prompt:  
Enter the company's ticker symbol

OK Cancel

fb

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General BusinessFile ASAP

**Advanced search**

Click in the entry box and enter search expression

-- Select index (optional) -- Search

Select index then enter search term. Use AND OR NOT to connect the expression.

**Limit the current search (optional)**

☐ to articles with text  
☐ to refereed publications

by date

to the following journal(s)  Browse

Searching: **Business Index Asap**

Search another component:  
[\[Company ProFiles\]](#) [\[SIC Description\]](#)

Search investment reports:  
[By ticker symbol](#)

History

**Enter the ticker symbol in the pop up box, then hit OK**

# Finding Investment Reports: General Business File ASAP

## General BusinessFile ASAP

**Investment Reports.** Select one of the items below to view the document.

**Current Company:** Facebook Inc

[Next Page](#)

REPORT TITLE - DATE - CONTRIBUTOR - NUMBER OF PAGES

Click on the investment  
report you would like to view

- 
- [Facebook Inc: Business description, financial summary, 3yr and interim financials, key statistics/ratios and historical ratio analysis](#) - Jan 05, 2013 - Reuters Investment Profile - 12
  - [Madison & Wall: After The End of The World: If A Doomsday Comes, Industrial Trends Will Drive Long-Term Value](#) - Dec 21, 2012 - Pivotal Research Group - 9
  - [Advertising Update: Online Video Ad Acceleration; New IAB, Hulu Data Suggests Online Video Advertising Revenue Acceleration](#) - Dec 20, 2012 - Pivotal Research Group - 7
  - [Madison & Wall: Assessing TV Networks: Reaching For The Right Metrics](#) - Dec 14, 2012 - Pivotal Research Group - 10
  - [Madison & Wall: C You In L: TV's Currency Will Change, But Not To C7](#) - Dec 07, 2012 - Pivotal Research Group - 10
  - [Trefis Report: Pandora - \\$9.75 Trefis Price Estimate](#) - Dec 06, 2012 - Trefis - 20
  - [Trefis Report: Yelp - \\$15.46 Trefis Price Estimate](#) - Dec 04, 2012 - Trefis - 20
  - [Trefis Report: VeriSign - \\$37.80 Trefis Price Estimate](#) - Dec 03, 2012 - Trefis - 10
  - [Madison & Wall: Thelma and Louise and Advertising-- A \\$9 Billion Cliff](#) - Nov 30, 2012 - Pivotal Research Group - 10
  - [FB: Facebook's Q4 Ad Revs Set to Explode - Upgrading to Neutral; Watch Our Video to See Ad Load Increase](#) - Nov 26, 2012 - BTIG - 5

[Next Page](#)

*Powered by Reuters Research on Demand*

# Finding Investment Reports

## Information in Reports often includes:

- Company Information
- Business Summary
- Share Performance
- Financial Summary
- Sales, Income & Share Earnings








# Finding Investment Reports: General Business File ASAP


Comment








1 (1 of 12)





134%







FB

FACEBOOK INC  
(NASDAQ STOCK EXCHANGE GLOBAL SELECT MARKET)

Date: 5 January 2013

Sector:

Industry:

## Business Summary


Facebook, Inc. is a United States-based company, which operates as a social networking Website. The Company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. It enables members to look up friends Web pages, as well as share photos and videos. The Company also provides messaging services among its users. Facebook's navigation gives users access to core site functions and applications. It offers services such as timeline, activity log, news feed, photos and video, groups, messages, friend lists, events, subscribe, ticker and pages.

## Share Performance

Price (\$):	27.77	52 Week High:	45.00	Currency:	USD
Volume (millions):	50.6	52 Week Low:	17.55		

■ FB.OQ





REUTERS

## Facebook Inc

1601 Willow Road  
Menlo Park  
CA 94025  
United States

Cathy La Rocca (IR Contact)

<http://www.facebook.com/>

P/E:	258.13
Employees:	4,331
Market Cap:	60,161.69 (Millions)
Shares Outstanding:	2,166.43

# Finding Company Information

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- General Business File ASAP contains at a glance Company Profiles with links to current full text articles on company earnings, management, financial data, product information, people and more!

# Finding Company Info: General Business File ASAP



INFOTRAC

- Help - Search
- Title List
- Subject guide
- Relevance search
- Keyword search
- **Advanced search**
- Journal search
- Start over

Back to ...

- Gale
- Databases



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## Advanced search

Click in the entry box and enter search expression

- Select index (optional) -  Search

Select index then enter search term. Use AND OR NOT to connect the expression.

## Limit the current search (optional)

- ☐ to articles with text
- ☐ to refereed publications

by date

to the following journal(s)  Browse

Searching: **Business Index Asap**

Search another component:

[\[Company ProFiles\]](#) [\[SIC Description\]](#)

Search investment reports:

[By ticker symbol](#)

Click on the "Company  
ProFiles" link

History

No Search Results

General BusinessFile ASAP has 76625637 articles and was last updated on Jan 9, 2013.

# Finding Company Info: General Business File ASAP



INFOTRAC

- Help - Search
- Title List
- Subject guide
- Relevance search
- Keyword search
- **Advanced search**
- Journal search
- Start over

Back to ...

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## George Brown College of Applied Arts and Technology General BusinessFile ASAP

### Advanced search

Click in the entry box and enter search expression

Select index then enter search term. Use AND OR NOT to connect the expression.

Searching: **Company ProFiles**

Search another component:

[\[Business Index Asap\]](#) [\[SIC Description\]](#)

Search investment reports:

[By ticker symbol](#)

History

No Search Results

General BusinessFile ASAP has 76625637 articles and was last updated on Jan 9, 2013.

Type in company name  
and hit "Search"

# Finding Company Info: General Business File ASAP



INFOTRAC

- Help - Search
- Dictionary
- Title List

- **Advanced search**
- Journal search
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Back to ...

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## George Brown College of Applied Arts and Technology General BusinessFile ASAP

### Advanced search

Click in the entry box and enter search expression

– Select index (optional) –

Select index then enter search term. Use AND OR NOT to connect the expression.

Searching: **Company ProFiles**

Search another component:

[\[Business Index Asap \]](#) [\[SIC Description \]](#)

Search investment reports:

[By ticker symbol](#)

### History

R1 Profile:apple

[View](#) 162 Citations; [Modify](#) Search

General BusinessFile ASAP has 76625637 articles and was last updated on Jan 9, 2013.

**Search results appear  
under "History" – to  
view Company Profiles  
click on "View"**

# Finding Company Information



INFOTRAC

- Help - Citations
- Dictionary
- Title List

■ View mark list

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- Search
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- Databases

Top of page



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R1 Profile:apple

[Click here](#) to search  for additional results from image search.

Citations 1 to 20 (of 162)



- ☐ Mark all items on this page
- ☐ [Apple Computer Australia Proprietary Ltd.](#) Frenchs Forest NSW 2086  
Mark Revenue: \$186.3 M Sales. Employees: 200  
[Company profile](#) | [Link to full-text article](#)
- ☐ [Apple Inc.](#) Tel: (408) 996-1010996-1010877  
Mark Revenue: \$108,249 M Sales. Employees: 60400  
[Company profile](#) | [Link to full-text article](#)
- ☐ [Apple Computer South Asia Pte Ltd.](#) Singapore 569086  
Mark Revenue: \$91.7 M Sales. Employees: 70  
[Company profile](#) | [Link to full-text article](#)
- ☐ [Al Ahram Beverages](#) Cairo  
Mark Revenue: \$86.2 M Sales. Employees: 3100  
[Company profile](#) | [Link to full-text article](#)
- ☐ [Apple Computer Espana S.A.](#) Alcobendas Madrid E-28108  
Mark Revenue: \$70.9 M Sales. Employees: 25  
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- ☐ [Apple Computer Espana SA](#) Alcobendas Madrid E-28108  
Mark Revenue: \$48.8 M Sales. Employees: 25

**Choose a Company  
and click on  
"Company Profile" –**

**\*\*Note parent vs  
subsidiary company**

# Finding Full text articles



- Help - Article
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- Retrieval
- View mark list

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- Citations
- Search
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◀ — Article 2 of 162 — ▶

☐ **Apple Inc.**  
Mark

1 Infinite Loop  
Cupertino, California 95014  
United States  
Tel: (408) 996-1010996-1010877  
Fax: (408)974-2113

Link to...

- Articles about this company
  - [Earnings](#)
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  - [Operations & Resources](#)
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- [Subsidiaries' profiles](#)
- [SICs for this company](#)

Click on headings  
to link to full text  
article on the  
company and a  
given topic

Eg. Apple and  
Management

<b>Business</b>	Manufacturing: Computers and computer software.
<b>Variant name</b>	<b>Apple</b> Computer Inc. - Former name; <b>Apple</b> - Also known as; <b>Apple</b> Computer - Also known as; <b>Apple</b> Computer BV - Also known as; <b>Apple</b> Computer's - Also known as
<b>Subsidiaries</b>	FileMaker Inc., La La Media Inc.
<b>SIC codes</b>	3571 - Electronic Computers, 7373 - Computer Integrated Systems Design, 3577 - Computer Peripheral Equipment Nec, 7372 - Prepackaged Software
<b>Annual sales</b>	\$108,249 M Sales, Source: Form 10K
<b>Employees</b>	60400, Source: Form 10K
<b>Sales/Employee</b>	\$1,792
<b>Year Founded</b>	1977
<b>Fiscal Year</b>	Sept 24, 2011



# Finding Full text articles



INFO TRAC

- Help - Citations
- Dictionary
- Title List
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Back to ...

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R3 Article:sd "apple inc.\_management"

[Click here](#) to search  for additional results from image search.

Citations 1 to 20 (of 1100)



☐ Mark all items on this page

☐ [Apple must plant its flag in the living room this year.](#) INSIDE BUSINESS - RICHARD

Mark WATERS Richard Waters.

*The Financial Times* Jan 3, 2013 p18 (816 words)

[Text](#) | [Link to full-text article](#)

☐ [Quest For Tech Renewal In '13.](#) FRONT PAGE NEWS, IBD's TOP 10

Mark *Investor's Business Daily* Jan 2, 2013 pA1 (66 words)

[Text](#) | [Link to full-text article](#)

☐ [Changes at the top: what the shake-up in Apple's executive ranks means to you.](#)

Mark From the Editor's Desk Dan Moren.

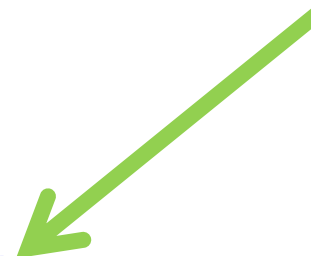
*Macworld* Jan 2013 v30 i1 p5(1) (708 words)

[Text with graphics](#) | [Link to full-text article](#)

☐ [The future of the Mac.](#)

Mark *Macworld* Jan 2013 v30 i1 p50(2) (102 words)

[Text](#) | [Link to full-text article](#)



# Finding Full text articles



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- Title List

- Retrieval
- Links
- View mark list

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- Citations
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Article 3 of 1100



☐ *Macworld*, Jan 2013 v30 i1 p5(1)

Mark

**Changes at the top: what the shake-up in Apple's executive ranks means to you.** From the Editor's Desk *Dan Moren*.

**Full Text:** COPYRIGHT 2013 IDG Consumer & SMB, Inc.

The recent executive shuffle at **Apple** is the kind of drama that we in the tech press usually get only from watching Game of Thrones. But as interesting as that is from an inside-baseball perspective, it's far more important to consider what these maneuvers mean for the hardware, software, and services coming out of Cupertino.

Humans First

While **Apple's** hardware in recent years has received largely rave reviews, the reaction to its software interfaces has been mixed. Even as **Apple's** industrial design has veered toward elegant combinations of aluminum and glass, the software user interfaces have been inconsistent.

The man responsible for much of **Apple's** hardware design since 1996, senior vice president Jonathan Ive, is now in charge of design for both software and hardware. It's unclear what Ive, whose expertise is in industrial design, will bring to the software side of **Apple**. But as the late Steve Jobs once said, "Design is not just what it looks like and feels like. Design is how it works."

**Apple** is still a company that is not afraid of doing things its own way. Like Jobs, Ive has made his own missteps--although he famously designed the first iMac, he's also credited (albeit after Jobs) with that computer's infamous "hockey puck" mouse. Still, **Apple's** strength has always been the way its hardware and software together form one perfect widget. The company and its users seem likely to benefit from a unified approach to the hardware and software forms of human interface.

Grand Unified Theory

# Bookmark or email full text articles

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- An **InfoMark** at the top of any page, in General Business File ASAP database, indicates that the URL of the page *persists* even when the session is over.
- Persistent URLs can be bookmarked or copied into an email message.

**Note:** For InfoMarks to work, your browser must be set to accept cookies.

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---

- **Citing** your sources is an essential part of college research.
- It allows you to **acknowledge and use the works of others** in your essays, research and assignments.
- **Any information (including ideas!)** that you did not create yourself must be credited using a citation method.

# Find APA / MLA guides on the library home page

## Access library databases 24/7!

To login, your barcode is your student # and your PIN is the last four digits of your telephone #.

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Wednesday, January 9th, 2013 7:30am-10:00pm

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### askON Research Chat OPEN

Library staff are online waiting to help you! ...

Posted Date ( Jan 07, 2013)

### LLC Survey

Congratulations to Tenniel Rock Winner of the \$125 gift certificate to the Chef's House. We thank everyone for their particp ...

Posted Date ( Dec 20, 2012)

[More news..](#)

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Tuesday, September 11th, 2012 7:30am-10:00pm

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### Library News:

#### Updated College Copyright Policy

As announced on August 31st, George Brown College is no longer operating under an Access Copyright Licence or Tariff. ...

Posted Date ( Aug 31, 2012)

#### Shortened Hours and Closures

Please Note: Short hours between August 20-September 3. ...

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ASKON

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