

Why use ABI/INFORM (ProQuest)?

- It is a great place to start your research on a topic, event, company or industry
- It has full text resources from over 2000 titles on countless subjects including:
 - Information on local markets from publications like Crain's Chicago & Detroit Business
 - Peer reviewed articles from publications like the MIT Sloan Management Review, Journal of Economics and Finance; plus links directly to Harvard Business Review and many others
 - Trade publications such as WWD (Women's Wear Daily), Advertising Age, etc.
 - Major newspapers such as the Wall Street Journal, New York Times, etc.
 - Dissertations & theses (with full text for Michigan and other Big Ten papers)
- It is up to date – including news stories from today
- *It is also a great place to search if everything else comes up empty!*

Basic Searching (Keyword and Guided Searches)

Basic Search Tab

- Use keywords or company names
- Searches whole database (citations and full text if html articles)
- You can use shortcuts found below
- You can set date range

Advanced Search Tab

- Easily fine tune searches
- Choose categories from dropdown boxes

Search Results (right)

- Shows results
- Shows options to change search

Publications

- Can browse publication titles
- Can search one publication
- Can setup journal alerts
- Browsing Suggested Publications

Suggested Topics

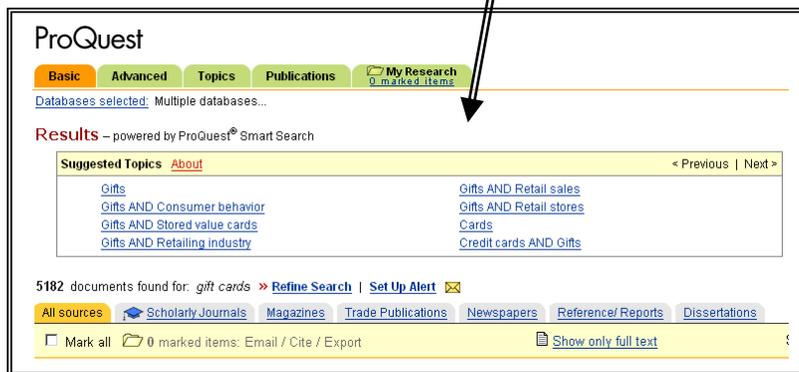
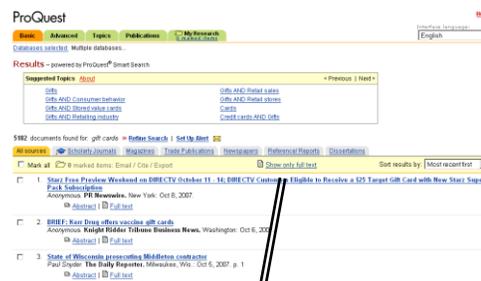
- Based on search criteria
- Same as Topics Tab
- Can help find company resources

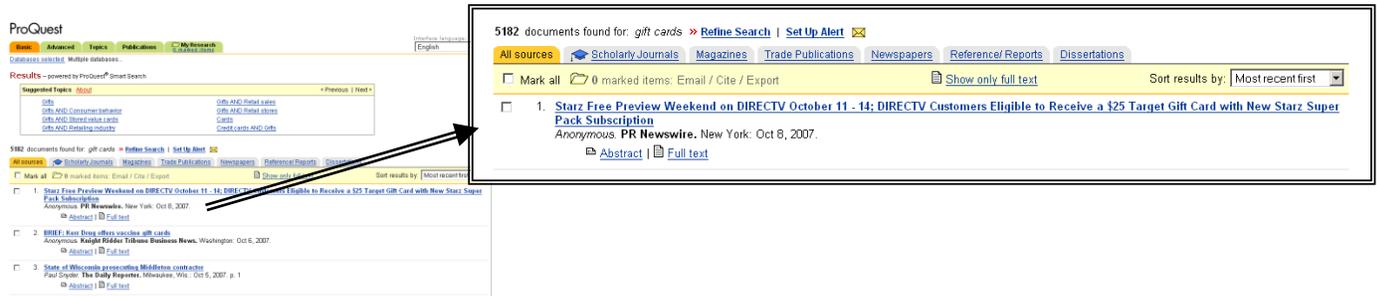
Databases Selected

- Can narrow the search to one or multiple ProQuest databases or change to a historical search

My Research

- Can setup search alerts; export/email marked records; & see session search history





Number and Type of Results

- Shows how many results for that search
- Allow you to limit to a certain type of article/report: Scholarly Journals; Magazines, Trade Publications, Newspapers, Reference/Reports & Dissertations.
- “Refine Search” to change the search and run it again
- “Set Up Alert” will create an email alert so you can be notified of additions to ABI/Inform
- From results – you can go right to full text (if available)

Mark (for Email, Export or Printing)

- Can mark one or more items for email (with full text)
- Can mark one or more items for export into Refworks



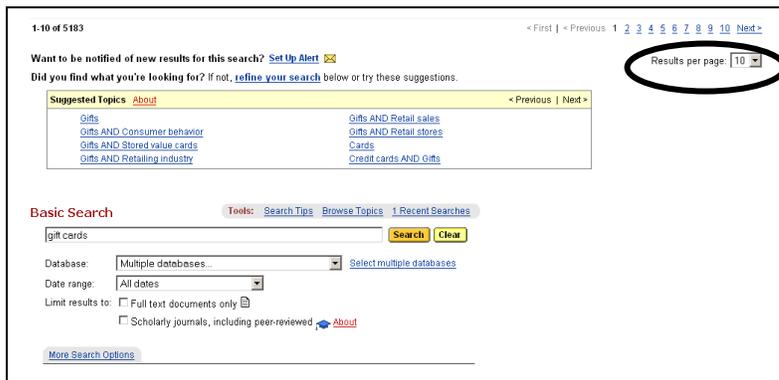
Full Text ‘Toggle’

- Link to show only ‘Full Text’ or ‘all’ documents.
- Remember that Full Text only is what is available via ABI/INFORM (ProQuest)

Sorting Results

- By most recent or most relevant

Information on the Bottom of the Screen (after the search results or when not hits are found)



Modify display

- Results per page (10-20-30)

Modify Search

- Change & add terms
- Change databases
- Change dates

Finding Full Text Articles Not in ProQuest

- Links within search results for articles with full text in other databases (Business Source Complete (EBSCO), JSTOR, Blackwell, LexisNexis, ScienceDirect, etc.)
- Now content from Harvard Business Review, New York Times, and many other titles can be more easily found via ABI/Inform.
- Follow link that says “Link to full text”

Results – powered by ProQuest® Smart Search

Suggested Topics [About](#) < Previous | Next >

Leadership	Leadership AND Information technology
Leadership AND Chief executive officers	Leadership AND Strategic planning
Leadership AND Strategic management	Leadership AND Executives
Leadership AND Innovations	Harvard Business Review (company/org)

8 documents found for: (michigan) AND PUB(harvard business review) >> [Refine Search](#) | [Set Up Alert](#) ✕

Scholarly Journals

0 marked items: Email / Cite / Export [Show only full text](#)

1. [Beating the Market with Customer Satisfaction](#)
Christopher W Hart, Harvard Business Review, Boston, March 2007, Vol. 85, Iss. 3, p. 30
[Abstract](#) | [Link to full text](#)
2. [Create Colleagues, Not Competitors](#)
Marshall W Van Alstyne, Harvard Business Review, Boston, Sep 2005, Vol. 83, Iss. 9, p. 24
[Abstract](#) | [Link to full text](#)

ProQuest Missing article? Need more sources? Get [additional resources related to this](#).

EBSCO Research Databases [Basic Search](#) [Advanced Search](#) [Visual Search](#) [Choose Databases](#) [Sign In](#) | [Folder](#) | [Preferences](#) | [New Features](#) | [Help](#)

How Search Keyword Publications Thesaurus Author Profiles Cited References Company Profiles Indexes

1 of 1 | [Result List](#) | [Refine Search](#) | [Print](#) | [E-mail](#) | [Save](#) | [Export](#) | [Add to folder](#)

View: [Citation](#) | [HTML Full Text](#) | [PDF Full Text](#) (450K)

Title: [Beating the Market with Customer Satisfaction.](#) [Find More Like This](#)

Authors: Hart, Christopher W. ¹ [chart@spiregroup.biz](#)

Source: [Harvard Business Review](#), Mar2007, Vol. 85 Issue 3, p30-32, 2p, 1 graph, 1c

Document Type: Article

Subject Terms: [BUSINESS enterprises](#), [CONSUMER satisfaction](#), [CONSUMERS - Attitudes](#), [CUSTOMER services](#), [MARKET surveys](#), [PROFIT](#), [STOCKS - Prices](#)

NAICS Industry Codes: 541910 Marketing Research and Public Opinion Polling

People: [FORNELL, Class](#)

Limiting and Refining Searches

What to do when you have too many hits?

ProQuest [Basic](#) [Advanced](#) [Topics](#) [Publications](#) [My Research](#) [Language](#) [English](#)

Results – powered by ProQuest® Smart Search

Suggested Topics [About](#) < Previous | Next >

Gifts	Gifts AND Retail sales
Gifts AND Consumer behavior	Gifts AND Retail stores
Gifts AND Stored value cards	Cards
Gifts AND Retailing industry	Credit Cards AND Gifts

19163 documents found for: gift cards >> [Refine Search](#) | [Set Up Alert](#) ✕

All sources | [Scholarly Journals](#) | [Magazines](#) | [Trade Publications](#) | [Newspapers](#) | [References](#) | [Conferences](#)

0 marked items: Email / Cite / Export [Show only full text](#)

1. [PayPal Gains Online Currency; Apple Stock Rides the Mac to High; Mutual Funds That Pay Like Pensions](#)
Kimberly Palmer, Alex Markels and Emily Brandon, U.S. News & World Report, Washington, Oct 15, 2007, Vol. 143, Iss. 13, p. 68
[Abstract](#) | [Full text](#)
2. [Patents: H&MCom USA's Sublimity Card Activation Technologies, Inc.'s SB2 Registration Declared Effective by SEC](#)
Obesity, Fitness & Wellness Week, Atlanta, Oct 13, 2007, p. 631
[Abstract](#) | [Full text](#)
3. [Huge fundraising party for residents set for this weekend](#)
Chris Vaughn, Knight Ridder Tribune Business News, Washington, Oct 10, 2007.
[Abstract](#) | [Full text](#)

Results – powered by ProQuest® Smart Search

Narrow your results by: [Topic](#) | [Date](#) | [Publication](#) [About](#) >> [View all suggestions in Topic Guide](#)

Retail stores	Christmas
Incentives	Consumer behavior
Retailing industry	Retailing
Trends	Polls & surveys

1-8 of 56 (sorted by number of documents) < Previous | Next >

54 documents found for: Gifts AND Stored value cards >> [Refine Search](#) | [Set Up Alert](#) ✕

- Use selected topics
- Limit by publication type (tabs across the top)
- Limit by date (bottom of each screen)
- Limit by word count (click on refine search or go to the bottom of the screen to add values)
 - Add “and WC(>2000)” to the search term
- Limit or search a specific SIC, NAICS and other value (click on refine search or go to the bottom of the screen to add values)
 - Under Advanced Search, search number after code name. For example:
 - Sic(5731) - Radio, Television, and Consumer Electronics Stores
 - Naics(722211) – Restaurant, Fast Food
 - Remember to also search by subject. Not all records have a SIC or NAICS Code
 - Ticker: tk(IBM)
 - Country: geo(Japan)
 - Company: co(Ford)
 - DUNS: duns(00 695 7856)

What to do to find more articles like one that works?

- Open the article and see what subjects are assigned
- Go to side panel to “Find more documents like this:”
- Select one or more terms and click search to find similar documents
- Not all items in ProQuest use all terms, so be careful about over-selecting

ProQuest Help

Basic **Advanced** Topics Publications My Research
0 marked items

Databases selected: Multiple databases... Interface language: English

Document View < Previous Document 6 of 4996 Next >

Print | Email | Copy link | Cite this | Mark Document Translate abstract from: Select language

Viral Corporate Videos: Promoting Clients Through Social Networking Sites
 Stuart Sweetow *EventDV*. Wilton: Oct 2007. Vol. 20, Iss. 10, pp. 34, 7 pgs

Abstract (Summary)
 For years, videographers have wanted better access to distribution channels for their work. Now that video on the Internet has matured, nearly anyone with a camera and a computer can obtain a wide audience for her videos. Social networking sites have helped bring democracy to broadcasting. One of the more established social networking sites that accepts user-generated content is MySpace (www.myspace.com). The viewership is so large that it is beginning to compete with network television. Some video clips are getting millions of views. With audiences of these sizes, videographers are starting to use these sites to promote themselves and their clients. When videographers post their clips to Grouper, they can easily post them to MySpace, Friendster, and other sites. Grouper lets you choose if a particular video will be available to all visitors to the site, to a select few, or to only one viewer.

Indexing (document details)

Subjects: [Video production](#), [Social networks](#), [Distribution channels](#)

Classification Codes: [9190 United States](#), [8307 Arts, entertainment & recreation](#), [5250 Telecommunications systems & Internet communications](#), [7400 Distribution](#)

Locations: [United States--US](#)

Author(s): [Stuart Sweetow](#)

Document types: Feature

Document features: Photographs, Illustrations

Publication title: *EventDV*. Wilton: Oct 2007. Vol. 20, Iss. 10, pp. 34, 7 pgs

Other available formats:
[Full Text](#)
[Text+Graphics](#)
[Full Text - PDF \(15 MB\)](#)

Find a copy: U of M Business School
 Availability at University of Michigan

Find more documents like this:
Subjects:
 Video production
 Social networks
 Distribution channels
More options ↓
[Search](#) [Clear](#)

Find more documents like this:

Subjects:
 Video production
 Social networks
 Distribution channels

Classification Codes
 9190 United States
 8307 Arts, entertainment & recreation
 5250 Telecommunications systems & Internet communications
 7400 Distribution

Locations:
 United States--US

Author(s):
 Stuart Sweetow

Document types:
 Feature

Publication title:
 EventDV

[Search](#) [Clear](#)

[close ↑](#)

Saving that search strategy as an alert

- Next to search strategy, click on : “Set Up Alert”
- Send emails based on your specs
 - Any search can be setup as an alert (great for MAP or when working on a project)
 - Schedule: daily, weekly, monthly, quarterly
 - Stop after: set values between 2 weeks and one year (but can be deleted anytime)
 - Subject Line defaults to search terms
- Please note: Links to articles may not work from off campus – if you find something that is useful, go into ProQuest via the website and then find the article.

5182 documents found for: *gift cards* » [Refine Search](#) | [Set Up Alert](#) 

Set up Your Search Alert

As new documents matching your search are added to our database, ProQuest will automatically send new results to the email address you provide below. Choose your alert options and click the Save button.

Search: gift cards
 Database: Multiple databases...
 Look for terms in: Citation and abstract
 Publication type: All publication types

Schedule: send this alert : Monthly
 Send message when there are no new results.

Stop after: 2 months (alerts can be renewed.)

Email address:
 (Enter a single email address)

Subject:

Expanding and Broadening Searches

What to do when you have too few or no hits?

- Look at your search terms (**Refine Search**)
- Remove a search term and try again
- Change from specific category (subject search) to a plain keyword
- Change specific search terms to broader terms
 - (Subway → Fast Food) or (Busch's → Grocery Stores)
- Use all dates

Try another database

- Consider using Factiva, Business Source Complete (EBSCO), Business and Company Resource Center, LexisNexis Academic, JSTOR, among others.
- Go to the A-Z database list or to the Electronic Journals page:
<http://www.bus.umich.edu/KresgeLibrary/Collections/ByTopic/Articles.htm>

Working with Publications & Table of Contents Alerts

Browsing for Publications

- Click on Publications
- Search or browse
- List will show full text coverage dates
- Click on title to view full record.

Publication Record

- Coverage Information
- Publication Information
- Embargo Information (if applicable)
- Searching within a publication
- Browsing a journal issue

Setting up a Journal Alert

- Send emails based on your specs
- Will expire in one year, but can be deleted anytime
- Because of proxy issues, links will work on campus only

Publication Search Tools: [Search Tips](#)

[Show all publications](#)

[0-9](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

1-3 of 3

[MIT Sloan Management Review, Cambridge](#) Full Text: 1988 - current

[Sloan Management Review \(1986-1998\), Cambridge](#) Full Text: 1986 - 1987

[Sloan Management Review \(pre-1986\), Cambridge](#) Full Text: 1970 - 1985

Publication: MIT Sloan Management Review, Cambridge » [Set Up Alert](#)

Full text coverage: Winter 1988 (Volume 29, Issue 2) - current [Publication Information](#)

Search for articles within this publication:

Date range:

Look for terms in: [About](#)

Limit results to: Full text documents only

Browse specific issues:

View issues from: To:

1-131 of 131

[Fall 2006, Vol.48, Iss.1](#) [Fall 1995, Vol.37, Iss.1](#) [Fall 1984, Vol.26, Iss.1](#)

[Summer 2006, Vol.47, Iss.4](#) [Summer 1995, Vol.36, Iss.4](#) [Summer 1984, Vol.25, Iss.4](#)