



ABI/INFORM®

The world's leading business research database

ABI/INFORM

The authoritative business resource

Indispensable Coverage for all Business Disciplines

For over 35 years, *ABI/INFORM* has specialised in delivering valuable content from top business publications worldwide, providing academic and professional researchers with a central point for access to the highest-quality business information available.

ABI/INFORM is the industry standard for business research, whether for a student's class assignment, research for a journal article, or a forecast and insight on economic conditions in world markets. With a database containing over 3,000 full-text journals and a wide range of non-periodical content, *ABI/INFORM* covers key disciplines such as:

- ▶ Accounting
- ▶ Auditing
- ▶ Economics
- ▶ Finance
- ▶ Government
- ▶ Human Resources
- ▶ Information Technology
- ▶ International Business
- ▶ Logistics
- ▶ Management
- ▶ Marketing
- ▶ Procurement
- ▶ Public Relations
- ▶ R & D
- ▶ Risk Management
- ▶ Strategy
- ▶ Sustainability
- ▶ Taxation

Karen McKeown – Senior Product Manager for Business – ProQuest



Since joining ProQuest in 2006, Karen has concentrated on launching several new research databases, including *ProQuest Entrepreneurship*, a product which brings together disparate traditional and rich media content types to address the multidisciplinary needs of this high-growth field of study. Karen brings over 15 years of experience in corporate marketing, product management, and sales management in technology companies as well as a background in growing start-up businesses.

Karen is an active member of the Special Libraries Association, American Library Association, and the United States Association of Small Business and Entrepreneurship. She has a BS in Multidisciplinary Science from Purdue University, West Lafayette, Indiana, and an MBA from Rutgers University, New Jersey.

"The products we create and deliver here at ProQuest are used by some of the best minds in the world – to solve problems, to educate, and to discover. Librarians and researchers throughout the world stress the quality and ease of use of our products and frequently share with me how they have had positive experience using them in their research efforts. With support from our publishing partners and by talking to our customers every day, our team continues to deliver innovative features in ABI/INFORM and launch top-notch products like ProQuest Entrepreneurship. We do this by listening to our customers every step of the way, and with the support of a dedicated team of ProQuest professionals. As a product manager, I am proud to work with such dedicated experts who are so customer focused."

World-Class Information

Quality Content from the Top Publishers in Business

ABI/INFORM delivers the most comprehensive international business coverage on the market today, providing access to foremost industry journals and publications. ABI/INFORM is the quintessential database used by leading business schools around the world. Academic and business researchers who seek accurate, credible and timely information look to ABI/INFORM.

Top Publications

Barron's (exclusive)
China Quarterly (exclusive)
EIU ViewsWire (exclusive)
Financial Times
Foreign Affairs
Journal of Business Ethics
Journal of Economic Growth
Journal of International Business Studies (exclusive)
Journal of Marketing
MIT Sloan Management Review (exclusive)
Nation's Business
The Economist
The Wall Street Journal (exclusive)

Major Publishers

Business Monitor International
Cambridge University Press (exclusive)
Dow Jones & Company Inc. (exclusive)
Economist Intelligent Unit
Emerald Group Publishing (exclusive)
Financial Times Limited (exclusive)
IGI Global
Incisive Media
Oxford Analytica (exclusive)
Oxford University Press (exclusive)
Palgrave Macmillan (limited exclusive)
Senate Hall (exclusive)
Springer Science & Business Media

And thousands more!

Dolores Romero-Morales – University Reader – Saïd Business School, Oxford

"The archive of material on ABI/INFORM is fantastic, and I can find older articles on there that I can't find anywhere else. Being able to work on material from the past and present concurrently saves me a great deal of time.

Searching is beautifully easy on this database, and especially important for me is that it has the leading journals in the area of Operations Research and Management Science. ABI/INFORM is certainly one of the databases I would recommend and will continue to use myself."





Wide Business Content

Giving you access to the broadest collection of publication types

ABI/INFORM is continuously expanding its non-periodical content to offer users access not only to the highest-quality sources of business information available, but also to a wide array of business content types.

- ▶ *The Wall Street Journal* and *Financial Times* – Stay current with exclusive full-text access to two of the top financial newspapers; includes archival coverage to 1984.
- ▶ Get the latest business research and preview scholarly articles with over 14,000 working papers available from *SSRN (Social Science Research Network)*.
- ▶ Connect classroom topics with valuable business cases. *ABI/INFORM* provides over 6,000 business case documents from key business schools such as Ivey, Thunderbird, Idea Group and Darden.
- ▶ Analyse balance sheets and income statements with over 7,000 annual reports from 1,000 leading North American companies.
- ▶ Track the fast-changing economic, political and market developments around the world with over 207,000 country-focused industry reports and briefings from *EIU (Economist Intelligence Unit)*, *BMI (Business Monitor International)* and *Oxford Economic Forecasting*.
- ▶ Dig deep into research with *ProQuest® Business Dissertations* – Gain access to over 23,000 full-text doctoral dissertations and master's theses from over 1,000 colleges and universities.
- ▶ Launch strategic planning initiatives with access to over 18,000 articles and 1,400 market research reports from top-notch resources such as *Just*, a major publisher of SWOT analysis and business research for food, beverage, auto and style.
- ▶ Locate key information about published authors in author profiles, including affiliations and research topics. E-mail addresses are included in the 125,000 profiles available from *Scholar Universe*.

Reshma Khan – Management Librarian – School of Management, University of Bradford

“ABI/INFORM is an excellent general business and management resource giving access to not only scholarly journals, but also to trade and professional publications.

Of all the e-journal packages we subscribe to, I find ProQuest's the most intuitive and user-friendly, and it is excellent in matching keywords to relevant documents.”

Award-Winning Features and Expert Indexing

High-Quality Indexing Means Better Search Results

ABI/INFORM benefits from ProQuest's award-winning search features and interface. Innovative tools expertly guide users towards more efficient and effective data sources and prevent them from wading through pages of irrelevant articles.

- ▶ **ProQuest Indexing** – Receive focused, richly detailed, precise and accurate results. ProQuest is the gold standard for indexing, with over 36 searchable fields and rigorous content classification by business and management data experts.
- ▶ **ProQuest Smart Search** (Awarded '**Best Specialist Search Product 2005**' by the International Information Industry) – Discover new alternatives to your original research results. *ProQuest® Smart Search* instantly generates links for an array of insightful result options based on your original search criteria. Take advantage of the cross-search functionality with other ProQuest resources.
- ▶ **My Research** – Save links to marked articles, recent searches and visited publications for quick and easy access later.
- ▶ **Content Alerts** – Set up email alerts to receive notification when new content of interest becomes available.
- ▶ **RSS Feeds** – Subscribe to feeds to be updated on new and relevant subject-specific information releases.
- ▶ **One Click™ Linking** – Move seamlessly from *ABI/INFORM* to other sources within the library's holdings, whether it is from ProQuest or another information provider.
- ▶ **Reference Linking** – Review bibliographic details; see how popular the citation is with a summary of how many times it is cited elsewhere; or see which other documents share one or more references with the article they are viewing.
- ▶ **'Cite This' Article Citation** – Export article citations quickly and easily when creating research reports or for homework assignments.
- ▶ **ProQuest Search Widget** – Increase visibility of your library's subscription databases by embedding a ProQuest search box on any institutional web page.

Paula McCoy – Taxonomy Development Manager – ProQuest



Paula has been with ProQuest for 26 years. She spent her first 20 years managing *ABI/INFORM* editorial operations. Today, she manages the *ProQuest Controlled Vocabulary®* and authority files that are used to index subject terms and company, location, and people names in ProQuest databases. Paula's objective is to maintain and continuously improve the quality of indexing and to ensure that customers can use ProQuest indexing to get the results they want and expect.

"ProQuest's editorial operation has been providing abstracting and indexing for thousands of publications for over 30 years, covering to date more than 6 million articles. Our professional editors follow defined industry-standard guidelines. Formal quality assurance is an integral part of everything we do. The results? Users obtain focused and accurate results rather than an incomplete mass of irrelevant hits and are able to quickly retrieve the most relevant information."





What do users say?

ABI//INFORM... “an indispensable tool”



“ABI//INFORM... at the forefront of its field”

Established in 1996, **Oxford University Saïd Business School** is one of Europe’s youngest and most entrepreneurial business schools with a reputation for innovative business education. Students at Saïd Business School use *ABI//INFORM* intensively. “From the academics reading lists, we make our own hyperlinks to *ABI//INFORM*.” says Fiona Richardson, Information Services Manager. “The ease of access and the amount of unique material in *ABI//INFORM* make it an indispensable tool for us.”

“The widest range of journals available”

Richardson praises the range of content available in *ABI//INFORM* as the widest in any one business database. She also highlights the fact that the database never stops growing. “ProQuest continues to add prestigious new journals constantly!” she says. In 2008, scholarly content alone in *ABI//INFORM* grew by 12%.

“Indexing second to none”

ABI//INFORM has a well-earned reputation for quality indexing and benefits from ProQuest’s award-winning search features and interface. ProQuest is dedicated to a continuing cycle of platform and technology enhancement. “*ABI//INFORM* is very user-friendly”, says Richardson “and the browse facility is quick and easy, and particularly clear”.

Quality highlight

Over 700 periodicals in *ABI//INFORM* appear on the Harzing Journal Quality List

The *Journal Quality List* is a collation of business journal rankings from a variety of worldwide sources such as the Centre National de la Recherche Scientifique (France), the Association of Business Schools (UK), Dutch Business Administration Academics (Netherlands), the Hong Kong Baptist University School of Business (Hong Kong), the Australian Business Deans Council (Australia), etc. The list, freely available at www.harzing.com, was first published in 2000 by Dr Anne-Wil Harzing, Professor in International Management at the University of Melbourne (Australia). Since then, the list has been updated and extended periodically to keep it current. It is now in its 32nd edition. The *Journal Quality List* is published primarily to assist academics to target papers at journals of an appropriate standard.

Benefits of ABI/INFORM

“The most comprehensive combination business/economic database on the market today”

(Choice Magazine, 2007)

Used for over 35 years in the top business institutions worldwide, customers have chosen ABI/INFORM for their information and research needs due to its superior content and quality.

Benefits of ABI/INFORM include:

- ▶ In-depth coverage of all major business disciplines provides researchers with a central point for access to the highest-quality business information available.
- ▶ The latest-breaking business news on developments of interest reported in international and regional news publications.
- ▶ Wide non-periodical content complements the serial publications by offering practical information on the latest business trends, and economic, political and market developments around the world.
- ▶ Better indexing means we'll get you the results you need. Hand-crafted records with indexing terms applied by professional indexers produce exact results based on relevance to search terms.
- ▶ ABI/INFORM contains highly-ranked, valued journals listed in the *Harzing Journal Quality List* covering key business disciplines such as Economics, Finance and Accounting, Marketing, etc.
- ▶ Content never stops growing and in 2008, scholarly content alone in ABI/INFORM grew by 12%.
- ▶ Journal content is global in scope and comes from over 35 countries.
- ▶ Long back-files for in-depth research with over 1,000 journals offer more than 10 years worth of coverage.
- ▶ Through years of careful user observation and testing, ProQuest has created a highly usable, user-focused interface and remains committed to technology leadership.

Peggy Shaw – Director of Business Information Resources – Jones Graduate School of Management – Rice University

“I consider ABI/INFORM the major business periodical database in our library.”



Start here for a world of discovery

Join thousands of libraries worldwide in accessing *ABI/INFORM*.

To learn more or request a free trial visit www.proquest.com, email business@proquest.co.uk quoting **MKT 173 09** or contact your local office.

Also available

As well as *ABI/INFORM* ask us about:

ProQuest Entrepreneurship – provides unprecedented access to a wide array of resources and tools supporting the study and practice of entrepreneurship.

For more information on any of these products, or for a free trial, email marketing@proquest.co.uk and quote the code below:

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