# Proquest

## Overview

*Proquest provides content from thousands of journals that help researchers track business and economic conditions, trends, corporate strategies, management techniques worldwide.*

## Types of information

- **Company information** *(Company profiles, Features articles)*
- **Country information** *(Country profiles)*
- **Industry information** *(Features articles)*
- **Business and Management Literature** *(Academic articles)*

## A. Getting started

1.  *On Campus*: Go to **www.imd.ch**, select **Research & Knowledge** then **Information Center** and click on **Databases.** Click on **Show databases**, choose **Proquest** then click on **Direct access to: Proquest** at the top of the description**.**

2.  *Participants off campus*: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Proquest.**

3.  *IMD personnel*: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases.** Click on **ProQuest**.

## B. Searching

1.  **ProQuest** opens with the **Basic Search** screen. You may simply enter a search term in the search field and click **Search** .

2.  To narrow your search in this module, you can select a particular database from the four listed, or select multiple databases. The date range can also be selected as can full text results only and peer reviewed articles.

3.  **Advanced Search** enables you to be more specific on where ProQuest should look for your search terms. For example; **Article Title; Publication Name** etc.

4.  **Topic Guide** allows you to find articles by searching an index, or by exploring a hierarchical subject directory. Indexed topics may include subjects, companies, people and locations.

5.  **Publication** allows you to type in all or part of a publication title and will show you a list of any publications indexed on ProQuest containing your search term.

## C. Displaying results

1.  Once you have submitted your search, ProQuest will present you with the articles that match your search. If there is only the title of the article, then you only have access to an abstract; 🗎 access to the full-text; 🖼 access to full-text and graphics; 🗎 access to the .pdf format of the article.

2.  For example: Point and click on 🗎 to display the article as it appears in the printed journal.

3.  By clicking on the journal title, you will also be directed to the full-text of the article, if available, or simply the abstract.

## D. Marking, Saving and RSS Feeds

1.	You may mark an article either from the list of results by checking the box next to the article, or from the page where the article is displayed.
2.	You may save any number of articles to your **Marked List**. Even if you change your search criteria, the **Marked List** stays updated until you decide to remove them.
3.	When you have completed your search and marked the records you want, click on the **Marked List** icon at the top of the page. Your selected articles will now be listed.
4.	From here you may chose any of the options given on the screen. As you select one of the options, you will be given directions to follow.
5.	To save a single article, click on the icons in the titles list (as explained above) or click on the article title.
6.	Click **File** and **Save** on your browser toolbar, and chose where you would like the article to be saved.
7.	If saving a .pdf of the article, then click on the **disk icon** on the Adobe toolbar.
8.	You can create an RSS feed on a specific request by clicking on 🟠 button at the top of the results list.

> 7532 documents found for: *SU(marketing) AND SU(brand)*  » **Refine Search**  |  **Set Up Alert** ✉  |  **Create RSS Feed** 🟠

9.	By clicking on the link "Set up Alert" you will be able to create an alert (email).
10.	Within the "Publications" tab, you may also create an RSS feed for some journals titles. Enter the name of the journal and click on "Create RSS feed".

> California Management Review; Berkeley  📄 Full Text: 1987 - 2001  🟠 Create RSS Feed

## E. Printing

1.	To print from the .pdf display of an article, click on the **Printer icon** on the Adobe toolbar and chose your printer.
2.	To print an abstract or a full text article, then click on the button **Print** and use **File** and **Print** from browser toolbar.

## F. Emailing an article

By clicking on the **Email** button, you may select an email address to send either one article if you are currently viewing a full text article, or from your Marked List you may email any titles that have been checked.

## G. Hints and tips

1.	Unless told to do so, try not to use the back button on your browser. If given the option, use the « Back to Results icon offered by ProQuest.
2.	Use the **My Research Summary** to keep track of your research. You can edit the contents of your research or download the information. This list of articles can be downloaded and shared with others for 1 week afterwards. After 1 week, only authorized ProQuest users will be able to access the results
3.	If necessary, do not forget to use the icon **Help** which you will find on most pages in ProQuest. This will give you immediate help for the stage you have reached.
4.	If you have any problems using this database please contact the Infodesk
	Infodesk@imd.ch
	Tel	+41 21 618 0366
	Fax	+41 21 618 0631