

The screenshot displays the ebrary Reader interface. The main window shows a document titled "Taking Effective Notes and Avoiding Plagiarism" on page 57. The document text includes sections on paraphrasing and citing, with several key points highlighted in yellow and red boxes. A yellow box contains the text: "Remember this page for next presentation." A red box highlights a sentence: "When you present empirical material, show where you acquired it so others can check the data for themselves. (The exception is commonly known material, which does not need to be cited.)" A tooltip above this red box says "Provide details regarding facts." To the left, a sidebar shows search results for "thesis" with filters for subject and date. To the right, a table of contents is visible, and an "InfoTools" menu is open, listing options like Define, Explain, Locate, Translate, Search Document..., Search All Documents..., Search Web, Search Catalog, Highlight, Add to Bookshelf, Copy Text..., Copy Bookmark, Print..., Print Again, Toggle Automenu, Preferences..., Help, and About ebrary Reader... The bottom of the window shows a "Sign Out" button and "Page 57 (65 of 410)".

**Acquire and Customize** your collection of e-books and other materials from leading publishers

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**Enhance Your End-user Experience** through InfoTools™ and other powerful features for easily personalizing and organizing information

**Integrate** every document in the ebrary system with other digital resources and information on the web

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- Law, International Relations & Public Policy
- Life Sciences
- Medical
- Nursing & Allied Health
- Physical Sciences
- Psychology & Social Work
- Religion, Philosophy & Classics
- Sociology & Anthropology

## Publisher Databases

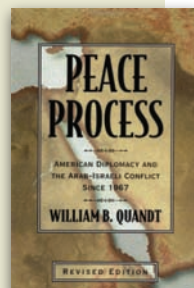
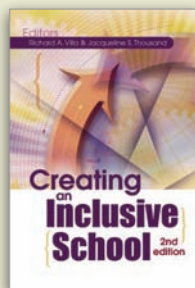
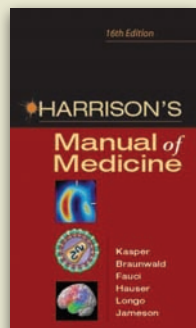
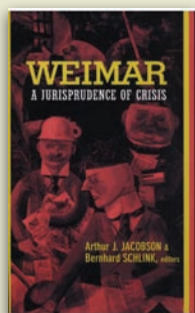
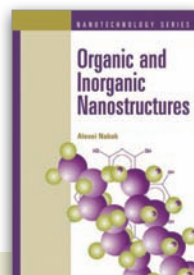
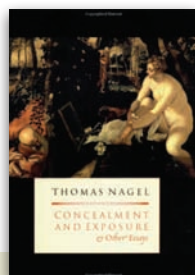
- Datamonitor
- D&B International Business Reports
- IGI Global InfoSci-Books

## Other Databases

- Community College (for U.S. and Canada)
- Public Library Complete
- Online Sheet Music

## Partial Publisher List for Subscription Databases

- Ashgate Publishing
- Beacon Press
- Berg Publishers
- Brill Academic Publishers
- Brookings Institution Press
- Columbia University Press
- Continuum International Publishing Group
- Emerald Group
- Greenwood Publishing
- I.B. Tauris Publishers
- Indiana University Press
- Island Press
- Jessica Kingsley Publishers
- John Benjamins
- Louisiana State University Press
- The McGraw-Hill Companies
- MIT Press
- Northwestern University Press
- New York University Press
- Palgrave Macmillan
- Penguin Group
- Rutgers University Press
- Sage Publications
- Temple University Press
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### **Partial Publisher List for Purchased Titles**

- ABC-CLIO
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- B.C. Decker
- CABI Publishing
- Cambridge University Press
- Cornell University Press
- Elsevier
- F.A. Davis
- Facts on File
- Guilford Press
- John Wiley & Sons
- Johns Hopkins University Press
- Kaplan Publishing
- Kogan Page
- Manchester University Press
- McGill-Queens University Press
- M.E. Sharpe
- Ohio University Press
- Pennsylvania State University Press
- Princeton University Press
- Springer
- Stanford University Press
- Syracuse University Press
- Taylor & Francis
- University of California Press
- University of Chicago Press
- University of Toronto Press
- University of Virginia Press
- University of Washington Press

**EASY TO USE**

**AFFORDABLE**

**ALWAYS AVAILABLE**

**POWERFUL RESEARCH TOOLS**

**FREE ON-DEMAND MARCS – SAME DAY DOWNLOADS!**

**USAGE STATISTICS**

**INTEGRATES WITH OTHER ONLINE RESOURCES**

*“ebrary’s content is multidisciplinary and supports our expanding faculty and curriculum. I am impressed by the large number of titles from leading academic publishers.”*

*Jim Dooley, Head,  
Collection Services,  
University of California, Merced, USA*



**USE IT FOR  
ANY DIGITIZED  
CONTENT THAT  
YOU OWN**

**INTEGRATES  
WITH EBRARY  
PRODUCTS AND  
OTHER ONLINE  
RESOURCES**

**HOSTED ON  
OUR SERVERS  
OR YOURS**

**RELIABLE  
AND SECURE**

*“The ebrary platform has enabled us readily to create dynamic topical sites based on our own content. We specifically like the way it enables us to integrate subject-specific sites with ebrary’s InfoTools, our OPAC, and ebrary’s databases. It is easy for our staff to upload PDFs, though ebrary implements and maintains the databases of PDFs for us.”*

*Michael Keller,  
University Librarian and  
Director of Academic  
Information Resources,  
Stanford University,  
Stanford, California, USA*

# Share, Archive and

Do you have electronic content that is not accessible to your users? Do you want that information to be accessible to other institutions and archived according to industry best practices and standards?

The same technology that powers ebrary’s e-book products is available as an ASP service or ISIS, standalone licensed software that runs on your own servers. With ebrary’s technology, you can cost-effectively distribute your own digitized materials online and integrate them with other digital resources including e-books from ebrary.

All ebrary products include rich features that enhance the end-user experience including our InfoTools™ software.

**ebrary’s ASP Services – a quick and affordable way to easily distribute and share your own digital content online.**

- Pain free – we do the work for you.
- Integrates with ebrary content, other resources in your library and on the web.
- Can be delivered via a single, easy-to-use interface.
- Supports multiple business and payment models.

- Easy PDF submission.
- Simple meta-tagging.
- Usage statistics.
- Ability to customize and integrate with ebrary APIs.
- Reliable and secure.
- Available in multiple languages.

**ebrary “ISIS” Toolkit – A modular, flexible, and scalable system that runs on your servers, behind your firewall.**

- You have complete control and ownership.
- Extends the functionalities of your existing repositories of PDF files.
- Deals with multiple metadata standards (or lack thereof).
- Customized metadata.
- Integrates multiple business models and supporting workflows.
- Handles many delivery formats.
- Local content and DRM control.
- Local user management.
- Collection management.
- User interface customization.
- Automated maintenance and monitoring.
- Support for remote collections.

From date:  
Subtotal by:  
Category:

**From 06-2004 to Date  
By Calendar Month.  
All Categories.**

**From 06-2004 to Date**

Date	User Sessions	Documents Viewed	Pages Viewed	Pages Copied	Pages Printed
6-2004	1129	1042	7341	199	1374
7-2004	1036	893	9902	220	1779
8-2004	2584	2149	22267	548	3405
9-2004	1846	1567	15614	879	2330
10-2004	2023	1724	21019	854	3014
11-2004	1301	1100	12015	617	3923

	Documents Viewed	Pages Viewed	Pages Copied
RE	92	759	
	84	1018	
& SPIRIT	10	40	
ECONOMICS	7510	97785	49
	1931	29736	8
HOBBIES	1	13	
	5	80	

# Distribute your own digitized content online

All ebrary products include powerful technology for optimizing the end-user experience such as InfoTools and features for easily finding, managing, and organizing information (see next page).

## Who's using the ebrary platform for their own e-content?

- The McGraw-Hill Companies
- Blackwell Book Services
- American Library Association (ALA)
- Special Library Association (SLA)
- Stanford University
- Cyberlibris
- Gibson Library Connections
- Duke University Press
- Ontario Council of University Libraries
- Brigham Young University/Consortium of Church Libraries and Archives
- Informa Healthcare
- PriolInfo
- iGroup
- TechKnowledge
- The Citadel
- Southwestern Oklahoma State University
- Tartu University
- Kirtas
- Jamaica Tourist Board
- e-Libro
- BRA Virtual eCONTENT (BRAVeCONTENT)
- Many others

Left: The ebrary system provides granular usage statistics.

Above right: Stanford University licenses ebrary's technology to distribute its own special collections as well as ebrary content via a single interface.

Right: Cyberlibris uses ebrary's technology to distribute content to business schools and corporations throughout Europe and Africa.

SUL EBRARY COLLECTIONS

Home | My Bookshelf | My Profile

Search ebrary | Hide Advanced Option | All Subjects

SEARCH | CHAPTER RANKING

Search in: All Fields for business plans

... and in: Subject for business

... and in: Publication Year from 2000 to 2008

Focus your search by selecting subjects below:

- SMALL BUSINESS
- Business
- Business logistics
- New Business Enterprises
- Success in business
- INTERNATIONAL BUSINESS ENTERPRISES
- Management
- Business presentations
- BUSINESS & ECONOMICS
- Negotiation in business
- Business consultants
- Social responsibility of business

Search ebrary

Showing 1 - 10 of 1,167 documents

**History of Small Business in America**  
 Author: Blackford, Mansel G.  
 Publisher: University of North Carolina Press  
 Released: 2003  
 Subjects: BUSINESS ENTERPRISES, UNITED STATES, SMALL BUSINESS

Hide Table Of Contents | Find Similar

Rank	Contents
1	Contents
2	Tables
3	Preface
4	Introduction
5	1. Small Business before 1880
6	2. Small Business in the Age of Giant Enterprise, 1880-1920
7	3. Industrial Districts and Stand-Alone Companies
8	4. Small Business in Boom and Bust, 1921-1945
9	5. Specialty Products and Niche Markets
10	6. Small Business in an Expanding Economy, 1946-1971
11	7. Small Firms in the Silicon Valley
12	8. Small Business in Modern America, 1972-2000
13	9. Independent Bookstores in a Time of Consolidation
14	Conclusion
15	Index

Nazar Foods Company : Business Process Redesign Under Supply Chain Management Context

CYBERLIBRIS

Mon Cyberfolio  
Mes favoris  
Mes veilles

Infothèque  
Kiosque  
Observatoire  
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Conseils d'experts  
Médiathèque

Agora  
Blogwatch  
Institutions

Services  
Suggestions  
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RECHERCHE | ETAGERES

← CACHER

Rechercher le(s) mot(s) suivant(s):

1. management  
dans

2.   
dans

Toutes Langues

Rechercher

→ recherche avancée

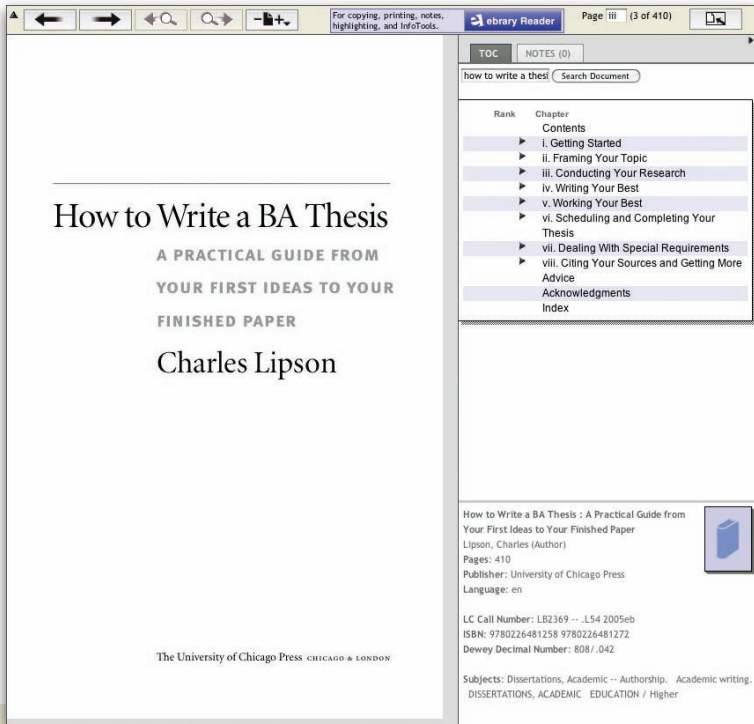
Resultat de la recherche : 5931 documents  
Premier | Précédent | Suivant | Dernier |

Popularité: ■■■■■

**The Owner's Role in Project Risk Management**  
 Auteur: Committee for Oversight and Assurance  
 Project Management, National Research Council of the National Academies  
 Press - 102 pages - 2005

Sujets: Project management, Risk management.

# Enhance Your End-User with ebrary's

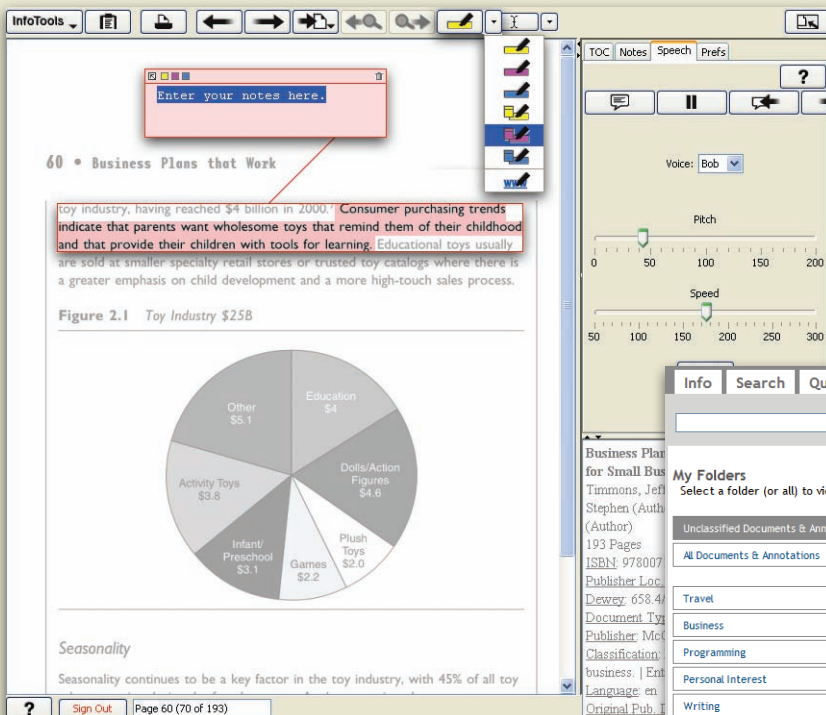


## WHAT SETS EBRARY APART?

ebrary is one of the first e-book content and technology providers, serving the library community for more than a decade.

Based on feedback from our customers, we have developed a powerful system that creates a user experience that integrates with the way in which people find and use information.

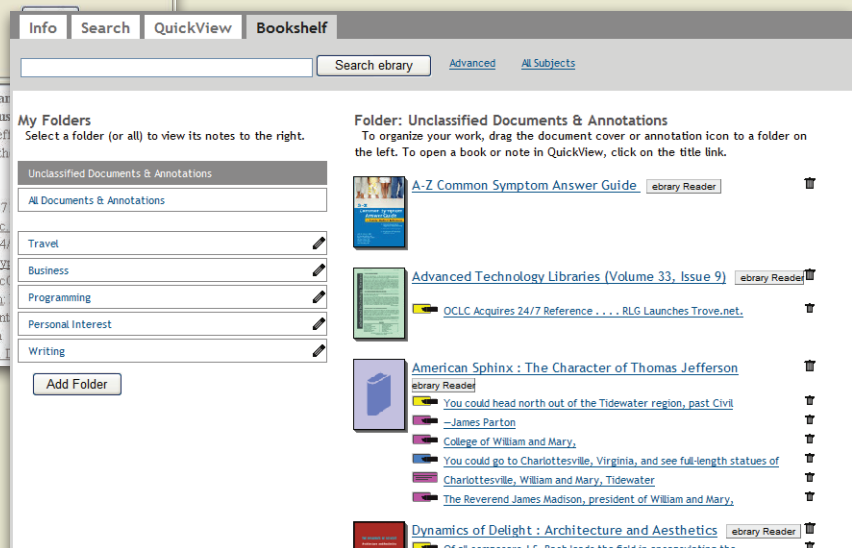
With more than 1,700 library customers throughout the world, our interface is generally recognized as the best in the industry.



Top left: QuickView instantly displays documents in your browser – no downloads or installations required!

Middle: With the Unity Reader, you can highlight text in multiple colors with or without moveable notes. The Unity Reader also offers text-to-speech.

Bottom: Notes and highlights are automatically saved on your personal bookshelf and managed through the use of folders.





# Experience powerful technology

## Our products get used!

Year-over-year, ebrary sees a dramatic increase in usage. While recent studies show that end-users spend less than four minutes on most e-book sites, end-users spend more than 17.5 minutes in ebrary! Similarly, while reports show that e-books in general have relatively low usage, ebrary end-users spend an average of nearly 40 seconds on any given page, proving that our content is being used.

## A choice of viewing technologies and functionality

ebrary recognizes that there are different methods of research and different requirements for various users. By offering our customers a choice of viewing options, we can help address these diverse needs.

ebrary provides a number of options for viewing our content at both the customer and end-user levels.

We currently offer the ebrary QuickView Reader™, which allows instant viewing in a browser, no installations or plug-ins required. We also offer the ebrary Unity Reader™ and ebrary Plug-in Reader™, which offer greater functionality such as printing, copying text, text-to-speech, and ebrary InfoTools™.

Many of our end-users use QuickView to instantly peruse a document, then use the Unity Reader or Plug-in Reader for more in-depth research and functionality.

## Key Features and Benefits\*

- Anytime/anywhere access
- Integration and word-level interaction with InfoTools (see next page)
- Multiple search and navigation options
  - Simple
  - Advanced
  - Refine by subject
  - Find similar
  - Search document
  - Search all documents
  - Search history
  - Navigate to search term
  - Navigate page-by-page
  - Navigate to highlights and notes
  - Go to page number
  - Search results by top books
  - Search results by top chapters
  - Browse
- Text-to-speech
- Highlight text with or without moveable and resizable notes
- Personal bookshelves with folders that store documents and individual notes
- Copy and paste text with automatic citations
- Print with automatic citations
- Transform text to hyperlinks
- Zoom and scale

\* Functionality may vary depending on which ebrary Reader is used.

EASY TO USE

CUSTOMIZABLE

AVAILABLE  
WITH ALL  
EBRARY  
PRODUCTS

*“The most useful feature is the InfoTools menu, especially the ability to highlight text and take notes. Our students also like the ability to automatically store all their highlights and notes on their personal bookshelf.”*

*Marie Wenander,  
Acquisitions Librarian,  
Chalmers University  
of Technology,  
Göteborg, Sweden*

# Integrate every document with other digital resources and information on the web

## HOW CAN YOU OPTIMIZE YOUR END-USER EXPERIENCE, INCREASE USAGE, AND GET MORE VALUE OUT OF YOUR EXISTING RESOURCES?

### 1. Optimize your InfoTools™!

All ebrary products include InfoTools, a customizable set of utilities that link end-users to the online resources of your choice. Many InfoTools features can be activated simply by selecting a word or phrase of interest with your mouse. ebrary automatically provides a contextual link.

### 2. Load our MARCs

ebrary provides free on-demand MARC records, allowing our e-books to be found and accessed directly through your catalog. On average, ebrary customers achieve a 400% increase in usage after loading MARCs.

### 3. Integrate further using our APIs

ebrary's APIs allow you to customize our interface and integrate our key features with your own website and workflow. Additionally, our APIs may be used to enable single sign-on access from your own servers and can seamlessly direct end-users to their personal bookshelves.

### 4. Use our Blackboard Building Block

Single sign-on provides seamless control of user access from your Blackboard system, with automatic bookshelves on ebrary.

Nike	Just do it!
Federal Express	Absolutely, positively
McDonalds	We love to see you
Cisco Systems	Discover all the possibilities
Microsoft	Where do you want to go today?

The key to the story model is capturing the reader's attention. The tagline is the foundation, but in writing the plan you want to create a number of visual catch points. Too many business plans are text-laden, dense manifestos. Only the most diligent reader will wade through all that text to find the valuable nuggets. Help the reader by highlighting different key points throughout the plan. How do you capture the reader's attention? Some effective techniques include extensive use of subheadings, strategically placed bullet point lists, diagrams, and sidebars.<sup>1</sup> The point is to make the document not only visually attractive.

Now let's look at the major sections of the plan (Exhibit 3.2). Keep

- Define
- Explain
- Locate
- Translate
- Who
- Search Document...
- Search All Documents...
- Search Web
- Search Library
- Search Resources
- Search Catalog**
- Search Video
- Search Audio
- In The News
- Highlight
- Add To Bookshelf
- Copy Text...
- Copy Bookmark
- Print Pages
- Print Again
- Toggle Automenu
- Preferences...
- Help...
- About ebrary Reader...

Multiple viewing options optimized for different users and different environments.

- By Author
- By Title
- By Subject
- By Keyword**

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