



ProQuest One Business

Universidad de Sevilla

Aina Giones Valls.

Objetivos de la sesión

- Describir los contenidos de Proquest One Business
- Ejecutar búsquedas básicas y avanzadas
- Navegar por las páginas temáticas
- Guardar los resultados



ProQuest One Business

ProQuest One Education agrupa contenido para el estudio y la investigación en una interfaz intuitiva y usable para el usuario, creado especialmente para el ámbito de la negocios .

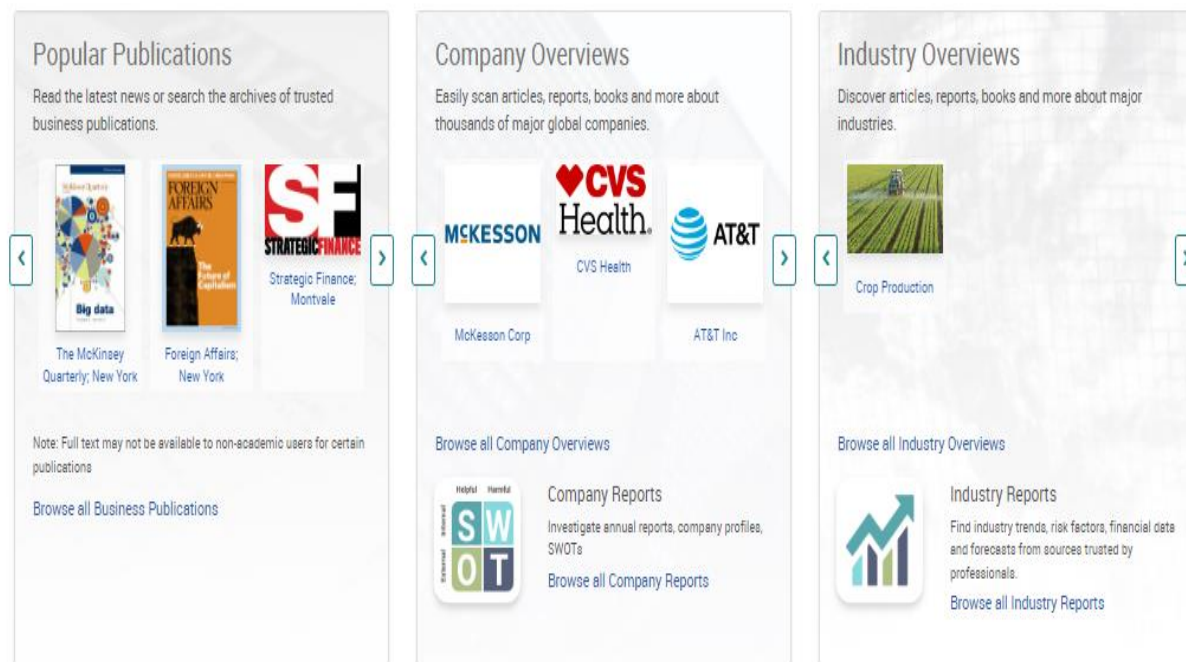
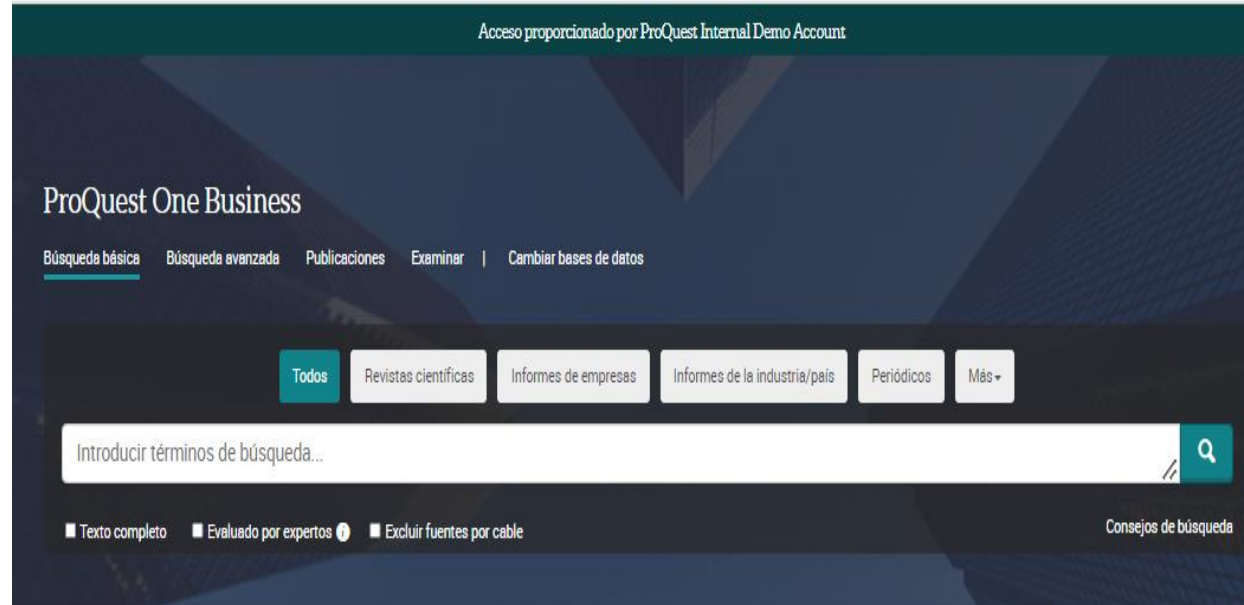
Solo en ProQuest One Business....



Centrado únicamente en Business



Contenido autorizado y en formatos variados



News

Over **100** newspapers plus hundreds of wire feeds allow users to understand the wider context of their studies



Scholarly Journals

The latest and most important academic thought from over **2,600** journals



Dissertations

Users can see more of the relevant literature in their field in over **55,000** dissertations



Magazines

Current information and industry trends from over **2,500** magazines and trade journals



Case Studies & Business Cases

More than **15,000** allow students to see complex issues in their real-life context



Market, Country, & Industry Reports

Thousands of market, industry, and country reports from major providers



ProQuest

ONE

BUSINESS



Ebooks

Over **25,000** ebooks allow users dig deep into topics



Videos

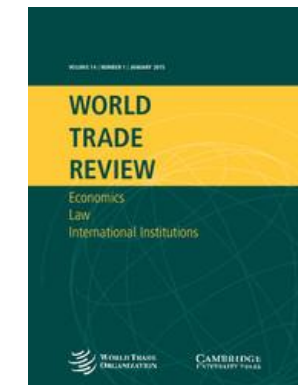
Over **21,000** streaming videos provide first-hand insights from business leaders, practical "how-to" guides and more

Importantes Editores Académicos

Más de 2600 revistas académicas de texto completo de editoriales como:



Títulos Académicos Clave



Revistas y periódicos de negocios esenciales



Les Echos



MACLEAN'S

CincoDías

McKinsey Quarterly



FOREIGN AFFAIRS

BARRON'S

THE ECONOMIC TIMES

Estudios de Casos



A00-21-0012

Gregory Unruh

Intel Corporation: The AI for Youth Initiative

Introduction

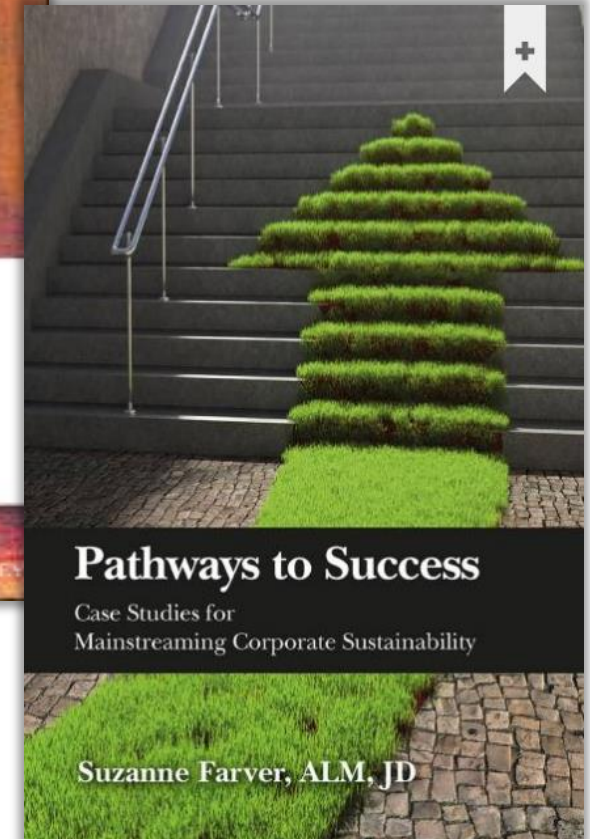
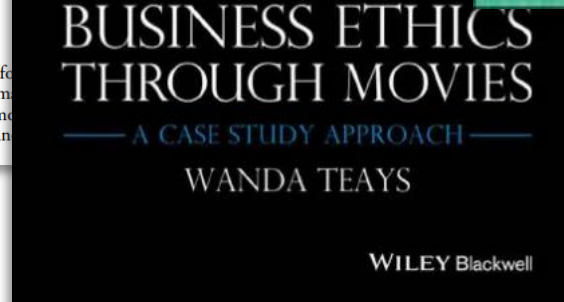
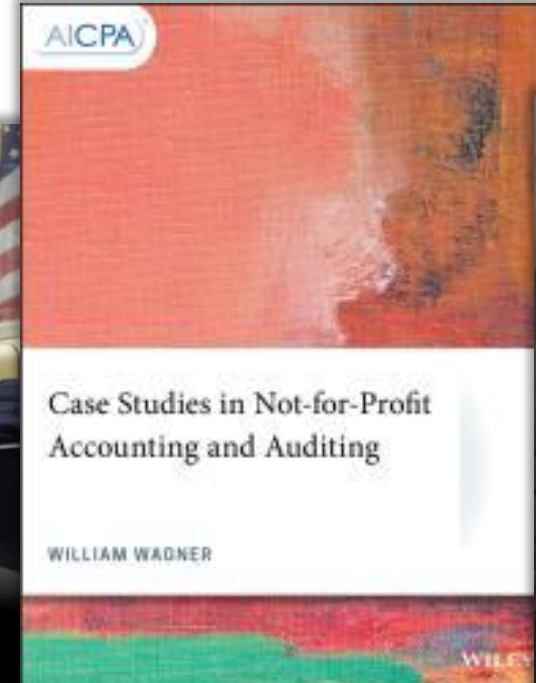
In the fall of 2019, Anshul Sonak, Intel's Asia Director for Corporate Affairs and Regional Director for Education & Innovation Programs, was paying a visit to Intel's Government Affairs office in Washington, DC. His colleagues had come from Singapore to inform the Senior Director for Public Sector Policy in the U.S., Brian Gonzalez, about the global successes of the *Intel AI for Youth* workforce initiative. The effort was part of Intel's decades-long commitment to science and technology education and represented new forays into rapidly emerging technologies. The AI for Youth program had already enhanced *artificial intelligence* (AI) skilling in several countries important to Intel's business including India, South Korea, and Poland.

The skilling initiative was supported at the highest levels of the company, playing a role in both Intel's 2030 corporate responsibility plans and the company's growth strategy. With a public commitment to employ over 30 million people through Intel AI skills training, company managers foresaw partnerships with dozens of country governments and thousands of institutions worldwide. AI for Youth was at the forefront of this effort and was now operating in nine countries.¹

As Brian Gonzalez listened intently to the persuasive presentation, he was predisposed to join the effort. "But," he said to his colleagues, "how are we going to do this in the U.S.? In the U.S., there are 50,000 decision makers. You can't have a meeting with the Secretary of Education and then expect something to happen across the country. It's just not the way the U.S. works." As in many parts of the world, the decentralized approach to education in the U.S. meant you couldn't quickly roll out a nationwide program the way Intel had done in other countries. Changing curriculum was a slow, fragmented process that included state legislatures, county school boards, district superintendents, and school administrators. The system was not suited to address a rapidly evolving scientific field like artificial intelligence. As Gonzalez explained, "You can't do a slow burn with AI, because it's an interconnected collection of technologies, not a thing that you can gradually introduce. You have to go all in. So, I was thinking, how are we going to make it work here in the U.S.?"

Intel Corporation

Intel Corporation is a U.S.-based semiconductor manufacturer and major global brand, founded in California's legendary Silicon Valley by semiconductor pioneers Robert Noyce and Gordon Moore in 1968. Intel's massive success arose from its ability to design and supply microprocessors, motherboard chipsets, and flash memory tech giants like IBM, Apple, Dell, Lenovo, and HP. While long a successful formula, in 2019 the technology sector was undergoing major transitions that would alter Intel's commercial priorities.



Suzanne Farver

Información de Mercado

- 1000 informes de la empresa, incluidos los DAFO
- Informes de la industria
- Informes de riesgo país

BMIResearch
A FitchGroup Company

The Economist Intelligence Unit

D&B Hoovers

PR
PLUNKETT
RESEARCH, LTD.

 GlobalData.

 OXFORD
ECONOMICS

J.P.Morgan

 aroq

 First Research®

 Clarivate™

Ejemplos de informes de Empresas- Amazon

Amazon.com Inc (AMZN) - Financial and Strategic SWOT Analysis Review

Report Code: GDRT27249FSA
Published: March 2019

Company Snapshot

| | | | | |
|------------------------|----------|----------------|------------|----|
| 410 Terry Avenue North | Phone | +1 206 2661000 | Revenue | 23 |
| SEATTLE, WA | Fax | | Net Profit | 10 |
| 98109-5210 | Website | www.amazon.com | Employees | |
| United States | Exchange | AMZN [NASDAQ] | Industry | Re |

Company Overview

Amazon.com Inc (Amazon) is a global online retailer and web service provider. The company provides an e-commerce platform for various products, including apparel, auto and industrial items, beauty and health products, electronics, grocery, books, game products, movies, music, sports goods, toys, tools and other related products. It also offers related support services such as delivery and shipping, website hosting and other web related services. Amazon merchandises and sells the company-owned online and physical platforms. These platforms are also used by various third parties for selling their products.

Key Executives

| Name | Title |
|------------------------|----------|
| Jeffrey P. Bezos | Chairman |
| Thomas O. Ryder | Director |
| Tom A. Alberg | Director |
| Jamie S. Gorelick | Director |
| Jonathan J. Rubinstein | Director |

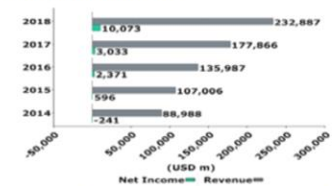
Source: Annual Report, Company Website, Primary and Secondary Research, GlobalData

Share Data

| Amazon.com Inc | |
|-------------------------------------|----------|
| Share Price (USD) as on 26-Mar-2019 | 1,783.76 |
| EPS (USD) | 19.83 |
| Market Cap (million USD) | 893,626 |
| Enterprise Value (million USD) | 911,165 |
| Shares Outstanding (million) | 491 |

Source: Annual Report, Company Website, Primary and Secondary Research, GlobalData

Financial Performance



Source: Annual Report, Company Website, Primary and Secondary Research, GlobalData

SWOT Analysis

Amazon.com Inc, SWOT Analysis

| Strengths | Weaknesses |
|---------------------------|------------|
| Customer-Centric Business | Liquidit |
| Global Presence | |

Opportunities

| Opportunities | Threats |
|---|---------|
| Fulfillment Centers and Delivery Services | Increas |
| Growth Momentum: US E-retail Market | Stringe |

Source: Annual Report, Company Website, Primary and Secondary Research, GlobalData

Recent Developments

- Mar 27, 2019** HashiCorp Bridges Cloud Infrastructure with AWS, Mesh and Amazon VPC Support
- Mar 20, 2019** Domo Expands Its Data Platform with New Amazon SageMaker Integration
- Mar 20, 2019** Worldpay Becomes a Public Company on Amazon Pay
- Mar 19, 2019** Walmart GLUCODOWN Launches in Amazon

Source: Annual Report, Company Website, Primary and Secondary Research, GlobalData

Amazon.com Inc (AMZN) - Financial and Strategic SWOT Analysis Review

Report Code: GDRT27249FSA
Published: March 2019

Amazon.com Inc - Key Competitors

Amazon.com Inc, Key Competitors

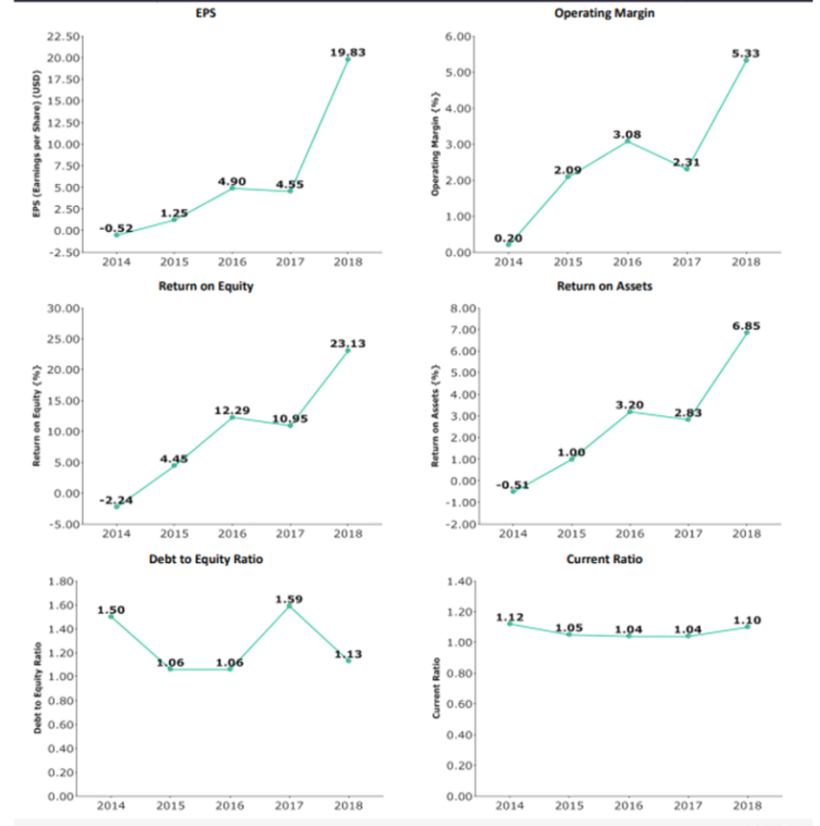
| Name | Headquarters | Revenue (USD m) |
|--------------------------------------|----------------|-----------------|
| aCommerce Co Ltd | Thailand | |
| Alibaba Group Holding Ltd | China | |
| Alphabet Inc | United States | |
| Barnes & Noble, Inc. | United States | |
| Books-A-Million, Inc. | United States | |
| BT Global Services Limited | United Kingdom | |
| CenturyLink Inc | United States | |
| Costco Wholesale Corporation | United States | |
| eBay Inc | United States | |
| International Business Machines Corp | United States | |
| Microsoft Corp | United States | |
| Netflix Inc | United States | |
| Ominto, Inc. | United States | |
| Oracle Corp | United States | |
| Overstock.com Inc | United States | |
| PCM, Inc. | United States | |
| PTC Inc | United States | |
| Rackspace Hosting Inc | United States | |
| Rakuten Inc | Japan | |
| Salesforce.Com Inc | United States | |
| SAP SE | Germany | |
| SAS Institute Inc. | United States | |
| Sears Holdings Corporation | United States | |
| Smart & Final Stores, Inc. | United States | |
| Sonos Inc | United States | |
| Sprouts Farmers Markets, Inc | United States | |
| Target Corp | United States | |
| Telstra Corp Ltd | Australia | |
| Tesco Plc | United Kingdom | |
| uSell.com Inc | United States | |
| Walmart Inc | United States | |

Source: Annual Report, Company Website, Primary and Secondary Research

Report Code: GDRT27249FSA
Published: March 2019

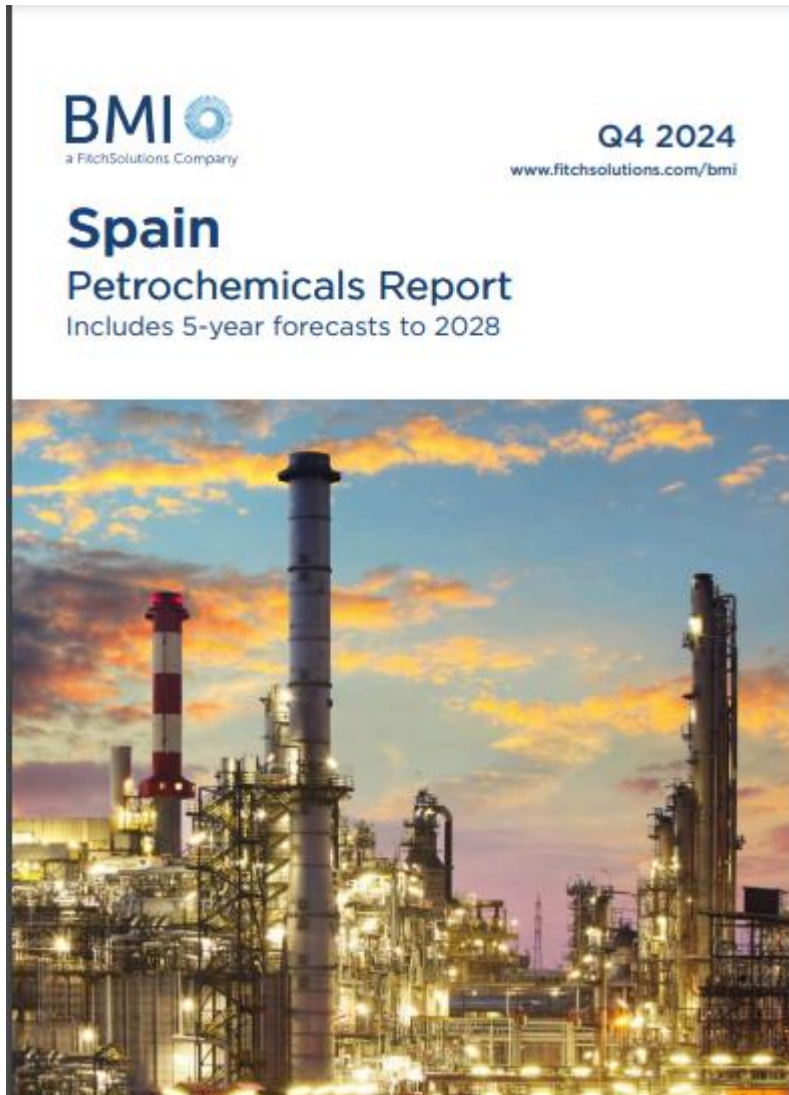
Financial Ratios - Ratio Charts

Amazon.com Inc, Ratio Charts



Source: Annual Report, Company Website, Primary and Secondary Research

Ejemplos de informes de industria




Global Telecommunications Report | Q2 2020

Global Company Strategy

Netflix: Stronger Focus On International Market Pressure Grows

Key View:

- Netflix continues to invest in content and expand its global footprint, with international drivers of growth.
- Increasing competition is an issue both in new and mature markets.
- Local original productions, competitive prices and offering diversification will determine

DASHBOARD

Category

- Domestic Membership (9M19)
- International Membership (9M19)
- Global Membership (9M19)
- Revenues (9M19)
- Operating Income (9M19)
- Net Income (9M19)
- Total Debt Obligations (9M19)

Source: Netflix

SWOT Analysis

| | |
|----------------------|---|
| Strengths | <ul style="list-style-type: none"> • Leading independent provider of streaming subscription video business model. • Service is operator- and device-agnostic and available anywhere. • Successful use of original and local content to win and retain subscribers. • Large, global subscriber base and incumbent position in several markets. |
| Weaknesses | <ul style="list-style-type: none"> • Content acquisition and distribution rights to increase as producers realise the potential value of both archive and 'new' material to Netflix and its global peers. • Strong competition from alternative streaming services in mature Asian and Middle Eastern markets due to late entry. • High level of indebtedness. |
| Opportunities | <ul style="list-style-type: none"> • Demand for 'TV everywhere' services is growing rapidly, buoyed by ubiquity of connected devices and high-capacity broadband infrastructure. • Entry into new markets exposes locally-sourced content to a global audience. |
| Threats | <ul style="list-style-type: none"> • International players - Amazon, Apple, Iflix, Disney, AT&T, Comcast - already active in (or preparing to enter) markets targeted by Netflix. • Content providers and rights holders increasingly withdrawing their licensed content from Netflix. |

Industry Opportunities

Distribution on Multiple Platforms - While some see new media as a threat, demand is increasing for more entertainment products on a variety of platforms. The DVD market and the proliferation of cable channels sparked demand for TV products in multiple media. Broadband enables consumers to view and buy program content online and download to portable devices, including smartphones. On-demand access enables viewers to decide when they want to see a pre-recorded program, and interactive TV allows viewers to communicate with producers. Some TV shows have spawned movies, instead of vice versa. Licenses for content on a wide variety of platforms are major sources of industry revenue.

Latino Market - Advertisers wanting to reach Latinos, one of the US's fastest-growing ethnic population segment, spend heavily when programs attract this audience. Networks and studios are ramping up production of Spanish-language programs and, in some cases, all-Spanish TV channels. Also, demand for programming aimed at reaching Hispanic millennials who speak both English and Spanish is expected to rise. Opportunities exist for network shows and locally produced news, sports, and public affairs programs.

Digital Efficiencies - Digital production, distribution, and exhibition of TV programs can bring cost savings and efficiencies compared to film-based processes. Although upfront investment in new equipment is high, digital processes cut costs over the long run. Companies that have already converted to digital standards claim a competitive advantage from shorter time-to-air, a key metric for broadcast customers. Efficiencies result from being able to film and edit the same digital file that later goes to distributors and customers. The US government's mandate to convert to all-digital TV broadcasting in 2009 hastened companies' move to digital formats and processes.

Licenses for Old Programs - Demand from cable channels has greatly increased the value of the libraries of old TV movies, programs, and series that many major studios have produced or acquired. License fees from repeats and long-term syndication provide a steady source of revenue to compensate for the uncertain and uneven income from new productions. Major studios have extensive library collections from which they can license even decades-old comedies anywhere in the world.

Web Marketing - Web marketing techniques are constantly changing to influence group opinions, which studies say are highly important in internet consumers' decisions to watch a show or buy a related product. An increasing number of shows have their own websites. Many companies use "guerrilla marketing" by planting clips on user-generated video sites and putting positive comments on popular discussion sites. Companies that find new ways to get "web-of-mouth" recommendations have at least a short-term advantage from the "buzz."



Demo

¿Qué se presenta en la pantalla de búsqueda básica?

ProQuest One Business

Basic Search | Advanced Search | Publications | Browse | Change databases

Enter search terms...

Full text | Peer reviewed | Exclude Wire Feeds

Recent searches | Search tips

Popular Publications

Company Overviews

Industry Overviews

Featured ebooks | View all ebooks

Featured video collections | View all video and audio collections

Códigos NAICS Términos de la Industria Temas de Negocios



Nombrar una industria- términos de la industria (NAICS)

- En **ProQuest One Business**, "industria" o "término de la industria" se refiere al nombre de una industria como aparece en el NAICS (Sistema de Clasificación de la Industria de América del Norte).
 - ➔ Por lo tanto, es importante saber cómo encontrar el término correcto.
- Más sobre NAICS: <https://www.census.gov/naics/>
- Navegación jerárquica: <https://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2017>

- **Ejemplo NAICS :**

- 21 Mining, Quarrying, and Oil and Gas Extraction
 - 211 Oil and Gas Extraction
 - 2111 Oil and Gas Extraction
 - 21112 Crude Petroleum Extraction
 - 211120 Crude Petroleum Extraction
 - 21113 Natural Gas Extraction
 - 211130 Natural Gas Extraction

Recursos Adicionales

- LibGuide: [Inicio - Formación y recursos en español - LibGuides at ProQuest](#)
- Información del Producto: <https://about.proquest.com/products-services/ProQuest-One-Business.html>
- Webinars Públicos: [Web of Science Live Training - Clarivate](#)



¡Gracias!

customeredu@clarivate.com

About Clarivate

Clarivate is the leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property. For more information, please visit [clarivate.com](https://www.clarivate.com)

© 2023 Clarivate

Clarivate and its logo, as well as all other trademarks used herein are trademarks of their respective owners and used under license.