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Dear ProQuest subscriber,

Welcome to the latest edition of the Business newsletter.

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**Focus on Economics Intelligence Unit**

Today, the primary problem for researchers is rarely not enough information but, rather, TOO much information. Almost every Google search generates tens of thousands of results. No one, let alone busy business researchers, has the time to read through all of them. As a result, researchers rely on companies like ProQuest to provide high-quality research materials while leaving out the advertisements and fluff that make Google results lists so long. Through **ABI/INFORM Complete**, ProQuest’s flagship business database, researchers can access substantial amounts of market research data from highly regarded publishers like the Economist Intelligence Unit (EIU).

In **ABI/INFORM Complete**, users can access full-text and regularly updated finance and forecast reports for 40 countries, including all the G20 countries. These reports, which provide the latest information on economic and political trends, are a critical resource for business scholars whose research encompasses economic and financial developments outside the United States. For all G20 countries, the EIU also provides data on hundreds of economic variables covering everything from unemployment and trade balance to the average commercial bank prime overdraft rate and the net flow into the country of direct investment capital by non-residents. This data is available in normalised and easily downloadable spreadsheets. EIU also offers global overviews of the food and beverage industry and of the production, distribution, and consumption of industrial raw materials. All of these reports are available in full text and without embargo, and they are updated every month.

In addition to these market research reports and data, ABI users can access influential trade magazines such as Business Asia, Business Europe, Country Monitor, and EIU...
Viewswire. This latter publication, the content of which is generally only available behind the EIU’s paywall, covers 203 different countries and goes into ABI in full text and without embargo. Published daily, EIU Viewswire meets the needs of researchers who require the most up-to-date business intelligence from countries throughout the world.

Have a look at our short video focusing on the EIU reports in ABI, or see how to access the downloadable G20 data here.

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Top Tip for April: How to access SSRN working papers

Working papers are crucial to researchers who want to find the latest thinking in the field. In fact, of the 560 business researchers we recently surveyed, 88% said they used working papers in their research. Find out how to access them in our short video.

By conducting research such as this, we can ensure that we are providing the content that business researchers need today. That’s why we have increased the number of working papers from 32,000 (the figure shown in the video) to almost 100,000 in recent months.

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New resources available for librarians

**Resources:** Our new Business Resources brochure and ABI/INFORM library poster are now available. You can view them online or contact marketing@proquest.co.uk for a free copy.

**LibGuides:** Don’t forget that ProQuest have created a number of LibGuides across all subject areas. You can find our Business LibGuides here.

**ProQuest Training:** You can sign up to upcoming training sessions, see practical tutorial videos, and view recordings of past webinars on our training page.

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New! Women’s Wear Daily (WWD) - coming soon on ProQuest

More than 100 years of fashion’s daily record digitised and ready to explore.

Meeting the needs of your business researchers for fashion industry trends and news will soon be made easier with the forthcoming release of ProQuest’s new digital resource Women’s Wear Daily.

Every day, fashion industry insiders turn to Women’s Wear Daily as the authoritative source of breaking news, business coverage and trends in the worlds of fashion, beauty and retail.

ProQuest, in collaboration with Condé Nast, is making the entire archive of Women’s Wear Daily available in online, digital format, allowing users fast and precise searching of 1.1 million image rich, high-resolution pages from every issue published from 1910 to recent.

Women’s Wear Daily opens up new research opportunities for scholars and students looking for authoritative material related to the fashion industry and its evolution.
• Provides the inside-view on the fashion industry: trends, markets, merchandising, retail, clothes, accessories, beauty.
• Gives access to the entire magazine archive from 1910 with bi-annual updates of current file.
• Delivers every page of every issue, including all advertisements and images digitised in full colour and presented in page image format with searchable text.
• Can be cross-searched with The Vogue Archive, ABI/INFORM Complete, arts indexes, historical periodicals, and historical newspapers, for a rich and varied discovery experience.
• Provides essential research material for students in fashion, business, and arts disciplines.

Anticipated launch June 2013. To pre-register for a Women’s Wear Daily trial (available from June) email emma.longden@proquest.co.uk

Change in availability of American Accounting Association content

On 1st January 2013, ProQuest lost rights to the on-going full text of 14 titles from the American Accounting Association. However, we will retain our entire back file and, moving forward, will continue to provide abstract & index resources. For a complete list of the AAA titles and the products from which they were removed, click here.

New: Summon® Suggestions Lead Users to Better Research Outcomes

Bringing together librarian knowledge, community collaboration and real-time usage data, the powerful Summon® Suggestions suite of features is designed to enhance the Summon® discovery service with automated and contextual research assistance. Librarians can directly impact and improve the overall discovery experience through localised recommendations, automated search guidance and live reference help. Leveraging real-time, global usage data, these features also deliver automated topic refinement suggestions to guide users to more focused search results. Learn more.

For more information on any of the products above click here.

To request a free trial for your institution click here.

Best wishes,
The ProQuest Business team.

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