

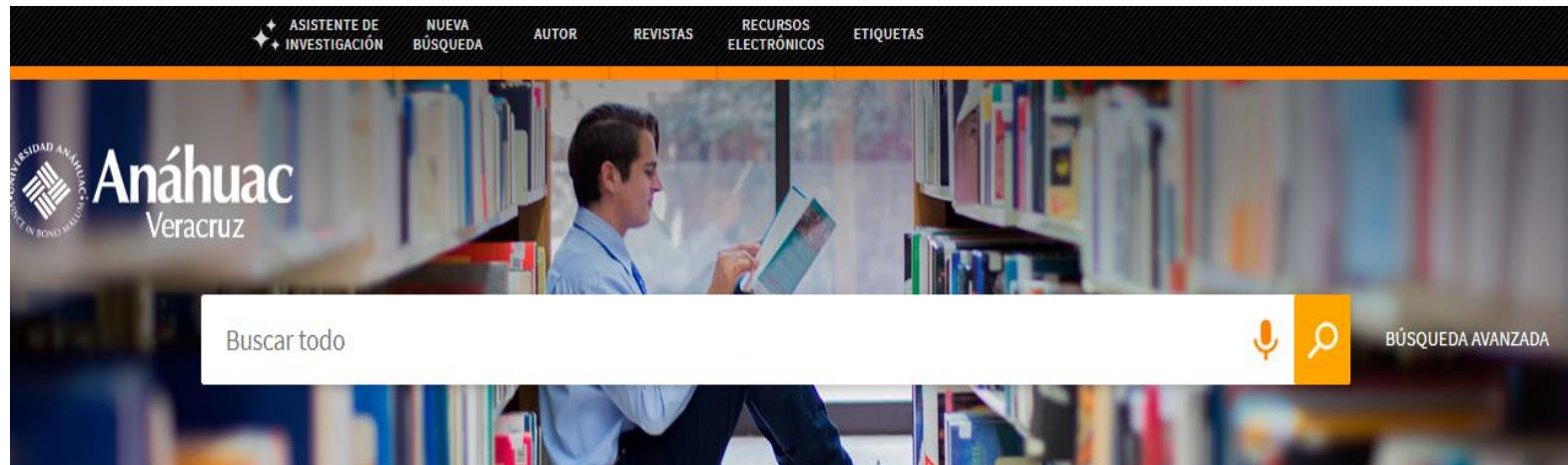
¿Cómo consultar la base de datos SportBusiness?



**ANÁHUAC  
VERACRUZ**

# 1. Consulta la pagina web de la biblioteca virtual Anáhuac

[https://anahuac.primo.exlibrisgroup.com/discovery/search?vid=52ANAHUAC\\_INST:UAX&sortby=rank&lang=es](https://anahuac.primo.exlibrisgroup.com/discovery/search?vid=52ANAHUAC_INST:UAX&sortby=rank&lang=es)



- ¿Cómo voy a iniciar sesión?
- ¿Qué beneficios puedo obtener al inicio sesión?
- ¿Puedo utilizarlo desde un dispositivo móvil?



- ¿Qué son los recursos electrónicos?
- ¿Cómo realizar una búsqueda?
- ¿Qué tipo de recursos puedo buscar?



## 2. Dar click en Recursos electrónicos



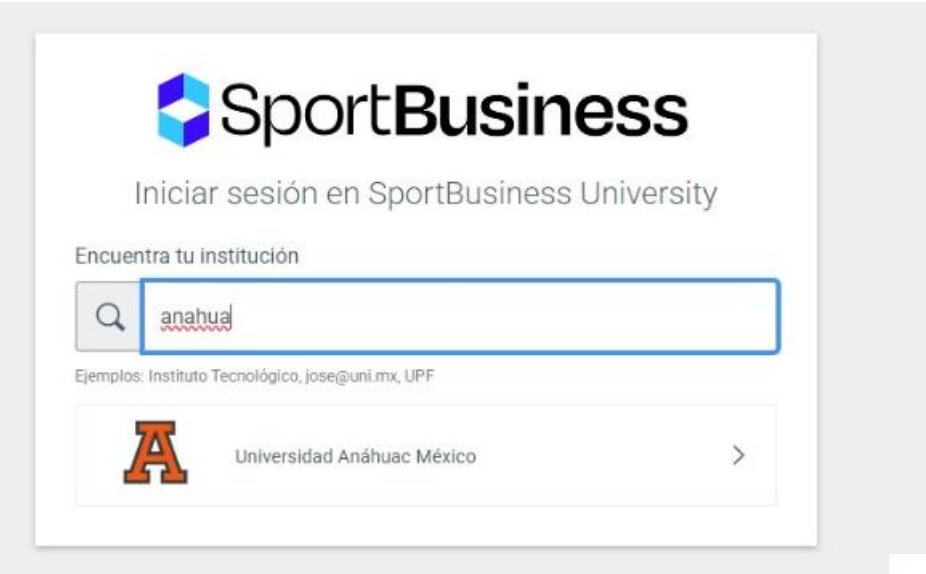
## 3. Ingresar a Sport Business

### Recursos Electrónicos

- Access Emergency Medicine >
- Access Engineering >
- Access Medicina >
- Access Medicine >
- Access Physiotherapy >
- Access Surgery >
- Acland's Video Atlas of Human Anatomy >
- Advisor Lippincott >
- Architecture Open Library >
- The BMJ >
- BMJ Best Practice >
- BMJ Case Reports >
- BMJ Journals >
- BMJ Research To Publication >
- ClinicalKey >
- ClinicalKey Educación Médica >
- Dentistry & Oral Sciences Source >
- Dynamed Plus >
- National Geographic >
- Nature >
- Nature Cell Biology >
- Nature Medicine >
- Passport Euromonitor >
- Pearson >
- PressReader >
- Procedures Lippincott >
- ProQuest Central >
- Psychotherapy.net >
- RefWorks (Gestor de referencia) >
- ScienceDirect >
- Scientific American >
- Scopus >
- SDGO >
- Sport Business >
- Springer Link >
- Tirant Online >



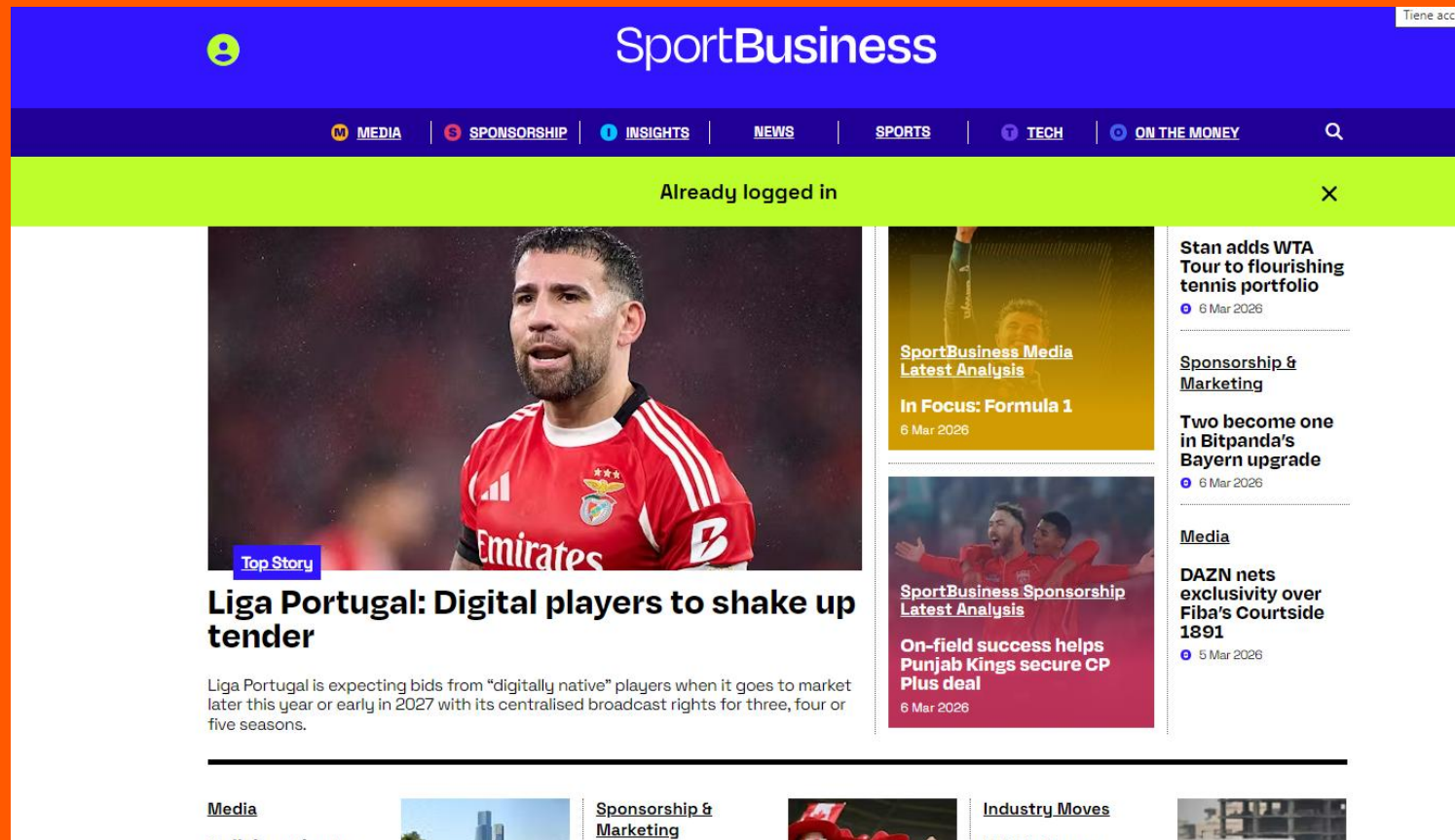
4. En el recuadro “Encuentra tu institución” buscar Universidad Anáhuac y seleccionar el resultado de búsqueda



5. Identifícate con tu cuenta institucional



## 6. De esta manera puedes consultar las noticias que ofrece la plataforma

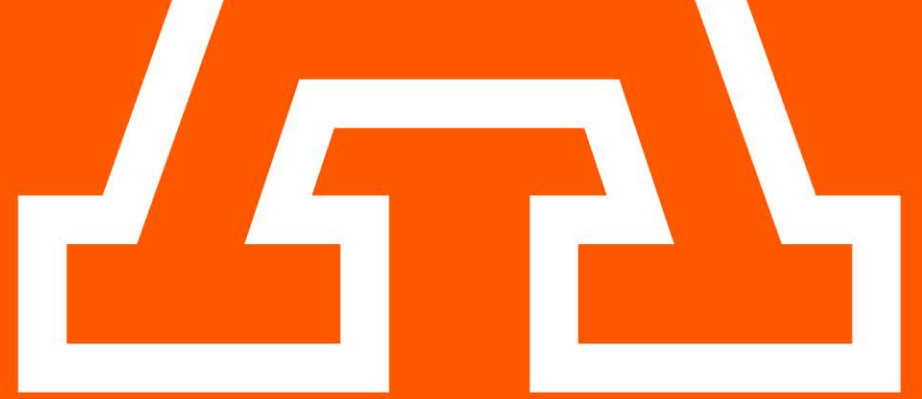


The screenshot shows the SportBusiness website interface. At the top, there is a blue navigation bar with the SportBusiness logo and a user profile icon. Below this is a dark blue menu bar with categories: MEDIA, SPONSORSHIP, INSIGHTS, NEWS, SPORTS, TECH, and ON THE MONEY. A green banner indicates the user is 'Already logged in'. The main content area features a large article titled 'Liga Portugal: Digital players to shake up tender' with a 'Top Story' badge. The article text states: 'Liga Portugal is expecting bids from "digitally native" players when it goes to market later this year or early in 2027 with its centralised broadcast rights for three, four or five seasons.' To the right of the main article is a sidebar with several news items: 'Stan adds WTA Tour to flourishing tennis portfolio' (6 Mar 2026), 'Sponsorship & Marketing' section with 'Two become one in Bitpanda's Bayern upgrade' (6 Mar 2026), and 'Media' section with 'DAZN nets exclusivity over Fiba's Courtside 1891' (5 Mar 2026). At the bottom, there are more category-specific news items like 'Media', 'Sponsorship & Marketing', and 'Industry Moves'.

Link directo:

<https://go.openathens.net/redirector/anahuac.mx?url=https%3A%2F%2Fwww.sportbusiness.com>





**ANÁHUAC  
VERACRUZ**

