CIM

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.
    - **American Doctoral Dissertations, 1933-1955**

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 'MyEbsco*host'* 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:

- 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. 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. There is more help available at MyiLibrary help. [You will need to on the MyiLibrary website for this help guide link to work.]

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 the permitted books you can download for 7 days. With the online books you can print up to 10% of the book but 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.
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5. The onward distribution of access to another institute or organisation is also prohibited.
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