



## 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, with 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

**Activate your account** to access the services. You will need to set up an online account using your membership number and email address.

### Ebsco database access by members of CIM

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

You have access to:

- **Business Source Corporate Plus** is a collection of journals, magazines and newspapers covering all industries and published around the globe. There are 5,600 in full text and many more as abstracts. This collection also contains company records for over one million companies and profiles of the top 10,000+ companies range of industry and country reports. There is a company database facility and thousands of company profiles, many including a SWOT analysis. There are also industry reports contain market overview, market value and segmentation information. Newswires are also included.
- There are then three abstracting services:
  - **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 covering the topic of the environment.
  - **OpenDissertations**

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 desktop. These journals are academic, peer-reviewed titles. The titles and available dates are as follows:

- Arts and the Market
- Arts Marketing: An International Journal
- 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
- IMP Journal – online contents from 2015
- International Journal of Bank Marketing – online content from 1994
- International Journal of Pharmaceutical and Healthcare Marketing – online content from 2007
- International Journal of Sports Marketing and Sponsorship
- International Marketing Review – online content from 1994
- 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 either an *in-perpetuity* licence that we have with Emerald or where journal titles merged. 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 from £20.00 plus VAT per article.

Please ensure you are successfully signed into the service the page should have a CIM logo top right.

For online help please visit the [Emerald User](#) help page for tutorials and guides. You can set up journal alerts for example. For information on their cookie policy please visit their [cookie page](#).

## Ebook Central database access by members of CIM

Access to Ebook Central database of online books is offered to members under these terms and conditions.

Ebook Central 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. There is more help available at on the [ProQuest YouTube channel](#).

**Please Note:** There is a mixture of books in this collection, some that can only be read online and some that can be downloaded to a reader. With some of the titles you can download for short periods. With the online books you can print a small section as permitted by the publishers. These additional services will require you to set up an account on the platform.

## 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](http://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.
4. Non-members of CIM will not be given access to the databases except as in point 1.
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.

### Emerald

1. The database 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 Emerald via the secure 'MyCIM' member area of [www.cim.co.uk](http://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.
4. Members may search the database then print out a copy of an article for personal research.
5. Non-members of CIM will not be given access to the database except as in point 1.
6. The onward distribution of access to another institute or organisation is also prohibited.
7. The reselling of the database, or specific content offered, including photocopying, republishing or abridging the articles in any database, or on any website, is prohibited.
8. Members will not remove authors' names or copyright notices, or other means of identification or disclaimers as they appear on the material.

### Ebook Central

1. Individual members (all grades) of CIM have access to Ebook Central online books via the secure 'MyCIM' member area of [www.cim.co.uk](http://www.cim.co.uk). This access does not include institutional members.
2. Remote access, as per point 1, 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.
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 dependent on the publisher permissions.
5. Non-members of CIM will not be given access to the database.
6. The onward distribution of access to another institute or organisation is also prohibited.
7. The reselling of the database, or specific content offered, including photocopying, republishing or abridging the books in any database, or on any website, is prohibited.
8. Members will not remove authors' names or copyright notices, or other means of identification or disclaimers as they appear on the material.

### For further assistance please contact:

CIM, Moor Hall, Cookham,  
Maidenhead, Berks SL6 9QH

T **+44 (0)1628 427120**  
E **[membership@cim.co.uk](mailto:membership@cim.co.uk)**