

ProQuest ONE BUSINESS



Supporting business students on their path to academic and professional success

ProQuest One Business is 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

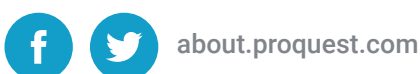
"The interface is sleek and intuitive...the variety of content users have access to in one product is remarkable."

– Kaci Resnau, Charleston Advisor, awarded 4.75 out of 5

"This outstanding one-stop business gateway enables users to find books, company reports, journals, videos, conference proceedings, and much more...exceptional searchability, navigability, functionality, and usability"

– Rob Tench, Library Journal

The screenshot displays the ProQuest One Business homepage. At the top, there are navigation tabs for 'Basic Search', 'Advanced Search', 'Publications', 'Browse', and 'Change databases'. Below this is a search bar with the placeholder text 'Enter search terms...' and a search icon. There are also filters for 'Full text', 'Peer reviewed', and 'Exclude Wire Feeds'. The main content area is divided into several sections: 'Popular Publications' featuring 'The Wall Street Journal', 'The Economist', and 'Barron's'; 'Company Overviews' with logos for Walmart, ExxonMobil, and Apple; 'Industry Overviews' with categories like Food Manufacturing, Computer and Electronic Product Manufacturing, and Motion Picture and Sound Recording Industries; 'Featured ebooks' with titles like 'What Did We Know? What Did We Do?', 'Vision and Strategy', 'Demand and Supply Integration', 'Micro MBA', 'Selling Your Ideas to Your Organization', and 'Ultimate Guide to Email Marketing for Business'; and 'Featured video collections' including 'The Prendismo Collection', 'CNN Video', and 'MIT Sloan Management Review Videos'.



about.proquest.com

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

ProQuest®
Part of Clarivate

Why ProQuest One Business?

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.



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 business-specific 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.

A User Experience Designed for Business Studies

Overview pages for around 4000 companies bring information together from across the product into one place.

Industry Overview Pages make it easier to find relevant articles, reports, books, company information and more for over 100 NAICS industry segments.

The Industry Browse is built around NAICS segments and provides a more intuitive and transparent way to browse content by industry.

A Wealth of In-Demand Resources

- Company, industry and country reports from providers such as 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

Full text content includes:



about.proquest.com

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

12333-12833-LTR/NZ-MA-KS/06-22

ProQuest
Part of **Clarivate**