



For Immediate Release

Media Contact: North America

Tina Taylor
Publicist
ProQuest
T: +1 734-272-7224
tina.taylor@proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

ProQuest Launches CSA Illustrata: Technology and Establishes Partnership for Deep Indexing of Emerald Journals

New Module to Build on Award Winning Natural Sciences Module

ANN ARBOR, Mich., June 15, 2008 –ProQuest will collaborate with Emerald Group Publishing Limited, the world’s leading publisher of management research, to offer deep indexing for 68 distinguished Emerald journals through *CSA Illustrata*. Deep indexing allows users to identify hidden, relevant content in tables, figures, and other illustrations from these leading journals, and to link out to the articles in their library's electronic subscriptions, significantly increasing research productivity.

“Key publisher partnerships like the one with Emerald have helped us to expand the deep indexing for tables and figures that is available to support critical research areas,” said Mark Hyer, ProQuest vice president of publishing. “Emerald is a respected publisher whose journals support a wide range of disciplines within the technology area. Emerald publications will be a terrific complement to the ever-growing resources available through *CSA Illustrata*.”

Richard Hollingworth, Chief Development Officer at Emerald, commented, “We are delighted to collaborate with ProQuest and offer deep indexing to our customers. By broadening the scope of search tools and facilitating access to research findings, this partnership fits perfectly in our ongoing programme to enhance the quality of our online journal collections through leading technology and innovation.”

Deep indexing for Emerald Journals will help to fuel the growth of *CSA Illustrata: Technology*, which is designed to improve research power and efficiency in aerospace, materials science, high technology, and engineering. *CSA Illustrata: Technology* includes deep indexing for nearly 1.6 million tables and figures. *CSA Illustrata: Technology* will now incorporate key journals from Emerald, including:

- *Aircraft Engineering and Aerospace Technology**
- *Anti-Corrosion Methods and Materials**
- *British Food Journal*
- *Management of Environmental Quality*
- *Construction Innovation*
- *Engineering Computations*
- *Sensor Review*
- *Soldering & Surface Mount Technology*
- *International Journal of Pervasive Computing and Communications*
- *International Journal of Numerical Methods for Heat & Fluid Flow**

**Forthcoming*

Released in early 2007 with a Natural Sciences module, *CSA Illustrata* debuted a patent-pending process of deep indexing, which surfaces relevant data and research findings by identifying tables, charts and other illustrations from journal articles and indexing them for retrieval through a common search. Since last year's release, *CSA Illustrata: Natural Sciences* has been quickly embraced by researchers, librarians and reviewers, who have hailed it as a major innovation supporting the research process. It has been honored as an Outstanding Academic Title by Choice magazine, a Library Journal Best Reference, and was just named a CODiE award winner for Best Online Science or Technology.

Additional information about *CSA Illustrata* and its powerful application of deep indexing is available at www.proquest.com/go/illustrata.

About Emerald

Established in 1967, Emerald Group Publishing Limited is the world's leading publisher of management research. In total, Emerald publishes over 700 titles, comprising 200 journals, nearly 300 books and more than 200 book series as well as an extensive range of online products and services. Emerald is COUNTER-compliant, meeting the international code of practice for reports that measure usage of online information products and services consistently.

Emerald's publishing philosophy is "Research You Can Use", which means that our content is both rigorous and relevant, connecting the academic world with the world of management practice.

The Emerald online collection of journals, abstracts and resources, Emerald Management Xtra, serves business schools and management departments world-wide. For managers in corporate and public organizations, Emerald Management First provides fast access to applied research, ideas, insights and interviews from the world's best management thinkers. <http://www.emeraldinsight.com/>

About ProQuest

ProQuest provides seamless access to and navigation of more than 125 billion digital pages of the world's scholarship, delivering it to the desktop and into the workflow of serious researchers in multiple fields, from arts, literature, and social science to science, technology, and medicine. ProQuest is part of Cambridge Information Group (www.cambridgeinformationgroup.com).

ProQuest's vast content pools are available to researchers through libraries of all types and include the world's largest digital newspaper archive, periodical databases comprising the output of more than 9,000 titles and spanning more than 500 years, the pre-eminent dissertation collection, and various other scholarly collections. Users access the information through the ProQuest® and CSA Illumina™ online information systems, Chadwyck-Healey™ electronic and microform resources, UMI® microform and print reference products, eLibrary® and SIRS® educational resources, Ulrich's® Serials Analysis System, COS Scholar Universe, and Serials Solutions® resource management tools. Through the expertise of business units Serials Solutions and RefWorks/COS, ProQuest provides technological tools that allow researchers and libraries to better manage and use their information resources. For more information, visit www.proquest.com, www.proquest.co.uk, and www.csa.com

###



For Immediate Release

Media Contact: North America

Tina Taylor
Publicist
ProQuest
T: +1 734-272-7224
tina.taylor@proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

ProQuest Develops Revolutionary Web Resource for Business Creation and Growth with *ProQuest Entrepreneurship*

New Product Centralizes Tools and Information for the Study and Practice of Entrepreneurship

ANN ARBOR, Mich., June 15, 2008 –Entrepreneurship is one of the fastest growing areas of study today. However, information to support its study, practice and teaching is widely scattered and the need for information goes beyond traditional research and education tools. ProQuest is solving these challenges with the launch of *ProQuest Entrepreneurship*, the first centralized digital access point to discovery and advisory tools specific to the needs of entrepreneurship.

“Scholars researching entrepreneurial studies and practicing entrepreneurs need more than just information – they need practical tools for starting and growing successful businesses. *ProQuest Entrepreneurship* combines both in one convenient portal,” said Todd Fegan, ProQuest vice president of publishing. “*ProQuest Entrepreneurship* offers a truly unprecedented solution for those looking to start their own business or those supporting the study and practice of entrepreneurship.”

Launching in July 2008, *ProQuest Entrepreneurship* will include information and tools in multiple formats including:

- Video clips with advice from successful entrepreneurs
- Comprehensive startup toolkits including templates, and how to books
- Fresh research from thousands of scholarly resources

- Data and market research for assessing new products and ideas
- Teaching resources -- including business cases -- for Entrepreneurship courses

ProQuest Entrepreneurship includes content from top providers of entrepreneurial information such as eClipsNet, John Wiley & Sons (“For Dummies” book series), Biz Miner, New Strategist, Vator Inc., Direct Marketing Association, Snapshots, Hoovers and many other company, market and industry reports, United States Association for Small Business and Entrepreneurship (USASBE), International Council for Small Business (ICSB), Social Science Research Network (SSRN), and many University-generated publications, guides, teaching resources, and dissertations from Brigham Young University, University of San Francisco, HEC Montreal, University of Zagreb, Babson, & others. A full set of publications from well-known publishers such as Emerald Publishing, Springer, Palgrave, Mansueto (Inc and Fast Company), and Business Week, are also included. *ProQuest Entrepreneurship* truly represents a step forward in product innovation with the addition of new format types (Video, Word, Excel), as well as a new interface intended to surface the most sought after information quickly. A special search form will aid in finding market and industry reports and data.

ProQuest representatives will be available for demos of *ProQuest Entrepreneurship* at the Special Libraries Conference in Seattle. For further information on *ProQuest Entrepreneurship* please visit www.proquest.com

About ProQuest

ProQuest provides seamless access to and navigation of more than 125 billion digital pages of the world's scholarship, delivering it to the desktop and into the workflow of serious researchers in multiple fields, from arts, literature, and social science to science, technology, and medicine. ProQuest is part of Cambridge Information Group (www.cambridgeinformationgroup.com).

ProQuest's vast content pools are available to researchers through libraries of all types and include the world's largest digital newspaper archive, periodical databases comprising the output of more than 9,000 titles and spanning more than 500 years, the pre-eminent dissertation collection, and various other scholarly collections. Users access the information through the ProQuest® and CSA Illumina™ online information systems, Chadwyck-Healey™ electronic and microform resources, UMI® microform and print reference products, eLibrary® and SIRS® educational resources, Ulrich's® Serials Analysis System, COS Scholar Universe, and Serials Solutions® resource management tools. Through the expertise of business units Serials Solutions and RefWorks/COS, ProQuest provides technological tools that allow researchers and libraries to better manage and use their information resources. For more information, visit www.proquest.com, www.proquest.co.uk, and www.csa.com

###



For Immediate Release

Media Contact

Tina Taylor
Publicist
ProQuest
T: +1 734-272-7224
tina.taylor@proquest.com

Free Toolkit Helps Corporate Libraries Market Their Resources

Kit arms librarians with practical tools and advice for building awareness and use

ANN ARBOR, Mich., June 15, 2008 –Corporate librarians play a key role in ensuring that business strategy and decision-making is supported by accurate, current, relevant information sources. In addition to selecting the best resources and training researchers throughout the enterprise on their use, corporate librarians face the more fundamental challenge of creating awareness about their library’s value and role in meeting information needs. To address this, ProQuest today launches a free Library Marketing Toolkit designed specifically for corporate librarians.

“This corporate library toolkit is a natural extension of our commitment to help raise awareness about the resources available in the library – a real challenge our customers face,” said Lynda James-Gilboe, senior vice president of marketing and customer care for ProQuest. “We’ve collected best practices, crafted templates, and compiled them for leverage by busy librarians. By launching the kit in tandem with the Special Libraries Association Annual Conference, we hope word travels quickly to those who can benefit most from these materials.”

The Library Marketing Toolkit combines a wealth of "how-to" advice and print and digital marketing tools that are easy to customize. Among the components is a booklet called *The Visible Corporate Library*, which contains tips for such topics as identifying marketing opportunities, promoting library services, ensuring library users have a good experience when they approach the library for help, what to measure and how to communicate the library’s value, and networking and support. The

Corporate Library Toolkit also provides a customizable poster, a sample reference interview sheet, user survey questions, database descriptions for intranet use, and more.

The Corporate Library Marketing Toolkit is part of ProQuest's larger mission to understand the core tenets of librarianship, standing shoulder to shoulder with libraries in support of their goals. ProQuest is committed to investing in library education, honoring great educators with awards and sponsorships, supporting schools with free resources, and sharing its marketing expertise and research with libraries. The Corporate Library toolkit is the fifth in a series of marketing kits from ProQuest, which include kits tailored for public, academic, and military academic and military base libraries.

The Corporate Library Toolkit is available free to any interested library. To download the materials visit the ProQuest website at <http://www.proquest.com/division/libraryadvocacy.shtml>

About ProQuest

ProQuest provides seamless access to and navigation of more than 125 billion digital pages of the world's scholarship, delivering it to the desktop and into the workflow of serious researchers in multiple fields, from arts, literature, and social science to science, technology, and medicine. ProQuest is part of Cambridge Information Group (www.cambridgeinformationgroup.com).

ProQuest's vast content pools are available to researchers through libraries of all types and include the world's largest digital newspaper archive, periodical databases comprising the output of more than 9,000 titles and spanning more than 500 years, the pre-eminent dissertation collection, and various other scholarly collections. Users access the information through the ProQuest® and CSA Illumina™ online information systems, Chadwyck-Healey™ electronic and microform resources, UMI® microform and print reference products, eLibrary® and SIRS® educational resources, Ulrich's® Serials Analysis System, COS Scholar Universe, and Serials Solutions® resource management tools. Through the expertise of business units Serials Solutions and RefWorks/COS, ProQuest provides technological tools that allow researchers and libraries to better manage and use their information resources. For more information, visit www.proquest.com, www.proquest.co.uk, and www.csa.com

###



For Immediate Release

Media Contact: North America

Tina Taylor
Publicist
ProQuest
T: +1 734-272-7224
tina.taylor@proquest.com

Media Contact: Outside of North America

Sharlene Tilley
Director of International Marketing
ProQuest
T: +44 (0) 1223 271 437
sharlene.tilley@proquest.co.uk

ProQuest and Social Science Research Network Provide Pre-Publication Access to Cutting Edge Research

ABI/INFORM and ProQuest Central are first ever databases to include SSRN Working Papers

ANN ARBOR, Mich., June 15, 2008 –Researchers now have centralized access to the latest social science trends in a powerful research database. The Social Science Research Network (SSRN) has licensed ProQuest to distribute its popular *SSRN Working Papers*– draft works of major research from around world -- through ProQuest’s *ABI/INFORM* and *ProQuest Central*, and soon through Sociological Abstracts and Worldwide Political Science Abstracts. It’s the first time this content, which often appears years before completed research papers, has been made available in a library database.

“ProQuest is committed to adding high quality scholarly research to *ABI/INFORM*, the authority in business research and *ProQuest Central*, the largest aggregated full-text database for libraries,” said Todd Fegan, Vice President of Publishing. “Through our partnership with SSRN, researchers can now access content many months prior to its inclusion in the published journal. We are pleased to be the first to offer this important content to libraries.”

“SSRN provides Tomorrow’s Research Today and our partnership with ProQuest will allow libraries around the world easier access to our research papers,” said Gregg Gordon, President and Chief Executive Officer.

SSRN encourages the early distribution of research results by providing access to the working papers of top scholars from around the world. Its *SSRN working papers* include cutting edge research on key trends in the fields of management, accounting, economics, finance, law, political science and humanities months or years before they appear in published journals. Because *working papers* are not limited in size or edited to meet publication requirements, researchers can access all the vital information found in an author's original work.

More than 22,000 SSRN working papers dating from the early 1990's through the present will be available. Researchers can cross-search this information simultaneously with the thousands of full text publications and full text business dissertations already found in *ABI/INFORM* and *ProQuest Central*.

About ProQuest

ProQuest provides seamless access to and navigation of more than 125 billion digital pages of the world's scholarship, delivering it to the desktop and into the workflow of serious researchers in multiple fields, from arts, literature, and social science to science, technology, and medicine. ProQuest is part of Cambridge Information Group (www.cambridgeinformationgroup.com).

ProQuest's vast content pools are available to researchers through libraries of all types and include the world's largest digital newspaper archive, periodical databases comprising the output of more than 9,000 titles and spanning more than 500 years, the pre-eminent dissertation collection, and various other scholarly collections. Users access the information through the ProQuest® and CSA Illumina™ online information systems, Chadwyck-Healey™ electronic and microform resources, UMI® microform and print reference products, eLibrary® and SIRS® educational resources, Ulrich's® Serials Analysis System, COS Scholar Universe, and Serials Solutions® resource management tools. Through the expertise of business units Serials Solutions and RefWorks/COS, ProQuest provides technological tools that allow researchers and libraries to better manage and use their information resources. For more information, visit www.proquest.com, www.proquest.co.uk, and www.csa.com

###



FOR IMMEDIATE RELEASE

Media Contact:

Tina Taylor

Publicist

ProQuest

T: +1 734-272-7224

tina.taylor@proquest.com

User Experience Challenges Inform Library Marketing Opportunities in SLA Presentation

Industry experts recommend ways libraries can become more relevant to the research process

ANN ARBOR, Mich., June 15, 2008 –Today’s researchers expect their information discovery process to mirror their everyday online experiences—but their research needs are more complicated. Understanding users’ needs is the essential first step to making sure information center resources are positioned to meet their evolving expectations.

John Law and Mike Buschman have studied researchers at work. Their session reveals how users approach their research tasks, where the research is performed, what tools are used, and how/if library resources are accessed. The results of their recent studies inform their recommendations on how to use knowledge of current research habits to make libraries even more relevant to the research process. John and Mike also share successful marketing stories from the library world.

WHO: John Law, MS NPDP, Vice President, Discovery Services, ProQuest
Mike Buschman, MLS, Client Services Manager, IEEE

WHAT: Special Libraries Association Hot Topic Presentation: “How to Meet Researchers’ Changing Expectations: Understanding the User Experience”

WHERE: **Washington Convention Center**
800 Convention Place
Seattle, WA 98101-2350
Seattle Convention Center
Room 611-612

WHEN: Monday, June 16 at 9:00-10:30

Can't make the session? Contact Tina Taylor for the session slides.

About ProQuest

ProQuest provides seamless access to and navigation of more than 125 billion digital pages of the world's scholarship, delivering it to the desktop and into the workflow of serious researchers in multiple fields, from arts, literature, and social science to science, technology, and medicine. ProQuest is part of Cambridge Information Group (www.cambridgeinformationgroup.com).

ProQuest's vast content pools are available to researchers through libraries of all types and include the world's largest digital newspaper archive, periodical databases comprising the output of more than 9,000 titles and spanning more than 500 years, the pre-eminent dissertation collection, and various other scholarly collections. Users access the information through the ProQuest® and CSA Illumina™ online information systems, Chadwyck-Healey™ electronic and microform resources, UMI® microform and print reference products, eLibrary® and SIRS® educational resources, Ulrich's® Serials Analysis System, COS Scholar Universe, and Serials Solutions® resource management tools. Through the expertise of business units Serials Solutions and RefWorks/COS, ProQuest provides technological tools that allow researchers and libraries to better manage and use their information resources. For more information, visit www.proquest.com, www.proquest.co.uk, and www.csa.com

###