ProQuest ODD DDD BUSINESS

Supporting business students on their path to academic and professional success

ProQuest One Business is a new solution designed to support the unique teaching & learning needs of business faculty and students.

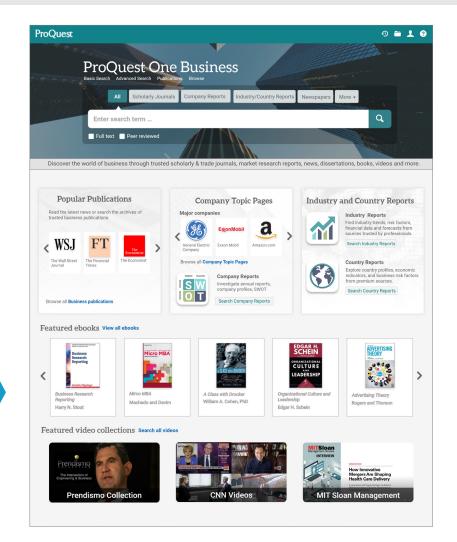
- 1. A user experience designed for business studies
- 2. Prepares students for success
- 3. Meets today's challenges
- 4. A wealth of in-demand resources

"Beautiful interface!"

- Library Director

"The best attempt at a comprehensive business product I've seen."

– Business Librarian







Developed in collaboration with faculty, students and business librarians, **ProQuest One Business** delivers a mix of practical and theoretical content in an interface that helps students build the research skills they'll need for success in their courses and careers.

A business-focused interface intuitively guides users to content like journal articles, books, and company, industry and country reports – the materials they need for their most common assignments. Company Overview pages help students quickly find the best resources for in-depth company research, including SWOT analyses, financial information, and current articles.





From **undergraduates to MBAs**, students using **ProQuest One Business** have more power to **discover** the content and the **answers** they need for courses and research.

Why ProQuest One Business?



A User Experience Designed for Business Studies

- Intuitively guides users to the content they need for common assignments like SWOT analyses, case studies and industry presentations. "It's like having GPS" – Business Faculty
- Developed in collaboration with students, faculty, and librarians. "Very clear... easy to use" – Reference Librarian



Prepares Students for Success

- Builds the research skills that students need today and that companies will look for tomorrow
- Presents a unique mix of practical and theoretical content in a businessspecific interface. "Like having a huge mind map" – Dissertations advisor



Meets Today's Challenges

- An intuitive user experience means distance learners can navigate with ease – and libraries can spend less time on training and support.
 "Looks very helpful from a glance" – Undergraduate
- Relieves students of the costly burdens of personal news subscriptions and case study purchases.



A Wealth of In-Demand Resources

- Includes more of the valuable information needed by business students and researchers than any other single resource, including journals, newspapers, market research reports, dissertations, books and streaming video.
- Relevant and easy-to-find content generates more usage and enables the library to deliver greater value.

ProQuest One Business content includes:

- Company, industry and country reports from providers such Fitch Solutions and Economist Intelligence Unit; and in-depth analyst reports from J. P. Morgan
- · Scholarly journal and ebook coverage from hundreds of publishers
- Full text of the three major global business news sources: the Wall Street Journal, the Economist and the Financial Times
- A robust collection of video including interviews with business leaders, case studies and trainings



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