



Electronic Resources for Members

As a member you have exclusive access to a wealth of electronic knowledge saving you time and money. To help you navigate these services here is a brief description of what is available from each service, links to user guides, terms and conditions of use for the electronic member resources so you can take full advantage of what is on offer.

How to access the services

Login to the website with your username and password*. The links to the services will then become active within MyCIM.

*You will need to set up an online account using your membership number and e-mail address.

Ebsco database access by members of CIM

Access to Ebsco databases are offered to members under these [terms and conditions](#).

There are six databases available to you:

- **Business Source Corporate** is a collection of journals and magazines covering all industries. There are 2,700 in full text and about 7,000 more as abstracts. This collection also contains company reports of the top 10,000 companies plus a range of industry and country reports. The company reports include a SWOT analysis and the industry reports contain market overview, market value and segmentation information.
- **Regional Business News** is a collection of regional business press from the US.
- **McClatchy-Tribune Collection** is a collection of 290 world newspapers on a 90-day archive.
- **UK/Ireland Reference Centre** is a collection of newspapers and magazines covering British and Irish sources plus additional international sources.
- **Library, Information Science & Technology Abstracts** is an abstract collection specific to the world of Librarianship and online information retrieval.
- **GreenFILE** again a mixture of abstracts and full text journals covering the topic of the environment.

To help you get the best out of the databases there are a range of tutorials. These include general usage plus how you can set up a 'MyEbscohost' account that will allow you to save articles in your own area on the Ebsco website plus allow you to set up alerts for particular journals or subjects. You could, for example, set up an alert for the next issue of a journal or maybe set up an alert for your own company to see where you are mentioned in the press.

Links for tutorials:

[Introduction to Ebsco](#)

[Basic searching](#)

[Advanced searching](#)

[How to create search alerts](#)

[How to create journal alerts](#)

[Personalised folders](#) (MyEbscohost)

For information on Cookies used on the Ebsco site please visit their [cookie page](#).

Emerald database access by members of CIM

Access to the Emerald database of marketing journals is offered to members under these [**terms and conditions**](#).

As members you have access to the key 22 marketing journals published by Emerald in full text on your desk top. These journals are academic, peer-reviewed titles. The titles and available dates are as follows:

- Asia Pacific Journal of Marketing and Logistics – online content from 1998
- Corporate Communications An International Journal – online content from 1999
- European Journal of Marketing – online content from 1989
- International Journal of Bank Marketing – online content from 1994
- International Journal of Pharmaceutical and Healthcare Marketing – online content from 2007
- International Journal of Wine Business Research – online content from 2006
- International Marketing Review – online content from 1994
- Journal of Arts Marketing – online content from 2011
- Journal of Business & Industrial Marketing – online content from 1994
- Journal of Communication Management – online content from 2000
- Journal of Consumer Marketing – online content from 1994
- Journal of Fashion Marketing and Management An International Journal – online content from 2001
- Journal of Historical Research in Marketing – online content from 2009
- Journal of Islamic Marketing – online content from 2010
- Journal of Product & Brand Management – online content from 1994
- Journal of Research in Interactive Marketing – online content from 2007
- Journal of Research in Marketing and Entrepreneurship – online content from 1999
- Journal of Services Marketing – online content from 1994
- Journal of Social Marketing – online content from 2010
- Marketing Intelligence & Planning – online content from 1994
- Qualitative Market Research An International Journal – online content from 1998
- Young Consumers – online content from 2002

There are a range of other journals, just for selected dates, that will also be available in full text through this interface; this is due to an in perpetuity licence that we have with Emerald. You will also be able to search the complete Emerald database and you will be given the opportunity to purchase articles from outside the collection. The approximate cost for this will be £20.00 plus VAT per article.

Please ensure you are successfully signed into the service; it should say '*Brought to you by:* CHARTERED INSTITUTE OF MARKETING' in the top right corner.

For online help please visit the [**Emerald User**](#) help page. For information on their cookie policy please visit their [**cookie page**](#).

MyiLibrary database access by members of CIM

Access to MyiLibrary database of online books is offered to members under these [**terms and conditions**](#).

MyiLibrary is a growing collection of online books. You are able to create an account online that will allow you to bookmark pages and write notes. The [**Myilibrary account guide**](#) will explain how.

Please Note: These books are designed to be used online not to be downloaded to a reader. If the online facility detects abuse of downloading permissions then it may lock you, and everyone else, out of the title for a period of time. A lockout may also occur if the system detects actions that it may consider to be copying software that is trying to copy sections of the book a page at a time, repeated and rapid use of the 'Next' and 'Previous' buttons may fall into this category. We recommend the 'search' and 'table of contents' functionality as your main navigation tools, with use of the 'Next' and 'Previous' buttons for browsing purposes, not for moving through large numbers of pages at speed.

Terms and conditions of use for members of The Chartered Institute of Marketing.

Ebsco

1. Databases may be used at any time if accessed from computers based at Moor Hall, Cookham. This includes delegates on our training courses based on site.
2. Individual members (all grades) of CIM have access to the Ebsco databases via the secure 'MyCIM' member area of www.cim.co.uk. This access does not include institutional members.
3. Remote access, as per point 2, is permitted for the reasons of personal research. Remote access by members from their place of employment for research on behalf of their employer, or to assist their organisation saving the cost of an appropriate subscription to the database, is prohibited.
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5. The onward distribution of access to another institute or organisation is also prohibited.
6. The reselling of any database, or specific content offered in any database is prohibited.
7. Access to the database for the purpose of generating membership is prohibited.
8. The promotion of any specific content as offered in the databases is prohibited.
9. The reference to any specific publication name and/or publisher as found in the database is prohibited.

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3. Members are permitted, dependent on individual publishers' restrictions, to download and print selected sections of the books displayed for their own research and study.
4. The downloading and printing is restricted to 10 pages per title per visit.
5. Non-members of CIM will not be given access to the database.
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