

ProQuest ONE

BUSINESS



The Charleston
ADVISOR
Best New Product 2021

支援商學院學生的學術研究與職業發展

ProQuest One Business 致力於滿足商學院
師生的教學與學習需求。

1. 專為商學研究設計的用戶體驗
2. 助學生邁向成功未來做好準備
3. 應對當前挑戰
4. 豐富的熱門資源

「介面設計簡潔而直觀……這款產品
為用戶提供的專業資源種類非常詳
實豐富。」

——來自查爾斯頓顧問 (Charleston Advisor) 的
Kaci Resnau 為軟體評分4.75分(滿分為5分)

「這是一款出色的一站式商學學習
平台，讀者能夠輕鬆查找期刊、商
業報告、書籍、影片、會議論文等等
內容，擁有強大的檢索功能和資源
導覽，同時具備AI功能和可用性。」

——Rob Tench 《圖書館雜誌》(Library Journal)

The screenshot displays the ProQuest One Business platform. At the top, there is a search bar with the placeholder "Search ProQuest One Business". Below the search bar are several navigation tabs: Basic Search, Advanced Search, Public access, Home, and a dropdown for "Change database". The main content area is divided into several sections:

- Popular Publications:** Shows thumbnails for "Business Week", "Harvard Business Review", "Journal of Healthcare Management", and "Journal of Business Ethics".
- Company Overviews:** Shows thumbnails for "Dow Chemicals", "PSEG Long Island", "PSEG Nuclear", and "Shell".
- Industry Overviews:** Shows thumbnails for "Auto Production", "Banking", "Chemical", "Consumer Goods", "Food Production", and "Retail".
- Featured business cases:** Shows thumbnails for "Intel's Transformation", "Caterpillar's Rapid Manufacturing", "BMW's Vehicle Monitoring", "Dow and DuPont's Collaboration", "Alderson's Impact", and "Dove's Skin Care".
- Featured ebooks:** Shows thumbnails for "What Do We Know About That? The DCF", "How to Create a Business Plan", "Strategic Business Planning", "How to Write a Business Plan", "How to Write a Business Plan", and "Strategic Business Planning".
- Featured video collections:** Shows thumbnails for "SEEDING CHANGE", "CNN Video", and "MIT Sloan Management Review".

為什麼選擇 ProQuest One Business?

ProQuest One Business 是以知名的商管權威資料庫 ABI/INFORM 為基礎，並補充更多商管領域教學與研究資源。與學生、教師、圖書館員合作研發，將專業理論與實踐案例整合，透過一個直觀式介面協助學生快速提高學術研究技能，在學業和職業生涯中取得成功。

介面聚焦於商學領域，簡潔直觀地引導讀者查找期刊、論文、書籍以及公司、產業和國家報告等內容，協助商學院學生完成常規作業之必備資源。



專為商學研究設計的用戶體驗

- 直觀友善的介面，輕鬆引導使用者找到 SWOT 分析、案例研究和產業分析報告等應用於課堂作業之實用資源。

「如同GPS般提供高精度的資源定位」——商學院教師

- 與學生、教師、圖書館員合作研發。

「非常清晰...易於使用」——參考館員



助學生邁向成功未來做好準備

- 培養學生的研究能力，為未來就業做好準備。

- 整合理論研究與實踐案例的商學資源平台。

「讓學生如同擁有強大的思維導圖」——論文顧問



應對當前挑戰

- 直觀介面設計引導遠距學習者可以輕鬆導覽資源，以減少圖書館在培訓與支援上的時間投入。

「一看就很有幫助」——大學生

- 減輕學生在訂閱新聞報紙與購買個案研究資料的負擔。



豐富的熱門資源

- 相較於其他單一資料庫，提供商學學生與研究人員更豐富且多元的優質資源，例如：期刊、報紙、市場研究報告、案例研究、雜誌和產業期刊、博碩士論文、電子書與多媒體資源等。

- 易於查找相關內容，有效提高使用率，讓圖書館提供更大的價值。

專為商學研究設計的用戶體驗

On this page: Books, Reports, Scholarly Journals, Magazines, Video, Books

Industry Overview

The Agriculture, Forestry, Fishing and Hunting sector (comprised of establishments primarily engaged in growing forest, raising animals, harvesting timber, and breeding, raising, and harvesting fish and other animals from a farm, ranch, or other rural business). The establishments in this sector are often described as farms, ranches, feed stores, greenhouses, nurseries, orchards, or hatcheries. A farm may consist of a single tract of land or a number of separate tracts which may be held under different tenures. For example, one tract may be owned by the farm operator and another rented. It may be operated by the operator alone or with the assistance of members of the household or hired.

View more

Top companies in this industry

Logo	Company Name	Description
	ADM	Archer Daniels Midland Co.
	John Deere	Deere & Co.
	Cargill	Cargill Inc.
	BASF	Monsanto Co.
	International Paper	International Paper Co.

Search across this industry Search

Industry (NAICS): **11. Agriculture, Forestry, Fishing and Hunting**

- 111. Crop Production
- 112. Animal Production and Aquaculture
- 113. Forestry and Logging
- 114. Fishing, Hunting, and Trapping

View more top companies within Agriculture, Forestry, Fishing and Hunting

Download industry overview

產業概覽頁面可讓使用者更輕鬆地找到涉及 100 多個 NAICS 產業分類的文章、報告、書籍、公司資訊等

Browse Featured Business Content

Business content from the following industries:

Companies **Markets** **Country** **Subjects**

Industry Divisions **Industry Projects**

The industry sections below are based on the North American Industry Classification System.

11 : Agriculture, Forestry, Fishing and Hunting [View industry details](#) [View all entries for this industry](#)



The Agriculture, Forestry, Fishing and Hunting sector comprises establishments primarily engaged in breeding, raising, growing, harvesting, and harvesting fish and other animals from a fixed habitat, or their natural habitats. The establishments in this sector are often described as farms, ranches, estates, plantations, homesteads, orchards, or businesses. & Farm, & Other.

111 : [Agriculture](#)
 112 : [Animal Production and Assistance](#)
 113 : [Forestry and Logging](#)
 114 : [Fishing, Hunting and Trapping](#)

[View more sub-sections](#)

21 : Mining, Quarrying, and Oil and Gas Extraction [View industry details](#) [View all entries for this industry](#)



The Mining, Quarrying, and Oil and Gas Extraction sector comprises establishments that extract naturally occurring mineral solids, such as coal and other minerals, such as stone, sand, and gravel, and gases, such as natural gas. The term "mining" is used in the broad sense to include quarrying, well-syndicate, beneficiating (e.g., crushing, comminuting, washing, and), and oil.

211 : [Oil and Gas Extraction](#)

圍繞 NAICS 產業分類系統建立產業瀏覽功能，提供了一種更直觀、透明的產業資訊瀏覽方式。

公司概覽頁面，匯集 4,000 家企業的產品資訊。

豐富的熱門資源

- 來自 Fitch Solutions 和 Economist Intelligence Unit 等機構提供的公司、產業和國家報告
- 來自數百家出版商的學術期刊和電子書資源
- 全球三大商業新聞來源全文：華爾街日報，經濟學人與金融時報
- 內容豐富的影音資源，包括商業領袖訪談、案例研究和教學影片等

