

# ProQuest ONE BUSINESS

Supporting business students on their path to academic and professional success

**ProQuest One Business** is a new solution 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

*"Beautiful interface!"*

– Library Director

*"The best attempt at a comprehensive business product I've seen."*

– Business Librarian

The screenshot shows the ProQuest One Business website interface. At the top, there's a navigation bar with 'ProQuest' and 'ProQuest One Business' logos, along with links for 'Basic Search', 'Advanced Search', 'Publications', and 'Browse'. Below this is a search bar with the placeholder text 'Enter search term ...' and a search icon. There are also checkboxes for 'Full text' and 'Peer reviewed'. The main content area is divided into several sections: 'Popular Publications' featuring WSJ, FT, and The Economist; 'Company Topic Pages' with logos for GE, ExxonMobil, and Amazon; 'Industry and Country Reports' with a bar chart icon; 'Featured ebooks' with covers for 'Business Research Reporting', 'Micro MBA', 'A Class with Drucker', 'Organizational Culture and Leadership', and 'Advertising Theory'; and 'Featured video collections' with thumbnails for 'Prenidismo Collection', 'CNN Videos', and 'MIT Sloan Management'.



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ProQuest®

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. Company Overview pages help students quickly find the best resources for in-depth company research, including SWOT analyses, financial information, and current articles.



**ProQuest One Business**  
Basic Search Advanced Search Publications Browse

General Electric Company (GE)

Company type: Public  
 Ticker symbol: GE (NYSE)  
 Industry (NAICS): 333611: Turbine and Turbine Generator Set Units  
 Company website: https://www.ge.com/

Company Overview  
 From turbines and oilfield equipment, to aircraft engines and power plants, General Electric is plugged in to industrial equipment businesses that shape the modern world. The company produces aircraft engines, locomotives and other...

Recent News from Major Publications

- GE to invest up to US\$60m in gas turbine repair in S'pore  
The Business Times, Singapore [Singapore]08 Nov 2019.
- GE Engine Rival Delays This Key Fix For Grounded Boeing 787s  
Rich, Gillian. Investor's Business Daily, Los Angeles [Los Angeles]07 Nov 2019.
- Share market update: Titan, GE T&D India among top losers on BSE [Stock in news]  
The Economic Times, New Delhi [New Delhi]07 Nov 2019.
- GE signs deal with BPDB  
The Financial Express, Dhaka [Dhaka]05 Nov 2019.
- GE Engine Rival Delays This Key Fix For Grounded Boeing 787s  
Rich, Gillian. Investor's Business Daily, Los Angeles [Los Angeles]07 Nov 2019.

Company Reports Containing...

- Company Financials (6)
- Company Description (5)
- Company Competitors (3)
- Company SWOT (2)

All Results Over Time

Scholarly Journal Articles

- Chadbourne advises on \$273 million General Electric deal  
Anonymous. International Financial Law Review, London Vol. 21, Iss. 6, (Jun 2002): 11.
- New Process Introduction in General Electric Transportation System  
Felix, Rosa Hilda; Hegreie, Alfonso; Alejandro Larc, Ramirez, Daniel Torres. IE Annual Conference. Proceedings; Norcross (2015): 1-20.
- ELECTROMOTIVE DIVISION OF GENERAL MOTORS CORP V. TRANSPORTATION SYSTEMS DIVISION OF GENERAL ELECTRIC CO.  
Schmidt, Arnie; Sousa-Zomer, Thayne T.; Andrietta, John M.; Czauchnick-Wiguel, Paulo A. The International Journal of Quality & Reliability Management...
- Evolution of Leadership Development at General Electric  
Waters, Robert C. Engineering Management Journal, EMJ, Huntsville Vol. 31, Iss. 1, (Mar 2009): 42-46.
- Leadership Excellence at General Electric  
Smith Robert C. Engineering Management Journal, EMJ, Huntsville Vol. 22, Iss. 1, (Mar 2019): 21-26.

Magazines and Trade Journals

- Special Report: A lean, clean electric machine - The greening of General Electric; The greening of General Electric  
The Economist, London Vol. 377, Iss. 8456, (Dec 10, 2009): 79.
- General Electric Aircraft Engines, General Electric Co.  
Aerospace Daily, Washington Vol. 202, Iss. 32, (May 14, 2002): 8.
- Goodwin Reports Return of Former General Electric General Counsel Brackett Denniston  
Manufacturing Close - Up, Jacksonville (Sep 26, 2014).
- Portland General Electric seeks general rate increase effective January 2011  
Stanfel, Jeff. ENR, Canada Energy Week, Charlottesville (Feb 22, 2010).
- Aircraft Shaft, General Electric Co.  
Aerospace Daily, Washington Vol. 202, Iss. 32, (May 14, 2002): 8.

Books

- 19 Business Groups and Social Organization  
Granovetter, Mark. The Handbook of Economic Sociology, 429-450,727. Princeton: Princeton University Press, 2005.
- Competition policy  
Evenett, Simon J. The Princeton Encyclopedia of the World Economy, 205-208. Princeton: Princeton University Press, 2009.
- 05: EVALUATE OPTIONS  
Anonymous. Business Analysis Techniques : 72 Essential Tools for Success, 123-156. Swindon: BCS Learning & Development Limited, 2010.
- At any cost: Jack Welch, General Electric, and the pursuit of profit  
O'Boyle, Thomas F. Random House, Inc., 1998. 449 pp. 449. Random House, Inc., 0, 1998.

Videos

- GE Diversifying With Expanded Energy Holdings  
New York, NY: Bloomberg L.P. Apr 11, 2013.
- Heymann: Industrials to Get a Boost From China Dip  
New York, NY: Bloomberg L.P. Jul 11, 2013.
- John Reinker - Panel - GE Global Research and Sustainable ...  
The Prendimo Collection, Itasca: Prendimo, LLC Mar 16

Related Companies in This Industry

- 3M Science. Applied to Life.™ The 3M Company
- EMERSON Emerson Electric Co
- General Mills
- Ford Motor Co
- Boeing Aerospace Company

From **undergraduates to MBAs**, students using **ProQuest One Business** have more power to **discover** the content and the **answers** they need for courses and research.

# Why ProQuest One Business?



## 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.

# ProQuest One Business content includes:

- 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



## Scholarly Journals

The latest and most important academic thought from over **2,600 journals**



## Ebooks

Over **25,000** ebooks allow users dig deep into topics



## Videos

Over **21,000** streaming videos provide first-hand insights from business leaders, practical “how-to” guides and more



## News

Over **100** newspapers plus hundreds of wire feeds allow users to understand the wider context of their studies

# ProQuest ONE BUSINESS



## Market, Country, & Industry Reports

**Thousands** of market, industry, and country reports from major providers



## Case Studies & Business Cases

More than **15,000** allow students to see complex issues in their real-life context



## Dissertations

Users can see more of the relevant literature in their field in over **55,000** dissertations



## Magazines

Current information and industry trends from over **2,500** magazines and trade journals



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