# ProQuest Business Products

## Aggregated Databases

<table>
<thead>
<tr>
<th>Database Type</th>
<th>Database Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABI/INFORM</td>
<td>ABI/INFORM Database</td>
<td>Comprehensive database of business and management literature</td>
</tr>
<tr>
<td></td>
<td>ABI/INFORM Global</td>
<td>Comprehensive database of business and management literature</td>
</tr>
<tr>
<td></td>
<td>ABI/INFORM Trades &amp; Industry</td>
<td>Comprehensive database of business and management literature</td>
</tr>
<tr>
<td></td>
<td>Accounting &amp; Tax Database</td>
<td>Comprehensive database of accounting and taxation literature</td>
</tr>
<tr>
<td></td>
<td>Banking Information Database</td>
<td>Comprehensive database of banking information</td>
</tr>
<tr>
<td></td>
<td>Asian Business Database</td>
<td>Comprehensive database of Asian business and management literature</td>
</tr>
<tr>
<td></td>
<td>European Business Database</td>
<td>Comprehensive database of European business and management literature</td>
</tr>
<tr>
<td></td>
<td>Hoover's Company Profiles</td>
<td>Comprehensive database of company profiles</td>
</tr>
<tr>
<td></td>
<td>OnResearch Database</td>
<td>Comprehensive database of research publications</td>
</tr>
<tr>
<td></td>
<td>Snapshots Database</td>
<td>Comprehensive database of snapshots and visualizations</td>
</tr>
<tr>
<td></td>
<td>Business Video Database</td>
<td>Comprehensive database of business video</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurship Database</td>
<td>Comprehensive database of entrepreneurship</td>
</tr>
<tr>
<td></td>
<td>S&amp;P Morgan Research</td>
<td>Comprehensive database of S&amp;P Morgan Research</td>
</tr>
<tr>
<td></td>
<td>ProQuest Central</td>
<td>ProQuest Central is the central hub of ProQuest's business products</td>
</tr>
<tr>
<td></td>
<td>ProQuest Business</td>
<td>ProQuest Business is a premium collection of business databases</td>
</tr>
<tr>
<td></td>
<td>ProQuest One Business</td>
<td>ProQuest One Business is the central hub of ProQuest's business products</td>
</tr>
<tr>
<td></td>
<td>Business Market Research</td>
<td>Comprehensive database of business market research</td>
</tr>
<tr>
<td></td>
<td>Research Collection</td>
<td>Comprehensive database of research collection</td>
</tr>
</tbody>
</table>

## Business Premium Collection

- ABI/INFORM Collection
- Accounting, Tax & Banking Collection
- Asian & European Business Collection

## Now ProQuest One Business

- Easy access to articles, reports, books, and more about thousands of major global companies.
- Browse all Business Publications
- Browse all Industry Reports
Supporting Business Students on Their Path to Academic and Professional Success

1. User experience designed for business research, regardless of the student’s major

2. A wealth of in-demand resources
Meeting Librarian Needs

**Specially designed** to help students find the information they need for common assignments with less training, reference support, and maintenance from librarians

**Comprehensive:** Brings together all of ProQuest’s full-text business products – including video and eBooks – into one place

**Multi-format:** More of the content types used by researchers of all levels than any other database, such as scholarly journals, trade and professional titles, newspapers, market reports, magazines, dissertations and working papers

**Includes resources for teaching:** Such as case studies and business cases, market and industry reports, analyst reports, eBooks, and videos

**The best news:** The only resources that includes the 3 business news sources most recommended by faculty – Wall Street Journal, The Economist, and Financial Times – as well as many others
Supports Common Students Assignments & Tasks

Task: 2 Recommend course readings and sources

**BUS 139**

Cost of 15-week subscription to print edition of the *Wall Street Journal*: $30.00

I require my marketing classes to use the *Wall Street Journal* as support for the textbook. Students are assigned articles relating to class subjects such as advertising, retailing, branding, global business, global culture, global education, job training, eCommerce, and technology.

Every semester I discuss the WSJ assignments as a part of the class lectures. The students also know that they will get some questions from the WSJ assignments on the final exam.
ProQuest One Business

Popular Publications
Read the latest news and search the archives of trusted business publications.

Company Overviews
Easily scan articles, reports, books and more about thousands of major global companies.

Industry Overviews
Discover articles, reports, books and more about major industries.

Company Reports
Investigate annual reports, company profiles, SWOTs

Browse all Company Reports

Browse all Company Overviews

Browse all Industry Reports

Browse all Industry Overviews

Browse all Business Publications

ProQuest One Business

Wall Street Journal, Eastern edition

New York, N.Y. Dow Jones & Company Inc.

Search within this publication...

Full text coverage: Jan 2, 1964 - present

Chapters/Abstract coverage: Jan 2, 1964 - present, some exceptions

More publication information →

Choose an issue to view

2022 ➔ March ➔ Mar 11, 2022 ➔ View issue

Issue contents (latest available): Mar 11, 2022

Search within this issue...

© ProQuest

Previous Issue

Amazon Wins Few Friends in Biden Era — The tech and retail giant faces a multifront battle in Washington

Supports Common Students Assignments & Tasks

Designed with input from students, faculty and librarians, ProQuest One Business is designed to help students with common assignments & tasks

Task 1: Find journal, news and magazine articles to support a course assignment, e.g.

- **Strategy Concept Presentation** (team of 5 to 6 students)

  At the end of the semester, you will do a presentation on a strategy topic of your choice. You can pick any topic that is related to strategy such as: competitive advantage, core competence, strategic groups, diversification, boards of directors, ethics, or social responsibility/conscious capitalism.

  You will submit your topic proposal (no more than one page, double-spaced) by March 12th. Once the topic is approved, you will develop your presentation. You should start with a description of the topic and explain its importance to business and strategy. Next, building on and updating what is in the textbook, present the key findings related to the topic that currently exist in the popular business press and academic literature. Then, and most importantly, discuss the challenges and unanswered questions associated with the topic and offer your recommendations to senior managers for dealing with the challenges.

  https://canvas.harvard.edu/courses/8427/files/1906669/download?verifier=FaZfgYhIbV2orExwQ5OlCRI932OqwMCvsQ1RVf\&wrap=1

Task 2: Analyze an industry and company, e.g.

Midterm presentation deck (Due 2/19, before class)

Select a firm whose strategy you would like to analyze. (This should be a different firm from the one you are analyzing for the final paper.) Address the following questions:

1) Industry analysis:
   a. What industry does the firm operate in?
   b. Conduct an industry analysis (5 Forces + complementors)
   c. Evaluate the overall industry attractiveness.

2) Positioning analysis:
   a. Describe the strategic positioning of the firm within the industry.
   b. How does the strategic positioning of the firm address or not address these

Please keep the presentation to 4 slides (plus 1 slide of references and (or) 1-2 slides of appendix exhibits if needed).

https://apps.wharton.upenn.edu/syllabi/2019A/MGMT701001/
Existing Business Databases Not Aligned With Today’s Student Needs

- Wordy
- Unrepresentative of content available
- Mostly boring
“Looks very helpful from a glance. You can choose where you want to go”
– Undergraduate Student

“It looks really good. The topics are relevant and match with what students ask for”
– Business Librarian

“This is the best attempt at a comprehensive business product I've seen...EBSCO hasn’t updated their business product in 20 years”
– Business Librarian
Company Topic Pages for the Top 4k Companies

"If I was studying GE, this would be really helpful"
– MBA student

"You're really pushing this one stop shop thing."
"It's like having a huge mind map"
– Dissertations advisor

“This looks like a libguide and is similar to how a business librarian would categorize information into familiar categories for students”
– Business librarian
Regional Distribution of Curated Companies

Around 85% of companies are public vs. private, government or subsidiary.
Industry overview pages for 119 NAICs segments
Improved Indexing Powers Better Search and Browse

- New ProQuest Business Thesaurus – almost 3k terms. Organized into categories aligned with AACSB curricula subjects
- Improved thesaurus experience
- Browse terms in your preferred business subject area
- Fewer clicks

<table>
<thead>
<tr>
<th>Term Count</th>
<th>Thesaurus Category Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>624</td>
<td>Accounting &amp; Tax</td>
</tr>
<tr>
<td>309</td>
<td>Banking</td>
</tr>
<tr>
<td>172</td>
<td>Business Law</td>
</tr>
<tr>
<td>481</td>
<td>Economics</td>
</tr>
<tr>
<td>253</td>
<td>Industry</td>
</tr>
<tr>
<td>44</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>495</td>
<td>Finance</td>
</tr>
<tr>
<td>347</td>
<td>Human Resources</td>
</tr>
<tr>
<td>129</td>
<td>Insurance</td>
</tr>
<tr>
<td>118</td>
<td>Management</td>
</tr>
<tr>
<td>162</td>
<td>Marketing</td>
</tr>
<tr>
<td>180</td>
<td>Operations</td>
</tr>
</tbody>
</table>
Improved Indexing Powers Better Search and Browse

- New ProQuest Corporation Thesaurus – almost 4k ranked companies, across over 80 countries
- Find by company type (private, public, subsidiary, government)
- NAICS hierarchy preserved; Explode-like selection. Applied against all relevant content
Indexing-Driven Autocomplete = More Precise and Relevant Results

- Additional indexing improves search engine suggestions and relevance
- Matches what students see in search engines

“This is so much like Google suggestions; I use them always”
– 3rd year undergrad

“It’s like having GPS.”
– University Faculty
New Browses/Guided Search Make It Easy for Students to Find the Best Content for Their Common Assignments (Industry, Country and Company Reports)
Suggestive Search Results Surface Hard-to-Find Sources

- Company pages where available
- Reports highlighted
- Relevant books
- Relevant video
Recommendations from Discovery

Helps promote the ProQuest One Business interface to users who arrive in ProQuest via discovery or inbound link.

All the more reason for the EU and its allies to help generously now. At root the real division among Ukrainians is not between east and west, but between hope and cynicism: between those who believe a better kind of government is possible and those who understandably think that, in their troubled post-Soviet nation, corrupt paternalism is the best they can do. Creating an honest, competent government, devoted to the well-being of its people, is the best way to persuade all Ukrainians that they are better off without the kleptocrats—and, incidentally, to show that the West is still a force for good.

Word count: 1025
(Copyright 2014 The Economist Newspaper Ltd. All rights reserved.)
Meeting User Needs: Content

- Researchers of all levels use many different content types in their work depending on the objective and stage of research. ProQuest One Business provides more of this content than any other database.

- Content for all levels: From scholarly content such as journals and working papers, through teaching and learning resources such as case studies and market reports.

- The latest thinking first: Peer review process can take 2-3 years. Users can find the latest thinking in thousands of working papers, dissertations, and conference papers.

- ProQuest One Business combines a simple, easy to use search, with more powerful advanced search features giving a rich experience to users of all levels.

*Survey of 1300 faculty worldwide. Published in How the Use of Varied Content Types Drives Impact in Research, Teaching and Learning. Published by ProQuest 2018
Important Scholarly Publishers

Over 2,600 full-text scholarly journals from publishers such as

- Palgrave Macmillan
- Emerald Publishing
- Taylor & Francis
- MIT Sloan Management Review
- Springer
- Cambridge University Press
- ProQuest
Key Scholarly Titles

Including

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>European Journal of Marketing</td>
<td>Journal of Retailing</td>
<td>Management Science</td>
<td>World Trade Review</td>
</tr>
</tbody>
</table>
Essential Business Magazines and Newspapers

The Economist
Les Echos

MACLEAN'S
Cinco Dias
McKinsey Quarterly

THE WALL STREET JOURNAL (WSJ)
AUSTRALIAN FINANCIAL REVIEW
FINANCIAL TIMES

FOREIGN AFFAIRS
BARRON'S
THE ECONOMIC TIMES
Quality, Varied Content to Meet User Needs

- 500k Working Papers
- Over 25k Books
- 2,600k Scholarly Journals
- Over 30k Country Reports
- 15k Case Studies and Business Cases

- Thousands of Company Reports & SWOTs
- 50k Dissertations
- 20k Videos
- Over 200k Analyst Reports
- 300k Industry & Market Reports
The Latest Thinking First
First-released working papers, dissertations, conference papers can take 3 + years to get into scholarly journals or books

- Working Papers: Over 550k with full text links
- Dissertations: Over 50k in full text
- Conference proceedings: 25k in full text
Teaching Resources: Easing the Pain of the HBR Restrictions

Links to unrestricted articles freely available at HBR.org

• Over 3,000 articles published since 2000
# Teaching Resources: Market Information

- 1000s of company profiles and SWOTs from premium, expensive providers
- Industry reports
- Country risk reports

<table>
<thead>
<tr>
<th>BMI Research</th>
<th>The Economist Intelligence Unit</th>
<th>D&amp;B Hoovers</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR</td>
<td>GlobalData</td>
<td>OXFORD ECONOMICS</td>
</tr>
<tr>
<td>J.P. Morgan</td>
<td>aroq</td>
<td>First Research</td>
</tr>
</tbody>
</table>

Part of Clarivate
Teaching Resources: Case Studies

- Over 3,000 full-text business cases
- Allows students to see theory in practice

Life Cycle In Organizations: A Stationary Shop Case Study
Dr. Lorena Hernandez von Weisbrod, Universidad del Cauca, Mexico

ABSTRACT
This teaching case revises the basis of Life Cycle Model in order to understand the transitional stages in organizations. It focuses particularly on the 10 stages model. The case can be used here to reflect an life cycle of a mini scale business in Cauca, Mexico. As narrated by her owner, the micro-scale business has passed through stages that the author: the beginning, the expansion and the foundation stages. This case study is suggested for undergraduate students in managerial or organizational studies programs.

Keywords: Organizational Life Cycle; Organizational survival; Organizational failure; Micro-sized Enterprise

INTRODUCTION
High mortality in organizations is a trend topic in academic, managerial and official (government) documents, particularly in the study of SMEs (Micro, Small, Medium-Sized Enterprises). Different terminologies have been used to refer to this phenomenon:
- Opening of a Business/closure of a business
- Entrepreneurial failure/entrepreneurial success
- Organizational mortality/organizational survival

This terminology has been used by a large group of scholars to approach the study of the continuity or failure of a business (most of the authors use them individually). The terminology most used in the study of this topic is “Life Cycle Model” (organizational mortality/organizational survival). In the first section of this paper, a theoretical discussion about the basis of Life Cycle Model is presented. Then, the author describes the story of the Stationary Shop in Cauca.

IBM: Building with Blockchain
What the Internet did for communications, I think blockchain will do for trusted transactions.

IBM needed a win. Facing flattening sales and increasing analyst concerns, the century-old firm that had reinvented itself so often before was in search of another game-changer. The company believed they found such an opportunity in 2014 when employee Jerry Casero and other IBM technologists dug deep into the secure and decentralized ledger that powered cryptocurrency Bitcoin. Similar to open-source software, IBM saw widespread potential for blockchain technology outside of the currency it powered. But seeing a technology’s promise is different from monetizing it at scale. How could IBM distinguish blockchain technology from the cryptocurrency for which it was known and attract large clients to adopt IBM’s approach to the emerging technology? If successful, what could be next for IBM blockchain?

IBM
Founded in 1911, the company now called IBM (International Business Machines) was originally Computer Tabulating Recording Company (CTR). Born when four pioneering technology companies were brought together by Charles F. Stur, the firm manufactured and sold products from commercial scales, to punched cards, to tabulators. James Watson, the firm’s president, retained the firm’s original name, renamed the group IBM, and entered the long-standing slogan ‘THINK’ stating, “The trouble with every one of us is we don’t think enough—we get paid for working with our heads.”

IBM’s commitment to building smart technology continued between 1960-1980. They introduced the first computer system, IBM System/360, in 1964. This allowed enterprises for the first time to scale their computing capabilities. By 1980, the firm held a dominant position in enterprise computing—so much so that the IBM nameplate was nearly synonymous with industry computing efforts. This same year, IBM entered into agreements with Microsoft to provide the operating system for IBM’s personal computer offering, IBM PC-DOS.

Without exclusive rights to the operating system, Microsoft retained the ability to license a parallel version named MS-DOS). IBM faced increased competition from new entrants who would replicate their hardware and license MS-DOS over the next decade and a half. In 1993, IBM posted the then-largest loss in American corporate history ($8 billion).
Equality, Diversity & Inclusion

- Thousands of full text items available
- Dedicated subject headings
- Sample periodicals
  - Equality, Diversity and Inclusion: An International Journal
  - Race and Social Problems
  - Journal of Business Diversity
  - Journal of Diversity Management (Online)
  - Journal of Best Practices in Health Professions Diversity
  - Diversity Insight [BLOG]
- Sample books
  - Diversity in Coaching: Working With Gender, Culture, Race and Age
  - Inclusion Imperative: How Real Inclusion Creates Better Business and Builds Better Societies
  - Racial and Ethnic Diversity
  - Social Entrepreneurship Teaching Resources Handbook
- Sample videos
  - Ebony McQueen-Harris Discusses Diversity And Inclusion
  - Next Generation Broadband (NGB): Tiffany Norwood States Entrepreneurs Still Face Barriers Related To Age, Sex and Race

Committing to diversity and inclusion means addressing common microaggressions

Place: Alyxia Employee Benefit News (Online); New York (Sep 2, 2020).

Calif. Legislature passes racial, LGBTQ corporate board diversity mandate

Whieldon, Estter SNI. Kagan Media & Communications Report; Charlottesville (Sep 02, 2020).

There is like a collision of cultures going on here. So I'm American, New...

Anne Loehr Discusses Challenges Of Working In A Multicultural Environment

Miles to go: Stepping up progress toward gender equality

Ellingrud, Kweli; Mekala Krishnan, Madgavkar, Anu McKinsey Global Institute; New York, (Sep 16, 2016).

Second Fed Court Bars HHS From Axing ACA Transgender Protections

Lotven, Amy InsideHealthPolicy.com's Inside Health Reform; Arlington, Vol. 12, Iss. 37, (Sep 9, 2020)
New Subscribers to ProQuest One Business
It will not only help our students complete their assignments, it will help them develop the research and critical-thinking skills that will be in high demand once they enter the professional world – **Lety Camacho, Business Librarian, Brigham Young University**

Like having a huge mind map

– **Dissertations Advisor**

Beautiful interface!

– **Library Director**

This is so much like Google suggestions; I use them always

– **Undergraduate**

Looks very helpful from a glance

– **Undergraduate**

The best attempt at a comprehensive business product I’ve seen...EBSCO hasn’t updated their business product in 20 years”– **Business Librarian**

“...exceptional searchability, navigability, functionality, and usability, make ProQuest One Business an excellent choice for faculty and students.” – **Rob Tench, Library Journal**

The ProQuest One Business interface is sleek and intuitive.

Composite score: 4.75/5

Interface/Searchability: 5/5

– **Kaci Resau, Charleston Advisor**

The ProQuest One Business interface is sleek and intuitive.

Composite score: 4.75/5

Interface/Searchability: 5/5

– **Kaci Resau, Charleston Advisor**

Nineteenth Annual Readers’ Choice Award, Charleston Advisor, Oct 2021
Learning Management System Integration – Critical to Student Engagement

Meets students where they are
Why Choose ProQuest One Business Over Other Aggregators?

The widest coverage across scholarly and non-scholarly sources

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ProQuest One Business</td>
<td>Yes</td>
<td>High</td>
<td>High</td>
<td>Medium</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>EBSCO Business Source</td>
<td>No</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>None</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Gale Business Insights</td>
<td>Yes</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>None</td>
<td>Medium</td>
<td>None</td>
<td>Low</td>
</tr>
<tr>
<td>NexisUni</td>
<td>No</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>None</td>
<td>High</td>
<td>None</td>
<td>Low</td>
</tr>
<tr>
<td>Factiva</td>
<td>No</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>None</td>
<td>Low</td>
<td>None</td>
<td>Low</td>
</tr>
</tbody>
</table>
**Why Choose ProQuest One Business Over Other Aggregators?**

**Strong coverage of major market research supports student assignments and saves library budget dollars**

<table>
<thead>
<tr>
<th>Report type</th>
<th>Provider</th>
<th>ProQuest One Business</th>
<th>EBSCO Business Source</th>
<th>Gale Business Insights</th>
<th>Nexis Uni</th>
<th>Factiva</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>D&amp;B Hoover’s</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td>MarketLine (from Global Data)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td>Global Data</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td>Plunkett Corporate Benchmarks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>BMI/Fitch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>Plunkett Research</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>D&amp;B First Research</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>Aroq Just-series</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>MarketLine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>Emerging Markets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>Euromonitor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>Economist Intelligence Unit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>BMI/Fitch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>Oxford Economics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>Country Watch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>PRS Group</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Why Choose ProQuest One Business Over Other Aggregators?

ProQuest has the best full-text coverage of the major business press titles

<table>
<thead>
<tr>
<th>Provider/Publication</th>
<th>ProQuest One Business</th>
<th>EBSCO Business Source</th>
<th>Gale Business Insights</th>
<th>Nexis Uni</th>
<th>Factiva</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wall Street Journal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Economist</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Times</td>
<td></td>
<td></td>
<td>via third-party</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Barron’s</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bloomberg BusinessWeek</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harvard Business Review</td>
<td>Link out to FT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forbes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investor’s Business Daily</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fast Company</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrepreneur</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Insider</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Deans of 60 U.S. business schools rate Dow Jones, including The Wall Street Journal, as the highest quality providers of business and economic coverage in the U.S., followed closely by The Economist magazine, according to a survey conducted by the Donald W. Reynolds National Center for Business Journalism at Arizona State University


And growing coverage of hard-to-license cases

<table>
<thead>
<tr>
<th>Business Case Provider</th>
<th>ProQuest One Business</th>
<th>Business Source</th>
<th>Gale Business Insights</th>
<th>Nexis Uni</th>
<th>Factiva</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thunderbird School of Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IE (Spain)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darden Video Cases</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Various case journals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Case Studies at MIT Sloan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHRM Case Studies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gale Global Case Study Collection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CFOs prefer WSJ and The Economist

North American company CFOs prefer The Wall Street Journal and The Economist for news on specific topics, according to a report released this week by accounting and consulting firm Deloitte.

ProQuest One Business Subscribers can add TDM Studio to support researchers

- Supports advanced and PhD-level research projects
- Potential to use in classrooms for analytical skills development
- TDM rights to major ProQuest partners
  - 99% of active publishers (88% of active publications) are eligible for TDM including high-demand publishers such as
    - Dow Jones
    - Economist Intelligence Unit
    - PR Newswire
    - Tribune Content Agency
    - All active scholarly journals
  - Exclusions include publications from Financial Times, Atlantic Monthly, Investor’s Business Daily, and Plunkett Research