Industry Overview Pages

Following on from the success of the Company Overview pages which help students to find information on almost 4,000 global companies, the Industry Overview pages make it easier to find relevant articles, reports, books and more for over 100 NAICS industry segments.

Visual breakdown of NAICS structure helps students learn how to use them for research.

Industry and company research often goes hand in hand, so students can link directly to the Company Overview Page of relevant major businesses in the segment.

Relevant information in reports can be hard to find. The 'Industry Reports Containing...' section brings together those that include information on the relevant segment. This means users can quickly find reports containing financial, risk, employment and other useful content they may otherwise have missed.

Sections on the page highlight other relevant information grouped by content type. This allows students to quickly and easily find relevant industry information for common assignments such as marketing plans or business cases.
More Feature
dReports in
Company Overviews

Simpler access to information on mergers and acquisitions, industry financials, and analyst reports from J.P. Morgan from a company’s Overview Page.

Visual Industry Browse: From Summer 2021

- A more intuitive and transparent way to browse content by industry
- Visual hierarchy makes structures of NAICS codes easier to understand for students
- Easily links to reports and other content related to the industry

More Content
Content added since January 2021 includes:

500 extra full-text publications
- 70 scholarly journals
- Business cases from MIT, Darden, and IE Business Schools
- Videos from Economist Intelligence Unit
- Business news sources including The Conversation and Dow Jones’ Private Equity News

400 extra books
Publishers include:
- Emerald
- Sage
- Business Expert Press

about.proquest.com/go/pq1business
To speak with a Sales Representative contact us at 1-800-779-0137 or sales@proquest.com.