

The
Economist

ENTERPRISE

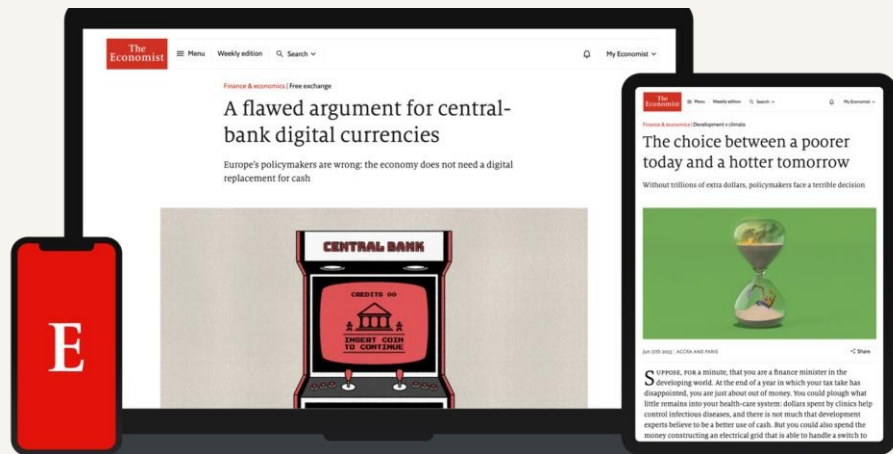


BHARAT BOOK BUREAU

Your One-Stop-Shop for Business Information

Economist
Enterprise
Academic content guide

Economist Enterprise academic subscription



Providing your campus access to *The Economist's* unrivalled global coverage is an investment in critical thinking—in the classroom and beyond.

An institution-wide subscription to *The Economist* provides your campus with, independent, fact-driven coverage of geopolitics, business, technology and culture, helping students expand their perspectives, providing for a richer, more dynamic campus dialogue.

There's never been a better time to help foster respectful, informed discourse and exchange of ideas among tomorrow's future leaders.

The following slides will showcase the range and media mix of our content, including but not limited to:

- Articles
- Podcasts / Audio editions
- Special reports
- Subscriber only events

A powerful tool for your institution to stay ahead of what comes next



Dedicated support



Full access to exclusive content



Volume discounts and flexible pricing



Simple authentication process with Single sign-on



Curated usage report

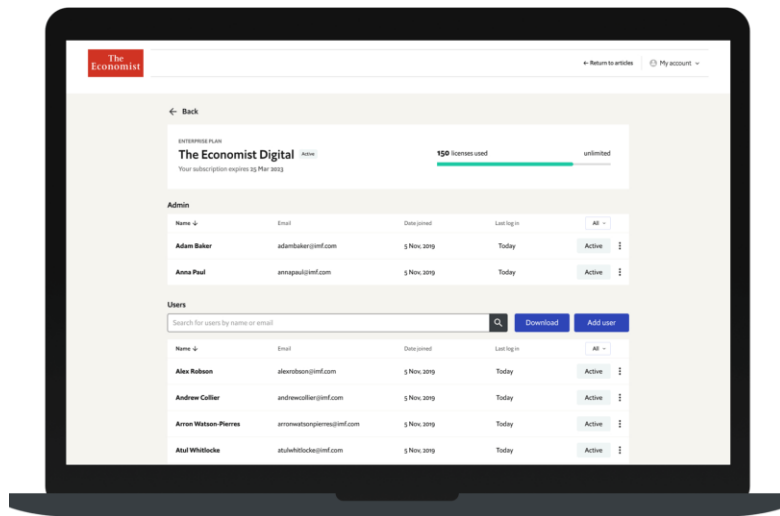


Subscription Management Tool



Branded welcome messaging for your users (first login)

3B



The
Economist

ENTERPRISE

The Economist delivers a concise, global view on issues critical to higher education

3B

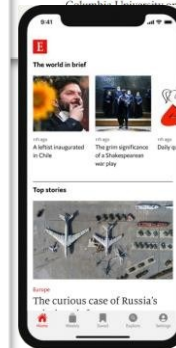
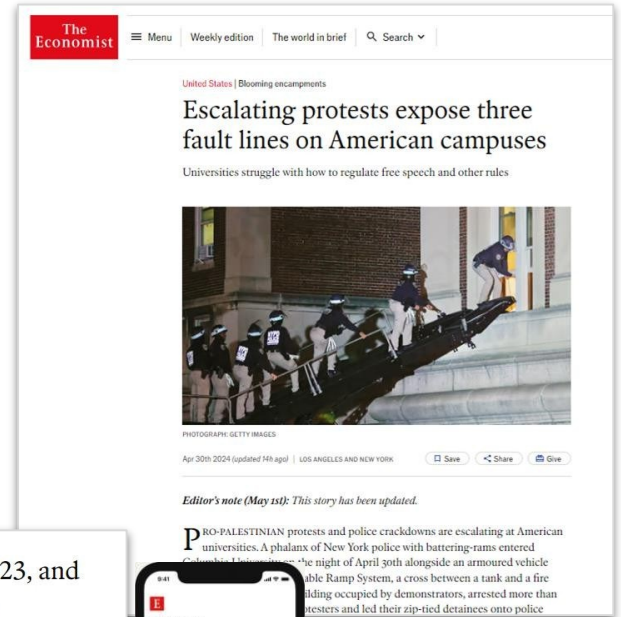
Academic leaders turn to *The Economist* for independent insights. Our content empowers students and faculty campus-wide by providing fact-driven analysis from around the world, encouraging informed debate and a more globally aware community.

If you're in this type of role or team, accessing Economist content can be a new source for students and faculty that enhances their global perspective:

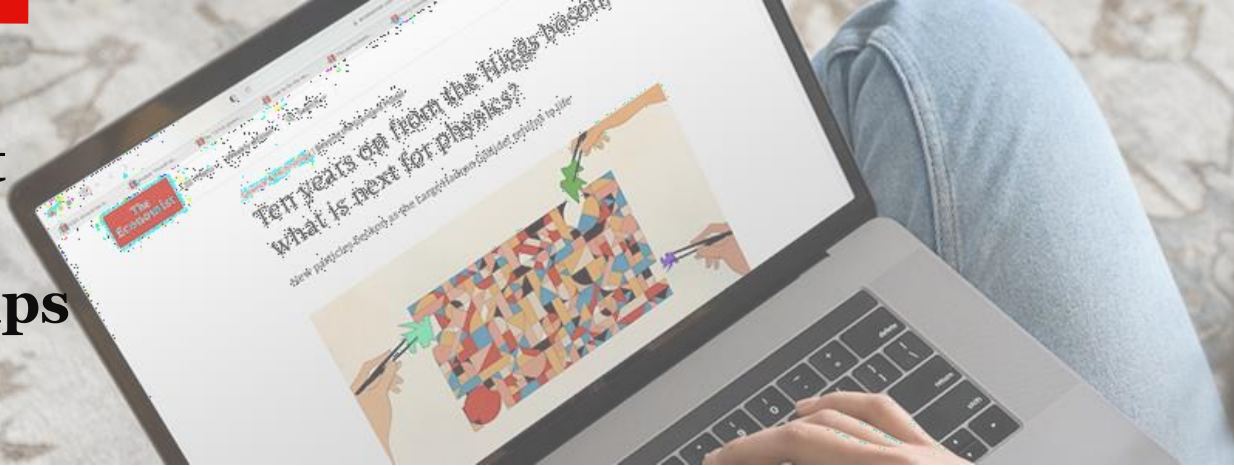
- Consortium Leads
- Dean/Provost
- Heads of Faculty
- Research Office Heads
- Head of Library

Our content can help you to tackle a variety of challenges in academia:

- Adapting to technological advances
- Curriculum support and innovation
- Evolving policy regulations for higher education
- Research funding and collaboration



Global content at your fingertips

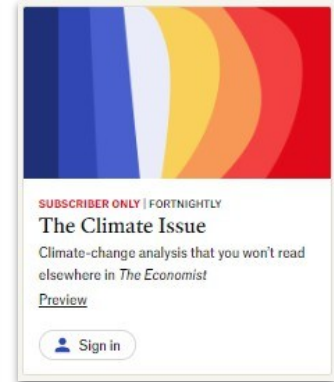
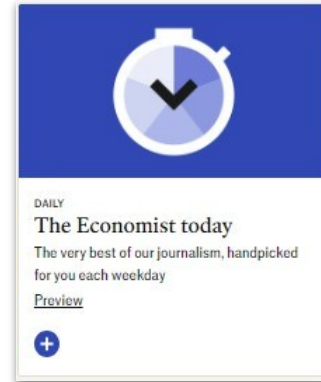


Support diverse learning styles with thought-provoking content that challenges and rewards those looking for new solutions to complex problems

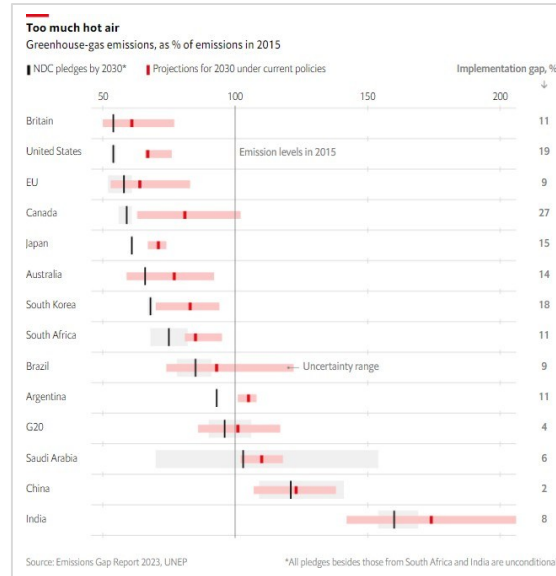
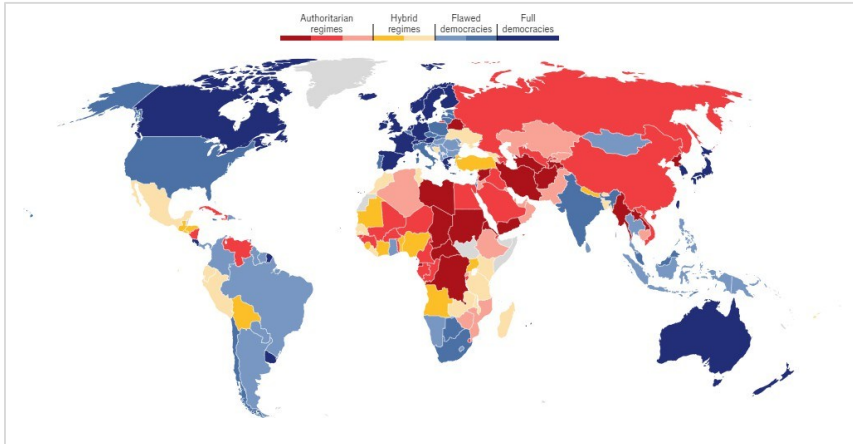
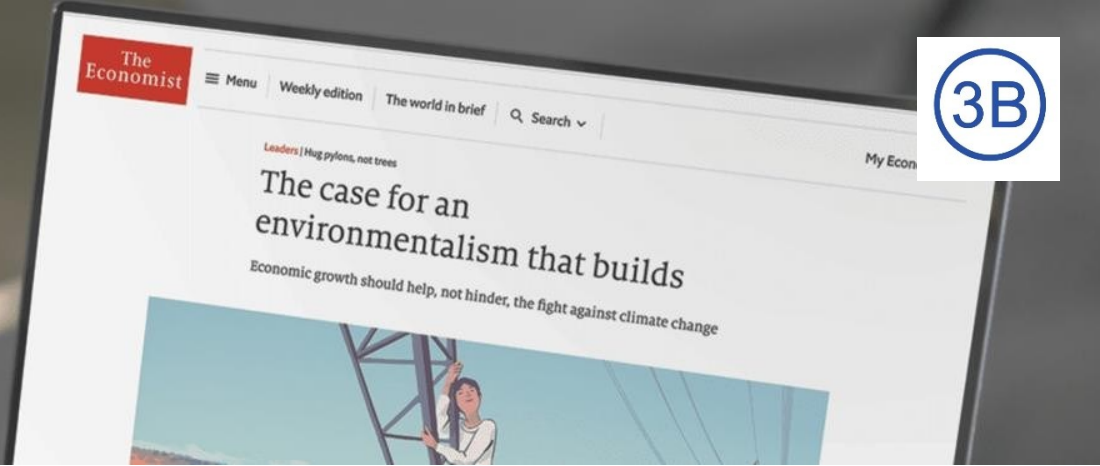
- [How to fix the Ivy League](#)
- [Why so many Chinese graduates cannot find work](#)
- [How to make your degree worth the investment](#)
- [For Gen-Z job-seekers, TikTok is the new LinkedIn](#)

The A to Z of:

- [International relations](#)
- [Economics](#)



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Analysing the challenges facing Britain and what needs to be done to overcome them

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Stay ahead on American politics with in-depth discussions from our correspondents.
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The Intelligence

Illumination, every weekday. Give us 20 minutes, and we'll give you The Intelligence.
(Free to all)



Editor's Picks

Enjoy a selection of articles read aloud from this week's issue of *The Economist*.
(Subscriber-only)



With more podcast series to come

Subscriber-only digital events

With an academic subscription to *The Economist*, your campus would get full, exclusive access to our specialist correspondents in a series of digital events focused on the most important global issues affecting your industry and beyond.



Subscriber-only digital events

Join us for exclusive access to in-depth discussions with our specialist correspondents and put questions to the experts. Register now.



Upcoming events

Upcoming event

The fragmentation of global finance

Thursday May 16th 2024 · 4pm BST

[Register](#)



Previous events

April 18th 2024

Israel and the Middle East: elusive peace

Will a failed drone attack on Israel by Iran, and possible retaliation, spark a wider conflict in the Middle East? How can America's call for restraint be effective? As the humanitarian crisis in Gaza deepens, what role should Western and Arab leaders play? Our editors discuss the latest developments and the prospects for reducing tensions.

[Sign up](#) to our new subscriber-only newsletter *Middle East Dispatch* to access our coverage of this complex and consequential part of the world in one place.

01:00

[Play recording](#)



April 4th 2024

AI: everything you need to know

Following a special series on the Babbage podcast on the history and technical underpinnings of artificial intelligence, join Alok Jha, the science and technology editor, as he hosts a panel of *The Economist's* journalists to answer subscribers' questions about AI and its impact.

00:45

[Play recording](#)



March 21st 2024

The global economy: America up, China down

After years of soaring growth, China's economy is slowing, hit by a property crunch, falling



Additional opportunities to promote your brand



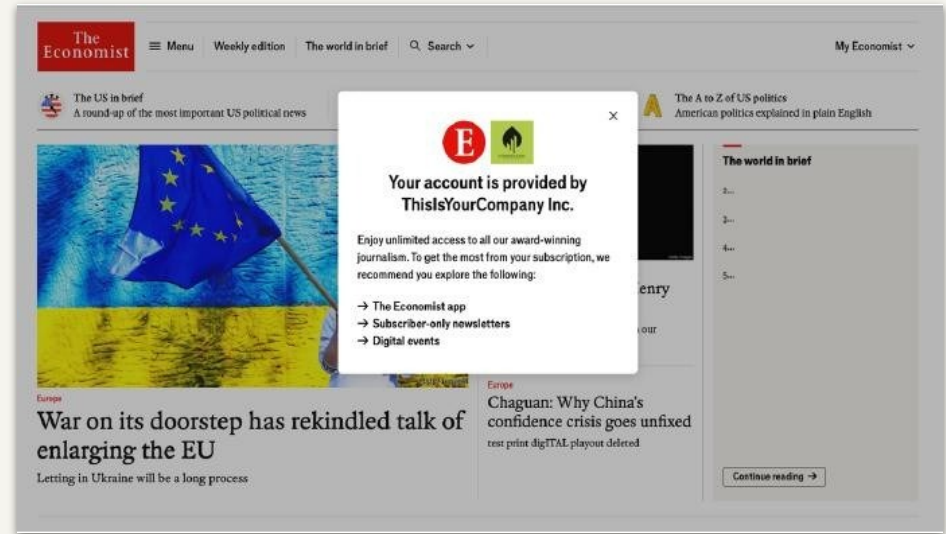
A new personalisation feature available for your organisation

As part of the login journey for your users, take advantage of this new personalisation offering that includes:

- **A branded welcome message:**
When your users log in for the first time, they will see a welcome message on *The Economist's* homepage with your logo prominently displayed.

Benefits include:

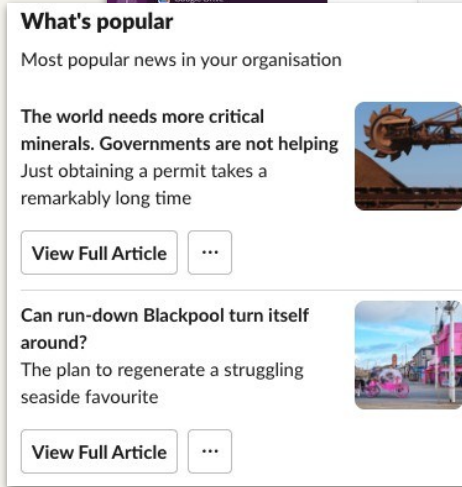
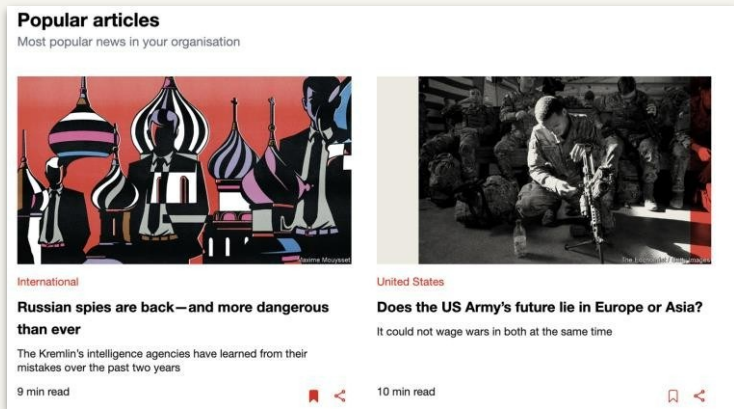
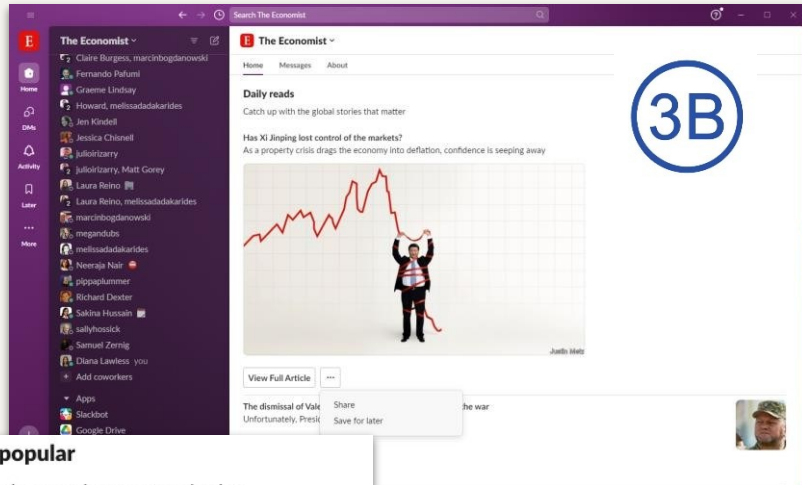
- *Brand promotion*
- *Raising awareness of subscription access that your company is providing*
- *Easy way to encourage adoption*



Integrate *The Economist* with Slack and Microsoft Teams

The Economist can now be added to your organization's Slack or Microsoft Teams as an app*

- **Bookmarks: save for later feature to stay focused but not miss out**
Don't have time to read now? Users can quickly save articles they are interested in to read later.
- **Collaboration: spark conversations by sharing internally**
Think a colleague or team would find an article useful? Users can easily share an article directly with a colleague or in a MS Teams or Slack channel.



*Optional feature



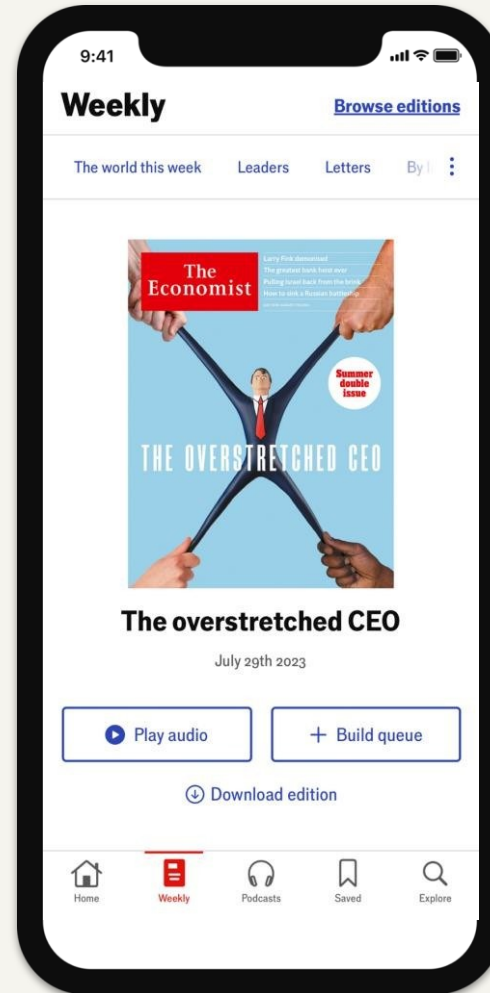
The right partner for complex times

As many academic institutions around the world are facing societal, geopolitical and macroeconomic headwinds, *The Economist* is the right publisher to help you inform and educate your future leaders during this era of increased uncertainty and change.

The Economist values and is dedicated to:

- Fact-led journalism
- Delivering engaging content that elevates the conversation
- Championing values that drive human progress

Let's begin the journey together to improve and empower your campus with **Economist Enterprise**



For any queries, Contact:

3B

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