

# Factiva, a “one-stop shop”

**JOHN EVANS,  
MANAGER**

INFORMATION CENTER LIBRARY  
IMD

Participants at IMD (International Management Development) come from all over the world for executive development programs like MBA and EMBA degrees. Students use Factiva intensively while studying at IMD, and continue to benefit from access to it after graduation.

## Dow Jones Factiva

In 1990, two renowned international management education centers (IMI in Geneva and IMEDE in Lausanne) merged, forming IMD. Located in Lausanne, Switzerland, IMD is one of the world's leading business schools, with over 50,000 alumni from 140 countries worldwide. IMD's commitment is to provide one of the world's most effective environments for developing international business executives. “Factiva is used intensively by our MBA participants,” says John Evans, Manager of the Information Center Library.

### “Bringing together all aspects of information”

“Factiva is an integral part of our Information Center,” says Evans. “We call it a ‘one-stop shop’ because it's the only product of its kind that brings together all aspects of information in one database, including business, academic, financial, and market research. It's the favorite database of for those looking for a job, and MBA graduates also appreciate retaining access to Factiva after graduation.”

### “Home newspapers... are most welcome”

Each year Evans makes three presentations about the use of Factiva. About 90 MBA participants show up for the presentations, representing some 35 nationalities, and they learn to search for information in their own language. The ability to search, browse, and read content in 22 languages makes Factiva popular among researchers. “For those who are spending ten months or more away from their family, the home newspapers available through Factiva are most welcome,” says Evans.

### “An outstanding product”

Evans says the library has been using Factiva since 2002. He notes that Factiva is excellent for company comparisons and analysis, and that it allows busy IMD users to track breaking news topics automatically. “If I had to keep only one of our 30 databases,” says Evans, “it would be Factiva, because it's so popular, and because participants can use it with very little help. In short, Factiva is an outstanding product.”



For more information about Dow Jones Factiva or to sign up for a free trial, call 800-521-0600, x3344; email [pqsales@proquest.com](mailto:pqsales@proquest.com) or visit [www.proquest.com](http://www.proquest.com) today.