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Marika Janouskova
Area Sales Manager

Agenda

- About ProQuest
- eIFL databases
- SAFARI
- FACTIVA
- Literature Online
- Periodicals Contents Index
- Film Indexes Online

ProQuest history

- 1907 Bell & Howell
- 1938 UMI
- 1973 Chadwyck Healey
- 2001 ProQuest

- Business & general reference
- Science & technology
- Health & medical
- Education & social sciences
- Arts & Humanities (Chadwyck-Healey)
- Microfilm (UMI)

Formats:

print-on-demand, microform, CD-ROM, online

eIFL databases

- ProQuest Science Journals
- ProQuest Computing
- Proquest Telecommunications
- ProQuest Career and Technical Education
- ProQuest Agriculture Journals
- ProQuest Education Journals
- ProQuest Social Science Journals
- ProQuest Nursing Journals
- ABI Trade and Industry
- ProQuest Digital Dissertations

ProQuest Science Journals

Subject areas:

- Astronomy
- Astrology
- Atmospheric Science
- Biology
- Botany
- Chemistry
- Conservation
- Earth Sciences
- Environmental Science
- Food and Nutrition
- Genetics
- Mathematics
- Medicine
- Nutrition
- Oceanography
- Physics
- Physiology
- Zoology

ProQuest Science Journals

Key titles:

- Annual Review of Biochemistry
- Science
- Annual Review of Neuroscience
- Annual Review of Physiology
- Annual Review of Astronomy and Astrophysics
- Annual Review of Microbiology

ProQuest Science Journals

- Total titles: **385**
- Full-text titles: **291**
- A&I titles: **94**
- Coverage start dates: **1994**
- Full-text formats: **FT, Text+graphics, Page Image, Article Image**

ProQuest Computing

Subject areas:

- Computer industry news
- Database design
- Product reviews
- Hardware
- Software development strategies

ProQuest Computing

Key titles:

- Computer Weekly
- Info World
- Computer Reseller News
- PC World

ProQuest Computing

- Total titles: **314**
- Full-text titles: **255**
- A&I titles: **59**
- Coverage start dates: **1996**
- Full-text formats: **FT, Text+graphics, Page Image, Article Image**

ProQuest Telecommunications

Subject areas:

- Telecommunications
- Technologies
- Companies
- People
- Products
- Market conditions worldwide
- Telephony
- Wireless
- Video & television
- Broadband

ProQuest Telecommunications

Key titles:

- Telecommunications
- Telephony
- America's Network
- Broadband Networking News
- Journal of Broadcasting & Electronic Media

ProQuest Telecommunications

- Total titles: **116**
- Full-text titles: **94**
- A&I titles: **22**
- Coverage start dates: **1991**
- Full-text formats: **FT, Text+graphics, Page Image, Article Image**

ProQuest Career & Technical Education

Subject areas:

- Technology
- Healthcare
- Building trades
- Auto mechanics

ProQuest Career & Technical Education

Key titles:

- Agricultural Research
- Computer Technology Review
- Law & Order
- Office Systems Research Journal
- Printed Circuit Design
- Work and Occupations

ProQuest Career & Technical Education

- Total titles: **483**
- Full-text titles: **421**
- A&I titles: **62**
- Coverage start dates: **1991**
- Full-text formats: **FT,
Text+graphics, Page Image,
Article Image**

ProQuest Agriculture Journals

Subject areas:

- Animal and Veterinary Sciences
- Entomology
- Plant Sciences
- Forestry
- Aquaculture and Fisheries
- Agricultural Economics
- Farming and Farming Systems
- Extension and Education
- Food and Human Nutrition
- Earth and Environmental Sciences

ProQuest Agriculture Journals

Key titles:

- Agricultural Research
- Forest Products Journal
- Journal of Animal Science
- Journal of Soil and Water Conservation
- Plant Physiology

ProQuest Agriculture Journals

- Total titles: **208**
- Full-text titles: **202**
- A&I titles: **6**
- Coverage start dates: **1991**
- Full-text formats: **FT, Text+graphics, Page Image, Article Image**

ProQuest Education Journals

Subject areas:

- Adult education
- Higher education
- Home schooling
- Primary education
- Special needs education
- Specialist teaching of the arts, sports, business, etc
- Related topics – government funding, communication in the classroom, counselling, social policies

ProQuest Education Journals

Key titles:

- American Educational Research Journal
- British Journal of Educational Psychology
- Child Welfare
- Education for Health
- International Journal of Early Childhood
- Asia Pacific Journal of Teacher Education

ProQuest Education Journals

- Total titles: **654**
- Full-text titles: **537**
- A&I titles: **117**
- Coverage start dates: **1991**
- Full-text formats: **FT, Text+graphics, Page Image, Article Image**

ProQuest Social Science Journals

Subject areas:

- Addiction studies
- Anthropology
- Area studies
- Community health and medical care
- Correctional behaviour
- Criminology
- Economics
- Family studies
- Gender studies
- Geography
- Gerontology
- International relations
- Law
- Minority studies
- Planning and public administration
- Policy sciences
- Political science
- Psychiatry
- Psychology
- Public welfare
- Social work
- Urban studies and more

ProQuest Social Science Journals

Key titles:

- The Black Scholar
- Annual Review of Sociology
- Clinical Social Work Journal
- Journal of Economic Perspectives
- Latin American Research Review
- Social Science Quarterly
- New Scientist
- The Economist
- Africa Today

ProQuest Social Science Journals

- Total titles: **460**
- Full-text titles: **241**
- A&I titles: **219**
- Coverage start dates: **1986**
- Full-text formats: **FT, Text+graphics,
Page Image, Article Image**

ProQuest Nursing Journals

Subject areas:

- Nursing (all areas)
- Allied health
- Health administration

ProQuest Nursing Journals

Key titles:

- Nursing
- Nursing Management
- Canadian Journal of Public Health
- Journal of Nursing Education
- Patient Care Management
- Health Care Management Review
- Nurse Researcher

ProQuest Nursing Journals

- Total titles: **439**
- Full-text titles: **398**
- A&I titles: **41**
- Coverage start dates: **1991**
- Full-text formats: **FT, Text+graphics, Page Image, Article Image**

ABI Trade and Industry

Subject areas:

- Finance
- Insurance
- Transportation
- Construction
- And much more...

ABI Trade and Industry

Key titles:

- ABA Bank Marketing
- Design Week
- Far Eastern Economic Review
- Information Today
- Airline Business
- AdWeek
- Sales & Marketing Management

ABI Trade and Industry

- Total titles: **1037**
- Full-text titles: **998**
- A&I titles: **39**
- Coverage start dates: **1991**
- Full-text formats: **FT, Text+graphics, Page Image, Article Image**

ProQuest Digital Dissertations

- From 1861 to the present, the collection includes:
 - 2 million citations
 - Bibliographic data from Canadian institutions dating back to 1920 recently added to PQDD.
 - Full Text
 - More than 1.7 million titles in UMI microform.
 - More than 465,000 titles in ProQuest digital format.
- Annually publish over 55,000 dissertations and master's theses from nearly 700 institutions

ProQuest Digital Dissertations

- Biological Sciences **388,573**
- Earth and Environmental Sciences **73,447**
- Health Sciences **173,993**
- Physical Sciences **698,426**
- Psychology **232,063**

ProQuest Digital Dissertations

- **New!** From December 2004, dissertations will be available on the ProQuest Interface, meaning they will be cross-searchable with all other ProQuest resources.

Summary EiFL databases

- Total titles: **4,096**
- Full text titles: **3.437**
- Total titles including PQDD:
1,570,598



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SAFARI

The Problem with IT books in print

We are currently having problems with ensuring that new books in certain subject areas, especially computer languages/programming are available for the students.

...a patron either hides it (i.e.: behind other books, in a study corral, etc.)

...steals it (this is an increasing problem)

...a small group of students will check a new book out and renew it between themselves such that no one else is able to use the book for 1-2 years, by which time it is outdated

An obvious solution would be to buy multiple copies.

...with budget cuts, the expense of computer books, and the quickness with which the subject becomes outdated, this is not a feasible option for us.

We would like to know if there is anything we can do to help (anything) to try to allow this to be working.

One solution that we are currently using a "closed

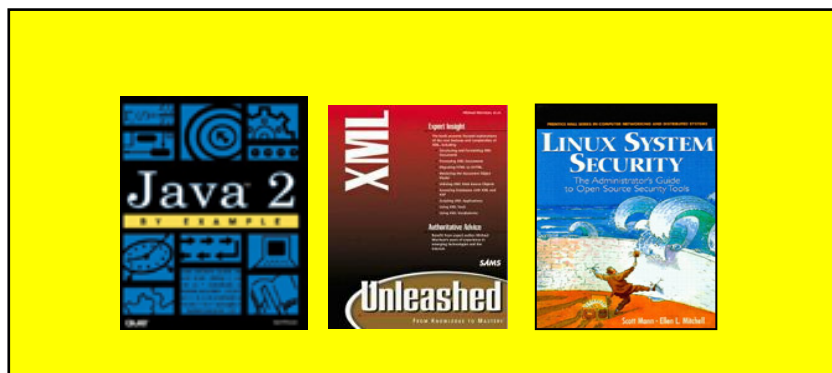
Circulation Desk similar to Reserves or a Periodicals "Thieves" Collection (current issues of popular journals that disappear when left in the regular periodicals collection). Access would be restricted to our students/faculty. When an item is checked out, it would be returned to the desk and/or reduced by the checkout period by the student/faculty.

Thank you,

Linda LeBlanc
Access Services
Fitchburg State

Safari Technical Books Online

The Pearson Technology Group + O'Reilly and Associates

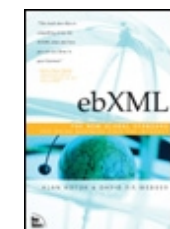


Also adding titles from other publishers

- Microsoft Press Titles also included in Safari

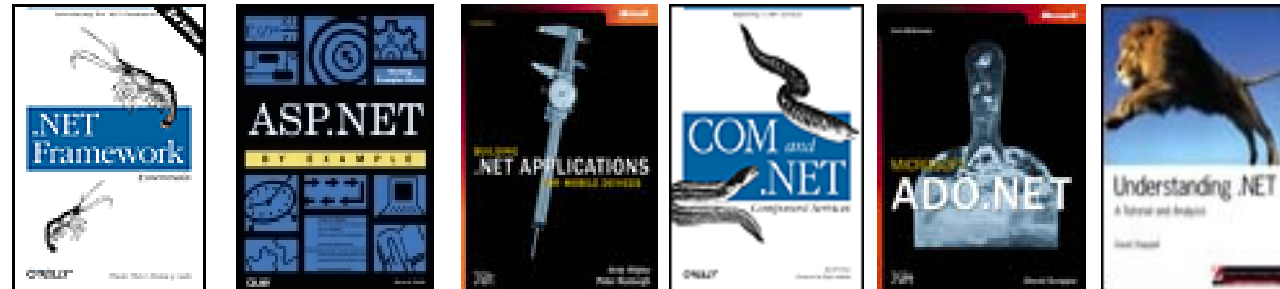
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- Unequaled breadth
 - 21 technical categories covered

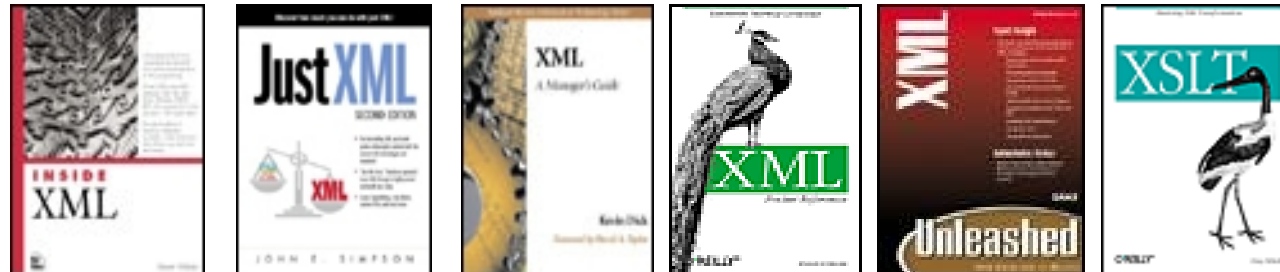


Safari covers everything for the expert....

.NET



XML

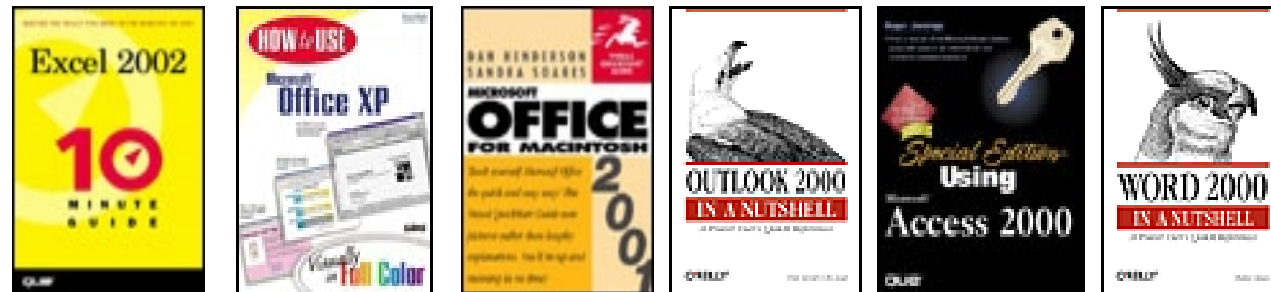


Java

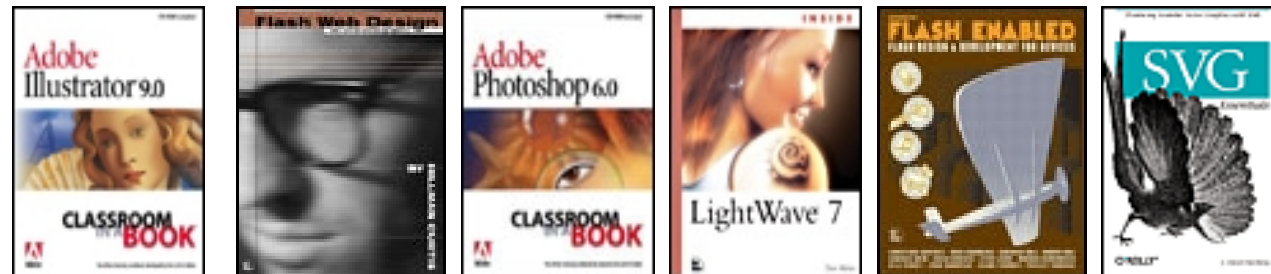


....and the novice user

Desktop Applications



Graphics



Business



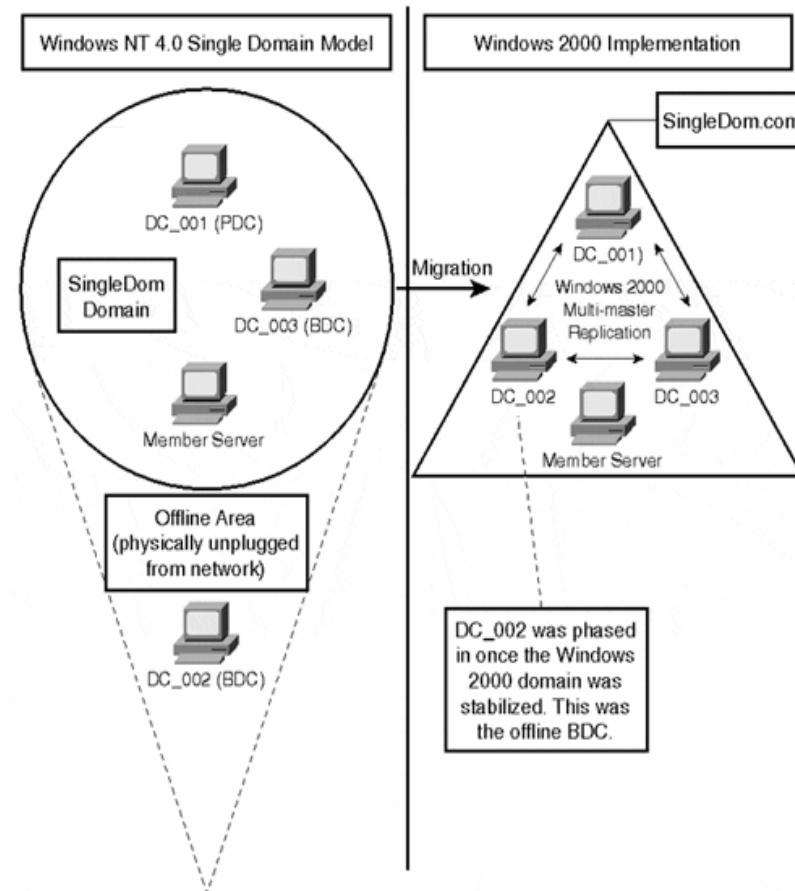
Pictures.....

Figure 4-1. Virtual Reality requires immense computer processing power and is typically experienced with the assistance of highly specialized 3D glasses and data gloves that help immerse the viewer in realistic, interactive content (image courtesy of NASA; <http://ccf.arc.nasa.gov/dx/basket/storiesetc/VR.html>).



Diagrams.....

Figure 1.6. Migration of the Windows NT single domain model to Active Directory.



Script.....

Here is typical glue for a button press event:

```
// Automatically generated event hookup file.
package tmp.sunw.beanbox;
import ConverterField;
import java.awt.event.ActionListener;
import java.awt.event.ActionEvent;
public class __Hookup_171141f68c ▶
    implements java.awt.event.ActionListener, java.io.Serializable { ▶
    public void setTarget(ConverterField t) {
        target = t;
    }
    public void actionPerformed(java.awt.event.ActionEvent arg0) { ▶
        target.validateAndMultiply();
    }
    private ConverterField target;
}
```

Integrating Safari into your library catalogue

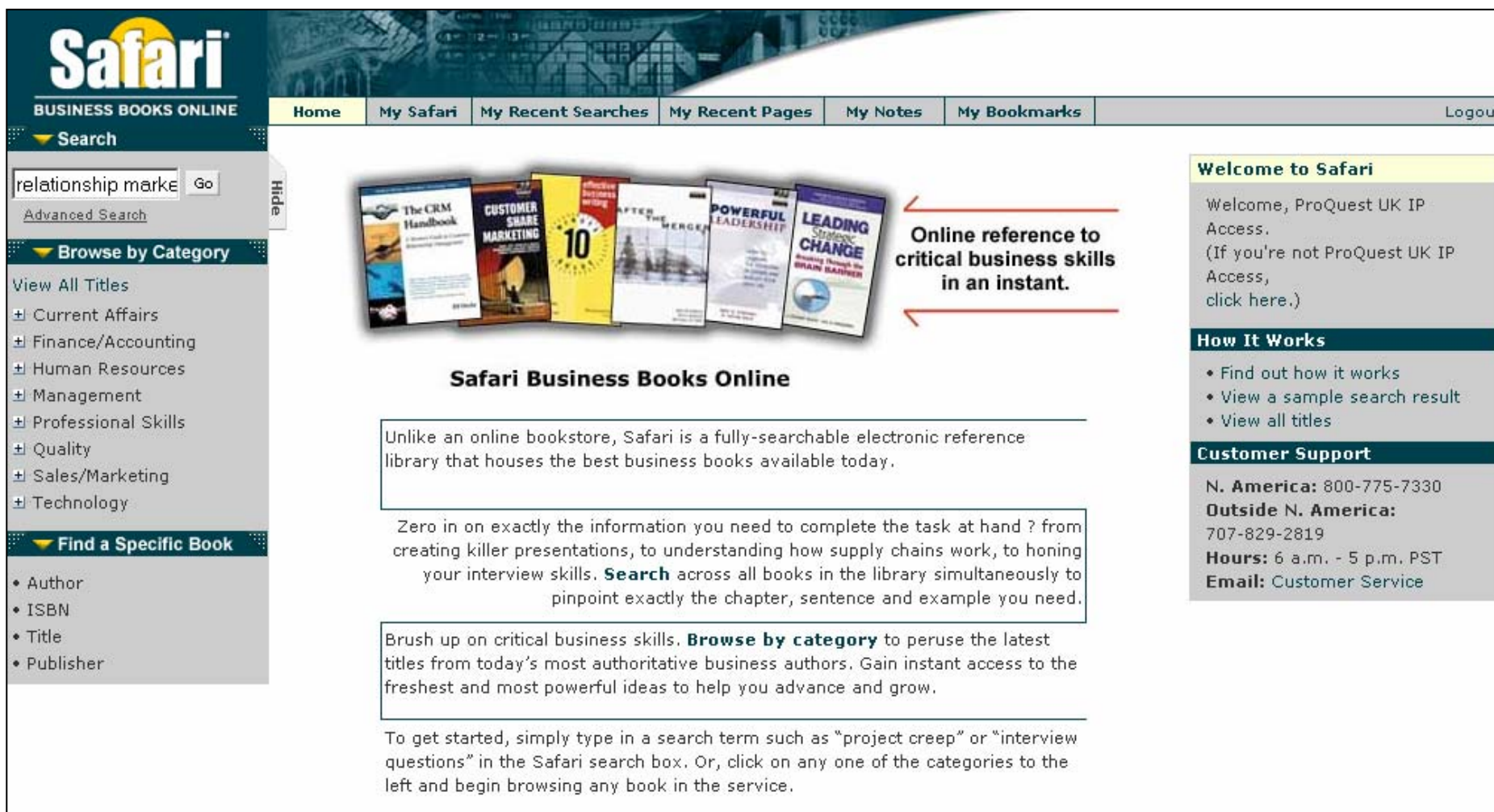
- Referring URL remote access available
- MARC Records available free – MARC 21
- ProQuest can provide links to each book in your collection
- Full range of training and support materials available

The 'virtual' IT library

- Only buy the books you need
- Subscriptions start at 25 points or \$735
- Swap books after 30 days

Book Title	RRP	Points on Safari
The Informix Handbook	\$99.99	3
CCIE Professional Development: Routing TCP/IP, Volume I	\$70.00	2
Advanced JAVA Networking	\$44.99	1
Learning the Unix Operating System, Fourth Edition	\$14.95	0.5

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View by Book



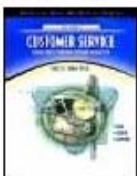
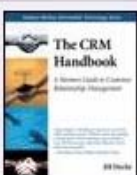

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Books 1 to 10 of 409

◀ Previous

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	Book Title ▲▼	Rel ▲▼	Most Relevant Sections	Publisher	Pub Date ▲▼
1	 <p>Exploring Web Marketing & Project Management By Donald Emerick, Kimberlee Round Table of Contents</p>	★ ★ ★	1. Lab 1.2: Roles of Direct Marketing and Relationship Marketing 2. Internet Marketing Basics 3. Chapter 1	Prentice Hall PTR	2000/01/24
2	 <p>Customer Service: A Practical Approach, Third Edition By Elaine K. Harris Table of Contents</p>	★ ★	1. Building Customer Intelligence 2. Glossary 3. Communication and Technology	Financial Times Prentice Hall	2002/07/05
3	 <p>Customer Service: Career Success Through Customer Satisfaction, Second Edition By Paul R. Timm Table of Contents</p>	★	1. Changing Conventions in Customer Service 2. The Master Key Called E-Plus 3. Recognize the Role of Customer Service in Your Success	Prentice Hall	2000/09/01
4	 <p>CRM Handbook, The: A Business Guide to Customer Relationship Management By Jill Dyché Table of Contents</p>	★	1. From Product to Customer: A Marketing Retrospective 2. The Manager's Bottom Line 3. Further Reading	Addison Wesley	2001/08/09
5	 <p>Customer Share Marketing By Tom Osenton Table of Contents</p>	★	1. The Yin and Yang of Marketing 2. Building Long-Term Loyalty 3. The Web as an Offensive Marketing Weapon	Financial Times Prentice Hall	2002/01/31



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 - [Maximizing Your Customer Touches](#)
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Customer Share Marketing

By Tom Osenton

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Chapter 9. Customer Share Marketing

The Yin and Yang of Marketing

Market share **marketing** and customer share **marketing** are complementary actions with the same overall objective: to generate more sales and profits. While market share **marketing** creates unprecedented reach in helping to identify and drive prospects, customer share **marketing** creates targeted, one-to-one conversations with those prospects. While market share **marketing** works to drive sales this year, customer share **marketing** helps to deepen customer relationships, laying the groundwork for sales a decade from now.

Customer share **marketing** fulfills the promise of segmentation—building a one-to-one **relationship** with each customer based on relevance to each customer. Customer share **marketing** can truly accomplish what 20th century marketers intuitively knew was the next logical step in the evolution of **marketing**. They were simply unable to deliver on the promise of segmentation using the available 20th century mass **marketing** tools. All of that changed with the advent of the Web and email.

Table 9.4 demonstrates the extreme yet complementary differences between market share **marketing** and customer share **marketing**. Though market share **marketing** still plays a critical role in reaching the masses most efficiently, its effectiveness has come and gone. On the other hand, customer share **marketing**'s time is just beginning. Market share **marketing**'s primary mission was to build and sell one brand at a time to as many people as possible, most of them unknown and unidentified. Customer share **marketing**'s mission is just the opposite—sell as many relevant brands to each customer, all of them known and identified.

Table 9.4. The Yin and Yang of Marketing

<i>Marketing Type</i>	<i>Marketing Perspective</i>	<i>Marketing Style</i>	<i>Marketing Scope</i>	<i>Sales Perspective</i>



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FACTIVA

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The agreement

- ProQuest appointed exclusive distributor of Factiva.com in library markets of Latin America, Europe, the Middle East and Africa from 1st October 2003.
- ProQuest became responsible for all existing academic and public library business from 1st Jan 2004.

Factiva.com

- Factiva is used by 84% of the 2,000 Fortune 500 companies
- Factiva is a resource your students will use throughout their working life
- Factiva is much more than a resource for the business student
- Factiva gives you the tools to ensure you view the sources relevant to your audience

Factiva – content overview

Almost 9,000 business sources including:

- 1,500+ global and local newspapers
- 3,200+ magazines, including industry-specific journals and newsletters
- 500+ newswires.
- 160+ Media Programs.
- 4,000+ Web sites in more than 20 languages
- Company Background Data on 42,500 listed companies
- Up to 5 years of historical market data
- Up to one million Celex documents
- On average, 3,000+ pictures are added each week

Journals

- Far Eastern Economic Review
- China Economic Review
- Journal of Commerce
- Journal of International Business Studies
- Journal of Marketing Theory & Practice
- BusinessWeek
- The Economist
- Information World Review
- International Journal of Advertising
- Accountancy Age
- Management Today
- Newsweek
- Review of Economic Studies
- Fortune

Newspapers

- South China Morning Post
- The Australian
- Les Echos
- Financial Times
- Handelsblatt
- Le Monde
- La Stampa
- New York Times
- Washington Post
- Wall Street Journal
- USA Today
- The Times
- Daily Yomiuri
- The Jerusalem Post

Newsires

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- Reuters
- Agence France Presse (France)
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- Agencia Lusa (Spain)
- Beita (Russia)
- Hugin (Germany)
- M2 Presswire
- PR Newswire
- Xinhua Newswire

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- CNN
- ABC
- CNBC
- CBS
- NBC
- Fox

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Fortune	05-Jan-87	1-2 weeks before publication date
Money	01-Feb-96	1-2 weeks before publication date
Newsweek International	21-Jul-97	5 days before publication date
People Magazine	10-Jan-94	1-2 weeks before publication date
Time	23-Jan-96	4-5 days before publication date

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Slovak (1)

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Turkish (6)

Portuguese (61)

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Chinese (complex)



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as he hath hit
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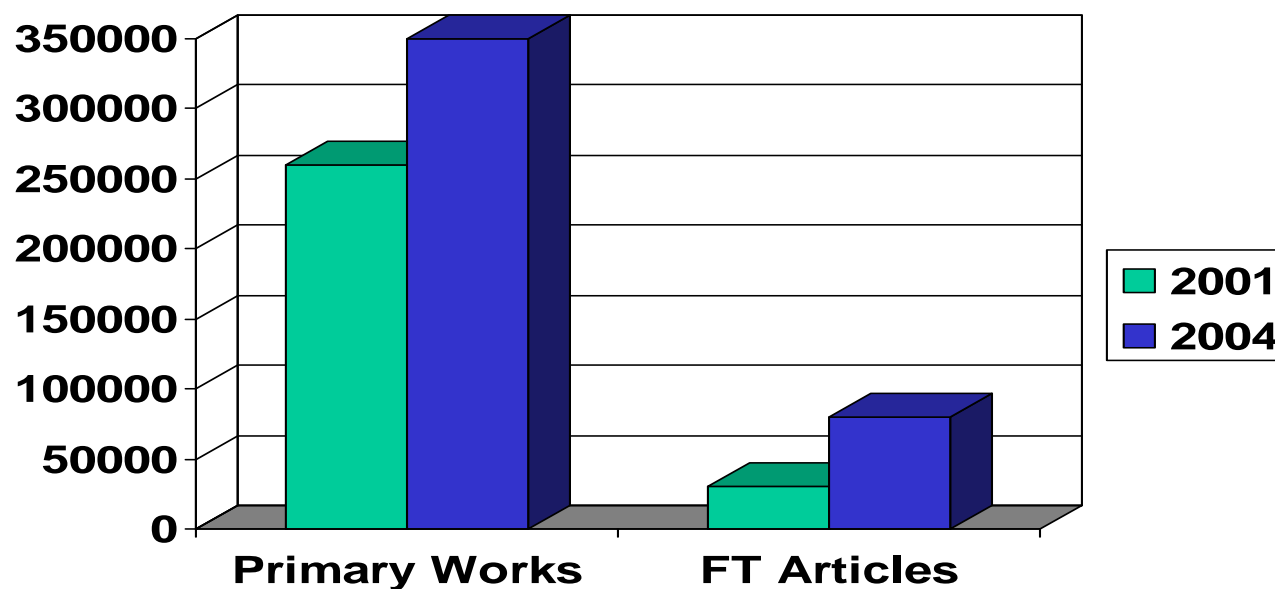
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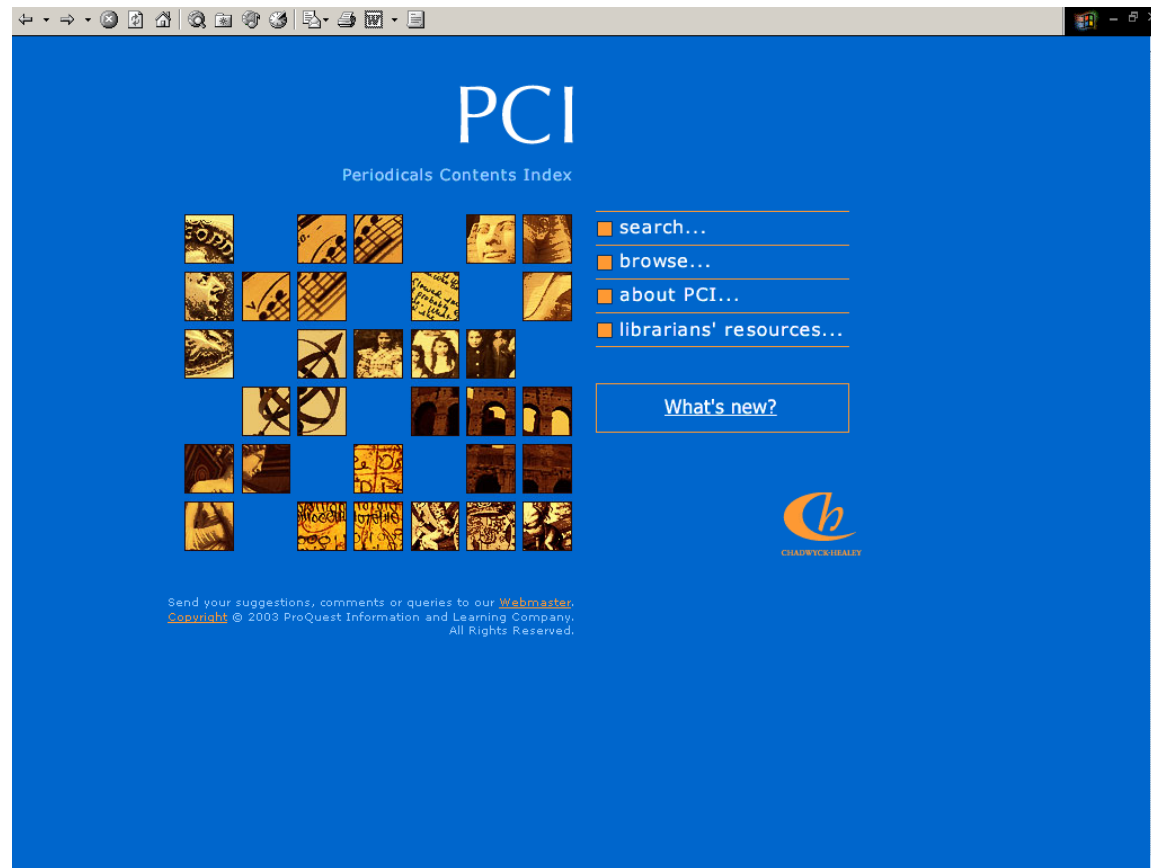
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The Home Page



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- **Over 14 million citations**
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Anthropology/Ethnology	Fine Arts	Philosophy
Applied Arts	Folklore	Political Science
Archaeology	Geography	Psychology
Architecture	History (General)	Public Administration
Area Studies - Africa	History (The Americas)	Religion/Theology
Area Studies - Asia	Humanities (General)	Social Affairs
Area Studies -	Jewish Studies	Social Sciences
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Business/Management		

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- PCI Full Text has over 319 full text journals representing:
 - Over 6 million pages
 - More than 1 million articles
- PCI Full Text offers institutions a virtual library of retrospective journals

Journal coverage of PCI

Subject	No. of articles	No. of journals	Earliest year
Economics	567,804	173	1852
History	768,598	396	1822
Humanities (General)	1,392,482	145	1797
Law	1,086,899	209	1850
Literature	1,433,758	442	1806
Performing Arts	262,938	60	1879
Political Science	1,063,584	221	1842
Religion/ Theology	1,118,264	224	1813
Sociology	217,608	83	1893

PCI Full Text Sample Titles

- American Journal of Psychology
- Cambridge Quarterly
- Cinema Journal
- Journal of Popular Culture
- Philosophy Today
- Political Studies Journal
- Revista de filalogia espanol
- World Literature Today

Publishers in PCI Full Text

Oxford University Press

Brill

University of California Press

Kluwer

Johns Hopkins University Press

Consejo Superior de Investigaciones Cientificas

Sage

Harvard Business School

Modern Humanities Research Association

University of Chicago Press

And many others...

Key Benefits

- **37 subject areas covered**
- **Coverage from 1770 to 1995**
- **International content**
- **Many titles not readily available in print collections**
- **Opens up opportunities for generalised and specialist research**
- **Primary and secondary content**
- **Growing archive**
- **Draws on relevant records from PCI**
- **Ownership and subscription options**



Infinite. Information. Innovations.

Film Indexes Online

[Film search](#)

[Person search](#)

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film Index International



Film Index International is a major information resource for entertainment films and personalities produced in collaboration with the British Film Institute. With a scholarly, inclusive approach to all areas of film studies - from the very first silent movies, to art house classics or the latest blockbusters - *Film Index International* provides truly international coverage, indexing films from over 170 countries.

Comprehensive

- Providing wide coverage – from the first silent films to art house classics, film noir or the latest sci-fi blockbuster
- In-depth indexing of
 - over 100,000 films and
 - more than 40,000 film personalities...

International

- Includes records on films from over **170 countries**
- Currently contains
 - over 9000 Italian films, and
 - over 1000 Italian personalities.

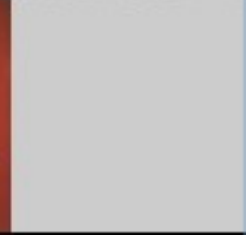
Includes awards

- American Academy Awards (Oscars)
- British Academy Awards (BAFTAs)
- British Film Institute Awards...
- Berlin Film Festival
- Cannes Film Festival
- Venice Festival

Features and Functionality

- **Intuitive interface**
- **Detailed information**
 - Production details
 - Cast
 - Credits
 - Technical information
 - Periodical references
 - Synopsis
 - Awards
 - Biographical information
 - and more!
- **Quick search** (homepage)
- **Administrators' resources area with:**
 - usage statistics
 - request form for marketing materials
- **Search history**
- **Context-sensitive Help**
- **Selected records**

AFI Catalog



American Film Institute Catalog

AFI Catalog is the premier resource for American films and is produced in collaboration with the American Film Institute (AFI). The *AFI Catalog* is meticulously compiled and updated by film experts at the AFI.

[Advanced search](#)

[AFI's Top 10 films 2000-02](#)

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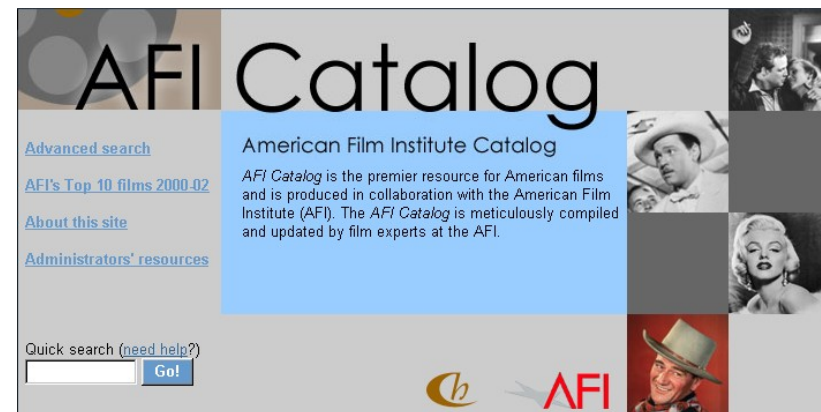
- **Documents American films from 1893–1955 and 1961–1970**
- **Draws on the expertise of specialist researchers at the American Film Institute (AFI)**

- **AFI Catalog currently contains nearly 46,000 entries on American feature films or films financed by American companies**
- **...and this number will grow...**

In-depth film records

- Production info
- Technical details
- Source information
- Production credits
- Cast lists
- Songs information
- Associated music
- Genre terms
- Subject terms
- Extensive plot summary
- Detailed note section
- Source citations...

Two essential websites



British Film Institute



Film Indexes Online

[Search both indexes](#)

[Search AFI Catalog](#)

[Search Film Index International](#)

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AFI Catalog

American Film Institute Catalog

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Infinite. Information. Innovations.

Thank you
Marika Janouskova