

Your profile

Your own personalized area:



Your marked lists

You can view, create and manage your marked lists on the marked list edit page.



Digests and newsletters

Sign up and manage your subscriptions on the digest and newsletter page. Emerald publishes weekly e-mail digest alerts containing summaries of journal issues published each week. We also have a selection of newsletters available on a range of subjects.



Table of contents alerts

Sign up and manage your alerts on the table of contents alerts page. Subscribe to the table of contents alerts for your chosen journals and the contents page will be e-mailed to you whenever the latest issue becomes available online.



Your favourites

You can edit your favourites list on the favourites page. Save your preferred journals and books by clicking on the title. This will take you either to the latest issue for journals or to the volume list for books, where you can select: Add to Favourites.



Saved search alerts

Manage your alerts on the saved search alerts page. Searches will be automatically run and the results will be e-mailed to you.

Customer Support services

If you require any further assistance, please contact the Emerald Customer Support department.

E-mail: support@emeraldinsight.com

Frequently asked questions

Q. How do I access the Emerald website from home?

A. To access from home, speak to your librarian who will explain how you can access Emerald off campus.

Q. What is Emerald EarlyCite?

A. Emerald's online, pre-publication service that enables you to access journal articles prior to official publication.

Q. What is Emerald Backfiles?

A. 68,000 articles searchable in PDF, over 120 journals, all the way back to Volume 1 Issue 1. For further information go to: <http://info.emeraldinsight.com/backfiles>

Q. What if I need to use software tools for publishing and managing bibliographies?

A. You can download bibliographic references in ASCII format from the marked list feature within "Your Profile."

Q. How do I purchase an article?

A. To purchase individual articles register for a "Your Profile" account.

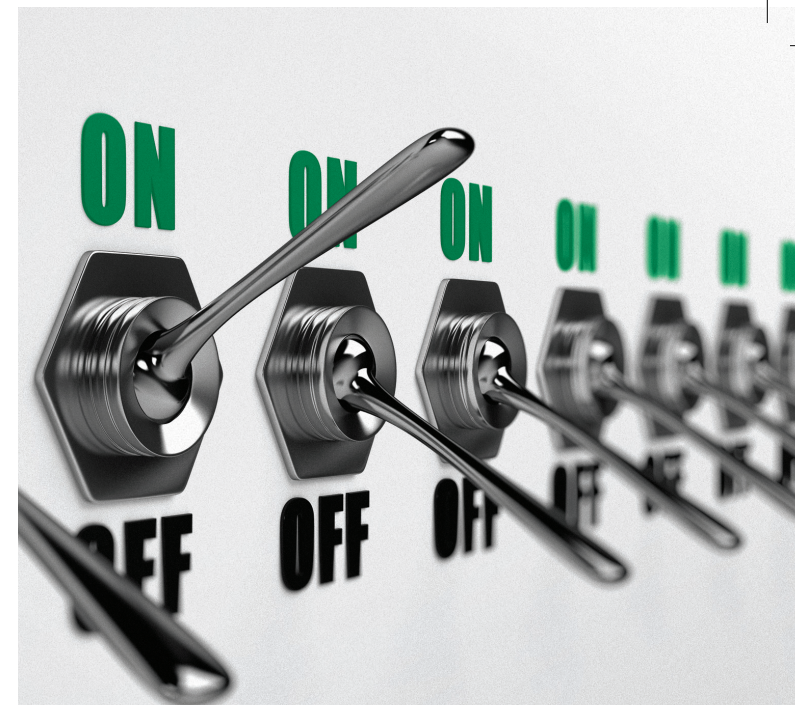
A full Article Purchasing Guide can be found at: http://info.emeraldinsight.com/products/subs/article_purchasing_guide.doc

Q. How will the article I purchased be delivered?

A. The article is e-mailed immediately on purchase in PDF or HTML format.

Q. Can I order over the phone?

A. Unfortunately we do not take orders over the phone. If you have a problem with the online purchase facility, please contact Customer Support, so that we may help you with your transaction.



Step-by-Step Guide

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Research you can use

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Enter your **username** and **password**

Search for

- Enter your word or phrase in search box under “Search for”
- Use the drop-down menu to specify the type of content for which you are searching
- Select “Go”.

Advanced search

- Select “Advanced search” on the left-hand menu
- Use the tabs on the top of the page to specify the type of content for which you are searching
- Enter your word or phrase in search box under “Search for”
- Refine your search by selecting the field in which you wish to search
- Select your search option from “All”, “Any” or “Phrase”:

All – Searches on **all** words entered by the user.

Example:

If the search is two words, then the results will contain **both words**, but not necessarily together

Any – Searches on **any** word(s) entered by the user.

Example:

If the search is two words, then you will receive results for each individual word

Phrase – Searches on the **exact phrase** in the order in which it is entered.

Boolean operators

Click on more options to access the Boolean operators:

- **AND** – results contain **all** of the terms entered
- **OR** – results contain **any one** of the terms entered
- **NOT** – results contain **one** term but **do not** contain another
- In addition you may limit your search by the year of publication
- To include “EarlyCite” and Backfiles, tick the relevant box
- Select “Search”

Tips on searching & browsing:

Selecting the “My Subscribed Content” option on Advanced Search or Browse returns only the results of the content to which you have full access.

When searching, try to avoid common words in isolation. For example, searching for “management” will return over 115,000 journal articles. Use more than one word where possible.

- Search results are organised by content type:
 - Journals
 - Books
 - Bibliographic databases
 - Site pages
- From your results page you can carry out a new search, modify your search or save your search (see [Your Profile](#) for information on saved searches).

Search results

Example:

Home > Advanced search > Search results: All

Search Results

View results for: All Journals Books Bibliographic Databases Site Pages

Content = All content, (marketing in All fields), inc. EarlyCite articles, inc. Backfiles content

[New search](#) | [Modify search](#) | [Add saved search alert](#) | Search in results: [Go](#)

Icon key: ☒ You have access to this item ☐ Backfiles ☐ EarlyCite ☐ Abstract only

Journals:
[View all 53151 results](#)

- 1 Marketing's Domain
Author(s): Gordon Foxall
Source: [European Journal of Marketing](#) Volume: 23 Issue: 8 1989
☒ [Preview](#) | [View HTML](#) | [View PDF \(1053kb\)](#) | [Abstract](#) | [Related items](#) | [Reprints & permissions](#)
- 2 Postmodern Marketing?
Author(s): Stephen Brown
Source: [European Journal of Marketing](#) Volume: 27 Issue: 4 1993
☒ [Preview](#) | [View HTML](#) | [View PDF \(1099kb\)](#) | [Abstract](#) | [Related items](#) | [Reprints & permissions](#)
- 3 The marketing of political marketing
Type: General review
Author(s): Nicholas O'Shaughnessy
Source: [European Journal of Marketing](#) Volume: 35 Issue: 9/10 2001
☒ [Preview](#) | [View HTML](#) | [View PDF \(65kb\)](#) | [Abstract](#) | [Related items](#) | [Reprints & permissions](#)
- 4 The organizational roles of marketing and marketing managers
Type: Research paper
Author(s): Osman Gök, Gungor Hacıoglu
Source: [Marketing Intelligence & Planning](#) Volume: 28 Issue: 3 2010
☒ [Preview](#) | [View HTML](#) | [View PDF \(109kb\)](#) | [Abstract](#) | [Related items](#) | [Reprints & permissions](#)

Browse

Use “Browse”, if you would like to view the content of a specific journal or book series or find journals/book series in a particular subject area.

You can browse journals, book series, reviews and abstracts (Bibliographic database) as follows:

- Under the “Browse” option on the left-hand menu select either “Books & Journals” or “Bibliographic Databases”
- “Books & Journals” titles are listed alphabetically and you can also browse by subject as the taxonomy is accessible on the same page
- When browsing “Bibliographic Databases” both Emerald Reviews and Emerald Abstract Products results are listed.

Home > Browse Journals & Books

Browse

Browse for: Journals & Books Bibliographic Databases

View: Both | [Just Journals](#) | [Just Books](#) Show: All content | [Just my subscriptions](#)

Title	ISSN	Type
Education + Training	0040-0912	Journal
Education, Business and Society: Contemporary Middle Eastern Issues	1753-7963	Journal
Electronic Library, The	0264-0473	Journal
Electronic Resources Review	1364-6137	Journal
Employee Relations	0142-5455	Journal
Employment in Organizations	0968-4891	Journal
Engineering Computations	0264-4401	Journal
Engineering, Construction and Architectural Management	0969-9988	Journal
Environmental Management and Health	0956-6163	Journal
Equal Opportunities International	0261-0159	Journal
Equality, Diversity and Inclusion: An International Journal	2040-7149	Journal
Euromed Journal of Business	1450-2194	Journal
European Business Review	0955-534X	Journal
European Journal of Innovation Management	1460-1060	Journal
European Journal of Marketing	0309-0566	Journal

Browse Options

By Title: [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](#)

By Subject:

- Accounting and Finance
- Advanced Automation
- Built Environment
- Business Ethics and Law
- Computational Mathematics
- Economics
- Education
- Electronics Manufacture and Packaging
- Enterprise and Innovation
- Environment
- Health Care
- Human Resource Management
- Industry and Public Sector
- Information and Knowledge Management
- International Business
- Languages and Linguistics
- Learning and Development
- Library and Information Studies
- Management Science and Management

Icon key

☒ You have access to this item

☐ Backfiles

☐ EarlyCite

☐ Abstract only



This book/journal has been added to your “Favourites” page managed within “Your Profile”