

# Information services for marketers



## Cutting Edge

Our weekly digest is a round-up of pertinent marketing and business news. Cutting Edge keeps marketers up to date with the marketing world, saving time and the need to search the business press. Members may opt in to receive a weekly alert, and also access the full version of this digest, at [www.cim.co.uk/cuttingedge](http://www.cim.co.uk/cuttingedge)

Listings of marketing awards and forthcoming events around the world are also available on this webpage.

## Agenda papers

The Chartered Institute of Marketing presents a new Agenda every six months, addressing important subjects for today's marketers. The Agenda paper sets out the issues, and analyses the drivers, implications and solutions for each particular topic. The ideas and thoughts of academics and practitioners from around the world are sought and discussed in these papers, we encourage members to take part in the debate and shape the agenda themselves.

The papers can be viewed at [www.cim.co.uk/agenda](http://www.cim.co.uk/agenda)

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The Chartered Institute of Marketing (CIM) Information and Library Service is a dedicated marketing focused collection in the UK, and one of the most extensive in the world, making it an essential, specialist source of information for marketers. CIM members may visit the library, or access an online range of resources via our website. Non members can visit by arrangement.\*

### One-to-one research

Our researchers are available either by phone, email or in person to assist with your research needs. Some questions can be answered quickly and directly, while others may require a more in-depth response. Our Information Officers can supply a list of references via email, or users can carry out their own search at [www.cim.co.uk/library](http://www.cim.co.uk/library).

Articles and sections of reports can be photocopied by visitors or the library staff can post out copied documents, where permissible within the copyright law.\*

### Bespoke research

We also offer a bespoke service for more in-depth enquiries. Simply discuss your research brief with our trained Information Officers who will search the catalogue and select the most appropriate material on your

behalf. Copies of relevant material will be sent to the address of your choice.\*

### Book loan service

Members in the UK and Eire may also borrow books from the collection.\*

### Market research and resources

The Information and Library Service subscribes to a range of market reports, including Mintel, Key Note, MBD and Snapdata. These are available to view by those visiting the library and selected pages can be copied under agreements with the publishers. The collection also includes 120 journal titles, more than 4,000 books, electronic databases, conference papers, directories and marketing dictionaries. Government

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statistics, salary surveys and a collection of ephemeral literature complete this unique resource. Bibliographic details of all items, including individual journal articles, are entered on the library catalogue, making the collection accessible to members to search online.

### Online access to marketing resources

The Information and Library Service web pages can be found at [www.cim.co.uk/marketingresources](http://www.cim.co.uk/marketingresources) where members may access a range of resources, including online journals and reports, the library catalogue and Fact Files.

### Online journals and reports

Online journals and reports are available via Business Source Corporate and UK/Eire Reference Centre. These two databases have over 3,000 journals and newspapers in full text and over 7,000 as just abstracts. In addition, CIM members can access company profiles of the global top 10,000 organisations, country profiles and industry reports free of charge.

### Library catalogue

Search the Library catalogue remotely by visiting [www.cim.co.uk/library](http://www.cim.co.uk/library) to view references to material held in the collection. Our catalogue is updated daily.

### Fact Files

Our Fact Files provide members with a brief introduction to various marketing subjects and other relevant topics. They provide comment on a subject, and links to websites and to other organisations which may be of assistance. Titles available include:

- *Company Website and Email requirements*
- *Codes of Conduct*
- *Privacy and Electronic Communications Regulations*

More Fact Files can be viewed and downloaded from the Marketing Resources section.

Other facilities available on the Marketing Resources section include a marketing glossary and case studies. Members can also discover how to gain discounts on the purchase of many Mintel and Key Note reports.

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