

ProQuest One Business: Workshop on finding reports, case studies & more

Agenda

- ProQuest One Business Overview (presentation)
- Live Demo
 - Introduction to the platform
 - How to find market reports
 - How to find company reports
 - How to find country reports
 - How to find case studies & business cases
 - Performing complex searches for scholarly material
- Additional Resources (presentation)

Recording of this session

This session was recorded and the recording can be accessed via:

<https://share.vidyard.com/watch/gTHQbKEHpnwVoNEWiPCydv?>



ProQuest One Business Overview

What is ProQuest One Business?

ProQuest Business Premium Collection →
+
Ebook Central Business E-book Package
+
Alexander Street Business Videos
+
New Indexing
+
New Interface

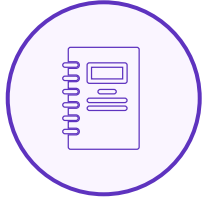
- *ABI INFORM Collection*
- *Accounting, Tax and Banking Collection*
- *Asian & European Business Collection*
- *Business Market Research Collection*
- *Business Video Database*
- *Entrepreneurship Database*
- *J.P. Morgan Research Database*

ProQuest One Business

Content in ProQuest One Business?

- **Total number of documents:**
 - > 230 million
 - without Wire Feeds: >70 million
- **Full text coverage:**
 - For most source types well over 90%
 - For Scholarly Journals; ~60%
 - For Conference Papers 70-80%

Content in ProQuest One Business?



3,500 Scholarly Journals



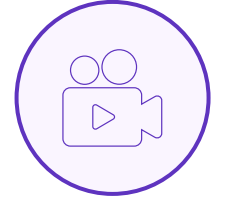
60k Dissertations



700k Working Papers



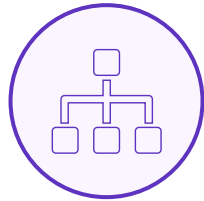
Over 20k Books



20k Videos



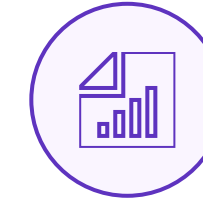
60k Case Studies and Business Cases



Thousands of Company Reports & SWOTs



300k Industry & Market Reports



Over 30k Country Reports



Over 200k Analyst Reports



ProQuest One Business Access, Core Platform Features & Helpful Videos

Access and additional video help

Access and further information via :

https://www.efri.uniri.hr/hr/baze_podataka/352/140

The recording of the initial webinar features ~50 chapters = instead of watching the whole 100 min recording check if the feature you want to know more about is listed in the table of contents and watch the respective chapter. *Note: The navigation and table of contents icon are only visible after clicking on "Play":* ▶

Baze podataka

VRSTE BAZA PODATAKA:

- Baze cjelovitih tekstova – sadrže cjelovite tekstove radova.
- Bibliografske baze – sadrže podatke o radovima objavljenim u različitim publikacijama. Važne su za stjecanje uvida u određeno znanstveno područje. Ne sadrže cjelovite tekstove radova.
- Citatne baze – sadrže podatke o citiranosti radova objavljenih u različitim publikacijama. Koriste se za stjecanje uvida u određeno znanstveno područje i za praćenje odjeka određenog rada ili autora unutar znanstvenog područja. Ne sadrže cjelovite tekstove radova.

Baze podataka u samostalnoj pretplati EFRI



ProQuest One Business

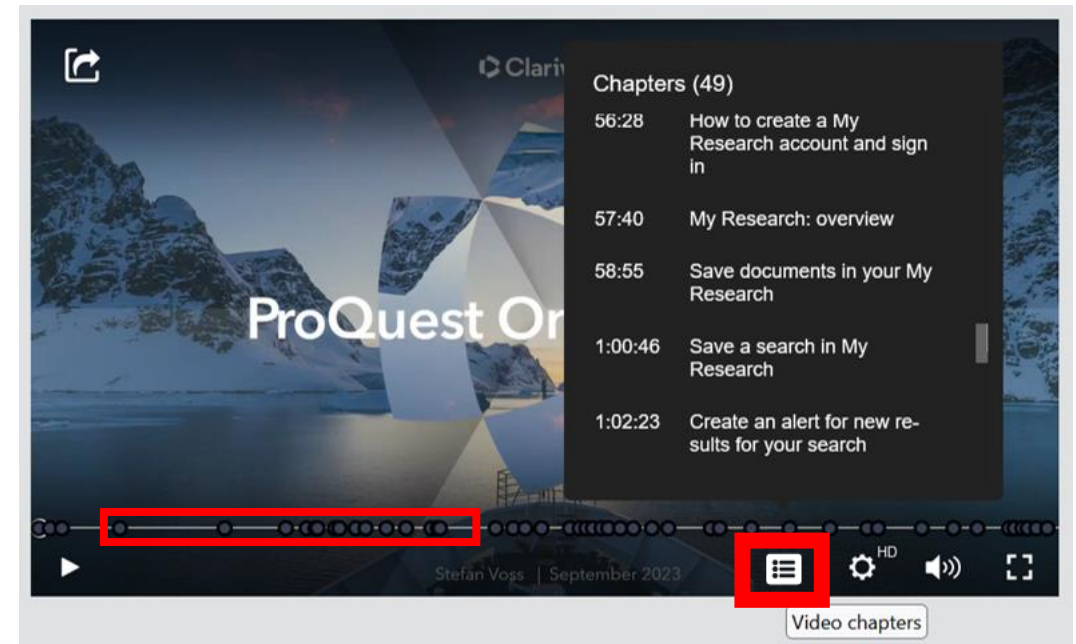
ProQuest One Business je vodeća baza punog teksta za poslovna istraživanja, podučavanje i učenje. ProQuest One Business nudi pristup za više od 130 milijuna zapisa punog teksta – znanstvenu i popularnu periodiku, novine, izvješća o istraživanju tržišta, disertacije, knjige i streaming videa.

Više informacija o sadržaju baze

Video materijali o korištenju baze

Snimka webinara o korištenju baze

Bazi ProQuest One Business je moguće pristupiti na dva načina:



Platform Basics: Search Tips page

Not sure how to use a specific operator or any other syntax feature?
Use the “Search Tips” page in the online help:

ProQuest Help - Search Tips — Mozilla Firefox

https://www.proquest.com/help/academic/webframe.html?Search_Tips.h 80%

Table of Contents

- Welcome
- Search syntax and field codes
 - Search tips**
 - MeSH Codes
 - Common field codes
 - Mnemonics for specialist searches
 - Abbreviations reference
 - USTC subject classification
- Database specific field codes
- Search
- Search results
- Document view
- My Research

ProQuest Help

Search Tips

[Print this topic](#)

Search syntax and field codes > Search Tips

» [Looking for field code lists?](#)

Successful searching is largely about being precise. The tips, techniques, and information here can help you search with precision and find what you need.

[Basics](#)

[How ProQuest interprets your search](#)

[Operators, fields, and special characters](#)

[Operator precedence](#)

[Search fields](#)

[Wildcards and truncation](#)

[Subject searching](#)

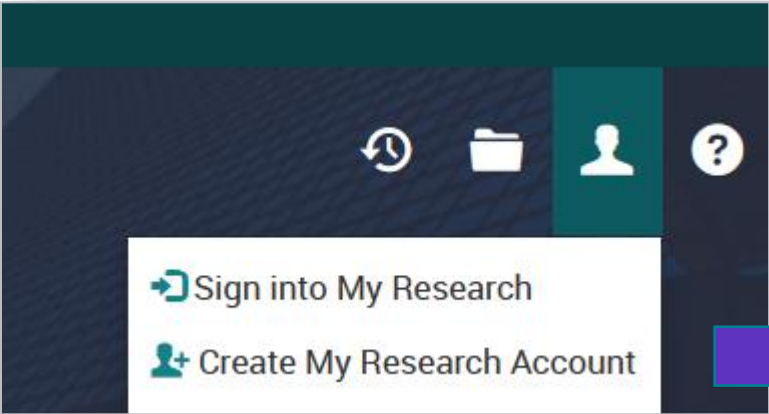
Basics

Your search terms can include **any letters or numbers**. Because ProQuest search supports the UTF-8 character set, managed by the [Unicode Consortium](#), you can enter your terms in English, or any other language, such as French.

Search tips

Platform Basics: Personal Logins - MyResearch

If you have access to the platform you can create a MyResearch login. This allows you to e.g. save searches or download the fulltext PDFs of multiple articles in one step.



My Research

Account Widgets

Create an Account

Setting up a My Research account is simple and free to all ProQuest users. The account allows you to save documents, searches, alerts, and more.

Required*

Email address *

Password *

Confirm password *

I am at least 13 years old. *

I consent to the collection and use of my personal information consistent with the [Privacy Policy](#), and I acknowledge that the use of the service is subject to the [Terms and Conditions](#). Without your consent, we cannot create an account. *

- Saved Documents**
Save and organize documents and other items.
- Saved Searches**
Save, re-run and modify your searches.
- Alerts & RSS Feeds**
View and manage your search alerts and RSS feeds.
- Preferences**
Customize your interface and search settings.

Platform Basics: Chapter Download for E-books

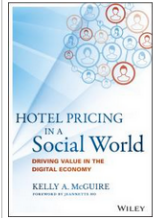
Book titles that feature a "Table of Contents" link option allow you to download individual chapters as normal PDFs (unlike the full book download that **requires a Bookshelf login** and is a protected file that can only be used for a limited time).



Hotel Pricing in a Social World: Driving Value in the Digital Economy
McGuire, Kelly A. Somerset: John Wiley & Sons, Incorporated, Oct 26, 2015.

Take control of revenue management in the new hotel economy Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy is an insightful resource that provides guidance on improving o...

[Table of Contents](#) [Relevant Chapters](#) [Cited by \(4\)](#)



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Kelly A. McGuire and Jeannette Ho

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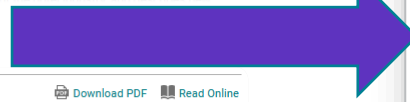
Description
Take control of revenue management in the new hotel economy Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy is an insightful resource that provides guidance on improving organizational decision making to keep your hotel relevant, from a pricing standpoint, in the often chaotic hotel landscape.

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Chapter 8 The Path to Personalization: Revenue Management's Contribution to the New Guest Experience [Download PDF](#) [Read Online](#)

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Chapter 9 The Future of Revenue Management [Download PDF](#) [Read Online](#)

[Show Subsections](#)

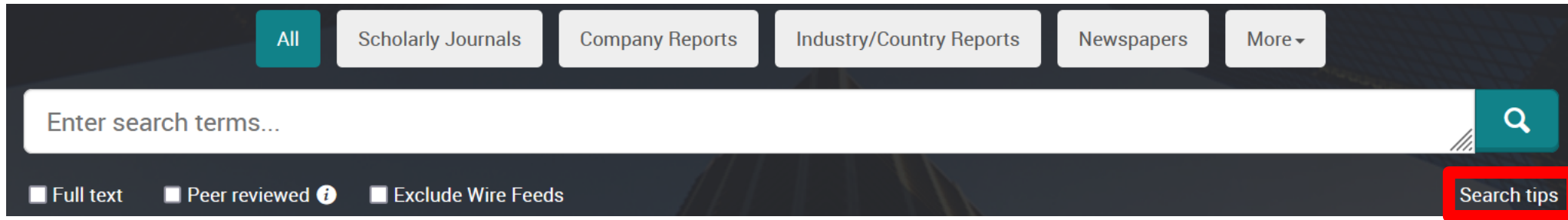


Additional Documentation

Additional Documentation

- **Search Tips page:** https://www.proquest.com/help/academic/webframe.html?Search_Tips.html

A special page in the online help that is also linked directly on platform:



*This is **highly recommended**. It contains a full description of the platform's search syntax = operators, truncation, field search etc. with examples.*

- **LibGuide for ProQuest Platform:** <https://proquest.libguides.com/proquestplatform>
Has materials on all general platform features e.g. search, export, My Research, ...
- **Libguide for ProQuest One Business:** <https://proquest.libguides.com/pq1business/>
Has materials on PQ1B-specific features e.g. <https://proquest.libguides.com/pq1business/features>



Stefan Voss

stefan.voss2@clarivate.com

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