

Library Resource Guide

What Is ProQuest Direct?

ProQuest Direct ("ProQuest") is a web-based service that indexes articles from more than 1,800 business and general publications. It is accessible both in the library and remotely. ProQuest is largely a database of academic, trade, and popular press publications. Many articles are available in full text with images in PDF format. *ProQuest* includes *ABI/Inform*, a popular business database that indexes articles back to 1971.

When Should You Use ProQuest vs. Another Database?

If you want:




- graphs or other illustrations that are included with the article;
- in-depth articles. *ProQuest* contains no newswire services and allows you to exclude newspapers;
- scholarly articles. *ProQuest* has a substantial number of academic publications and allows you to restrict your search to academic journals only;
- full-text market research reports;
- to browse the tables of contents of your favorite publications.

To Connect to ProQuest

1. Go to the *Management Library web page*, available at: www.library.cornell.edu/johnson.
2. In the **Top Business Databases** pull-down menu, scroll down to and click *ProQuest Direct*.

How to View, E-Mail and Download Articles

At least one of the icons in the table below appears on the left side of each article title. The icons indicate the format(s) in which the article is available, as well as how it can be saved.

No icon			
citation / abstract that can be e-mailed or downloaded as a text file.	full-text that can be e-mailed or downloaded as a text or html file.	text + images that can be e-mailed (minus images) or downloaded as a text or html file.	images that can NOT be e-mailed but can be downloaded as a PDF file.

Tips to Improve Your Searches

If you find too many articles, use one of the following tips:

- **Limit the date range searched.**
- **Add more search terms.** e.g. Searching "**starbucks and china**" is more specific than "**starbucks**".

If you don't find enough articles:

- **Use "or"** between terms. e.g., **france or french**.
- **Use the symbol " * "** at the end of a word. e.g., **acqui*** will find *acquire, acquisition, & acquisitions*.
- **Lengthen the date range searched.**

Need More Help?

Reference help is available in the library, via e-mail (mgtref@cornell.edu) or by telephone: 255-3389.

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Sample Search #1

Find Recent Articles about a Specific Company

Find full-text articles about Citigroup written in the past year.

1. On the main *ProQuest* screen, click the **Advanced Search** tab.
2. In the top search box, type **citigroup**. In the adjacent pull-down box, choose **Company/Org**.
3. Next to *Date Range*, change the pull-down box to **Last 12 months**.
4. Next to *Limit results to*, select **Full-text articles only**. Click **Search**.
5. To read results in industry/trade journals (and eliminate newspaper and popular magazine articles), click the **Trade Publications** tab.

Sample Search #2

Search Academic Journals

Find recent academic journal papers about Citigroup.

1. Replicate steps #1-4 of Sample Search #1 above.
2. In step #5, click the **Scholarly Journals** tab.

Sample Search #3

Look at Recent Tables of Contents for a Publication

Look at the most recent Table of Contents for **Fortune** magazine.

1. Click the **Publications Search** tab.
2. In the search box, type **fortune**. Click **Search**.
3. Click **Fortune; New York** for a list of issues.
4. Click the **date of the most recent issue** to see its table of contents.

Sample Search #4

Find a Specific Article from a Specific Publication

Find a June 2001 **Fortune** magazine article about corporate responsibility.

1. Click the **Advanced Search** tab.
2. In the top search box, type **fortune**. In the adjacent pull-down box, choose **Publication Title**.
3. In the next search box, type **corporate**.
4. In the next search box, type **responsibility**. To the left of this box, change the drop-down menu to **WITHIN 3**.
5. Change the date range to **Specific Date Range...** and type **06/01/2001** as your start date and **06/30/2001** as your end date. Click **Search**.

** Using **WITHIN 3** guarantees that the words corporate and responsibility are within 3 words of each other.*

Sample Search #5

E-Mail an Article to Yourself

E-mail any recent full-text Economist article to yourself.

1. Click the **Publications Search** tab.
2. In the search box, type **economist**. Click **Search**.
3. Click **The Economist; London**.
4. You'll see a list of issues. Click **any recent one**.
5. Mark several articles by clicking in their boxes.
6. At the top of the page, click the **Marked List** tab.
7. Click **E-mail Marked Articles**. Fill in the boxes (including your full e-mail address), select the desired format, and click **Send Email**.