



# Emerald Group Publishing

Ведущее издательство научной  
литературы по менеджменту

Мартин Дембовски

MOSCOW 2009



# Содержание



Research you can use

## О компании **Emerald Group Publishing Ltd**

- История **Emerald**
- Печатная продукция **Emerald** и её тематический диапазон
- Другие уникальные услуги **Emerald**
  
- **Emerald Management Xtra**
  - Краткий обзор содержания
  
- **Преимущества продукции **Emerald****
  - Краткий обзор содержания
  
- Ответы на вопросы



Research you can use

# О компании Emerald

- **Emerald** – это издательство с 40-летним опытом работы в издательском деле, признанное международным профессиональным сообществом
- Основано группой видных научных работников в 1967 году. В 2009 издательством Emerald опубликовано свыше 200 наименований журналов
- **Emerald** – крупнейшее в мире издательство научной и специальной литературы в сферах бизнеса, менеджмента, библиотечных и информационных услуг

# Продукты и услуги Emerald



Research you can use

Широчайший тематический

диапазон:

- Бухгалтерское дело, финансы и право
- Экономика
- Менеджмент в образовании
- Менеджмент в здравоохранении
- Управление информацией и знаниями
- Инновации и предпринимательство
- Международный бизнес
- Управление в библиотечном деле
- Теория управления и исследования в области менеджмента
- Управление персоналом
- Управление качеством
- Маркетинг
- Операционное управление и логистика
- Организационное развитие и управление изменениями
- Управление и измерение эффективности
- Стратегическое управление
- Обучение и развитие

# Emerald – Specialist Focus on Business Schools

SAGE Publications

OXFORD  
UNIVERSITY PRESS

ProQuest



WoltersKluwer

Springer



CAMBRIDGE  
UNIVERSITY PRESS



WILEY  
Publishers Since 1807

# О компании Emerald



Research you can use

- В изданиях Emerald публиковались авторы, представляющие 98 из 100 лучших бизнес-школ с учебными программами MBA (согласно рейтингу Financial Times за 2008 г.)
- Журналы Emerald выписываются 96 лучшими бизнес-школами мира (согласно рейтингу Financial Times за 2008 г.)
- Востребованность по всему миру – свыше 1600 подписчиков более чем в 80 странах
- Обширная география – представительства в Великобритании, США, Китае, Индии, Австралии, Японии и Малайзии.

# Продукты и услуги Emerald



Research you can use

## Печатные публикации

- **Emerald** – основной издатель свыше 200 журналов, из которых 40 состоят в рейтинге ISI
- Вот лишь некоторые из числа основных изданий **Emerald**:
  - *Management Decision*
  - *European Journal of Marketing*
  - *The TQM Magazine*
- В журналах **Emerald** публиковались такие известные авторы, как:
  - Филипп Котлер, Кэри Купер, Питер Друкер и Малкольм Макдональд

## Emerald product information

### The world's leading publisher of management research

As the world's leading English language publisher of academic and professional management literature, Emerald strives to be publisher of choice for academics, researchers and professionals in the fields of management, library services and engineering.

Download Emerald's  
**2009**  
Product Portfolio

 Emerald



### Emerald Management Xtra



**Emerald Management Xtra is the largest, most comprehensive collection of peer reviewed management journals and online support for librarians, faculty, researchers and deans.**

By bringing together integrated access to journals, reviews and user-centric support resources, Emerald Management Xtra helps position the library at the heart of a university's service provision.

It offers much more than journals in a library or papers online; Emerald Management Xtra provides the opportunity to exchange ideas and information, get to know what is happening in the world of research work-in-progress, find out what relevant conferences are being planned and read reviews of previous ones.

[Find out more about Emerald Management Xtra](#)

### Emerald journals

Emerald is the world's leading publisher of management research. Our focus on theory into practice means that all [Emerald journals](#) publish papers with direct application to the world of work.

### Emerald Backfiles

[Emerald Backfiles](#) provides access to more than 60,000 articles, some dating back as far as 1899. Backfiles consists of over 120 business and management titles in one unified platform.

### Emerald Management First

[Emerald Management First](#) is an online resource centre for busy

### Emerald Subject Collections

[Emerald's Subject Collections](#) provide access to unique groups of high quality peer-reviewed journals in specific management disciplines, ensuring the information is directly relevant to your interest area.

### Emerald Series and Books

Find out more about a diverse and eclectic range of [book series, series and monographs](#) which strengthen Emerald's position as the world's leading publisher of management research.

### Emerald InTouch

[Emerald InTouch](#) is a Web space and hosting service designed



# Emerald Website



Research you can use

[www.emeraldinsight.com](http://www.emeraldinsight.com)

 **EmeraldManagementXtra**

**Emerald Management Xtra is the largest, most comprehensive collection of peer-reviewed management journals and online support for librarians, students, faculty researchers and deans.**



Presenting an entirely new approach to the provision and use of management information.

### What is Emerald Management Xtra?

Emerald Management Xtra presents an entirely new approach to the provision and use of management information. It was developed by talking through the ideas, problems and headaches of our academic community members including deans, directors, researchers, teachers, students and librarians in business schools and university management departments worldwide.

### Audience

- Librarians
- Students
- Faculty researchers
- Deans

### Features

- 175 full text journals
- Reviews from the world's top 300 management journals
- Access to over 85,000 full text management articles of the highest calibre

### Benefits

# Emerald Management Xtra



Research you can use

- Крупнейшее в мире, наиболее полное собрание ресурсов и статей из рецензируемых журналов по менеджменту и вспомогательных средств для исследователей, библиотекарей, преподавателей, студентов, и руководителей учебных заведений
- Это не просто полнотекстовая база данных – Management Xtra содержит больше материалов, обзоров и аннотаций, чем любая другая база данных по бизнесу и менеджменту
- Основное назначение БД – максимально упростить исследовательскую деятельность, преподавание и обучение в области менеджмента

# Emerald Management Xtra



Research you can use

- **Полнотекстовые версии статей по менеджменту** – собрание статей из 200 наиболее престижных и рецензируемых журналов, охватывающее все основные области менеджмента (маркетинг, управление персоналом, экономика, финансовое управление, стратегическое управление)
- **Обзоры исследований по менеджменту** – независимые систематизированные обзоры статей из 300 ведущих журналов по бизнесу и менеджменту

## Emerald Management Reviews

- Более 230,000 обзоров статей из ведущих журналов и периодических изданий, выпускаемых другими издательствами
- Архив с 1988 года
- Основные реферируемые источники:
  - The Economist
  - Harvard Business Review
  - Business Week
  - Journal of Marketing
  - Journal of Finance
  - Sloan Management Review
  - McKinsey Quarterly



username

password

Submit

Athens login

Register

Forgot Password?

Logout

Business Manager Access

My Profile

For Administrators

Search & Browse

Quick Search

Advanced Search

Browse

Saved Search Alerts

Marked Lists

Product Information

Licensing Services

For Authors

For Librarians

Research Zone

Learning Zone

Teaching Zone

Support Resources

About Emerald

# Welcome to Emerald

The world's leading publisher of management research



**Emerald: research you can use.**

Good research in management should help the world to be better managed. To make the world better managed means a bridging of the gap between the world of research and the world of application.

Emerald's mission is to make this a reality.



## New Titles from Emerald

The Electronic

### Quick search:

All fields



Search

### Quick browse:

Browse by: [journal title](#) or [subject](#)

Quick link to journal table of contents:

Please select a journal



### Emerald books



Emerald [books](#) consolidate our position as the world's leading publisher of management research.

### Emerald news



Take a look at latest [news announcements](#), press releases, press packs and press release archives.

- My Profile
- For Administrators
- Search & Browse
- Quick Search**
- Advanced Search
- Browse
- Saved Search Alerts
- Marked Lists
- Product Information
- Licensing Solutions
- For Authors
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald

## Quick Search

Search for:

 in All content 

Matching:  All  Phras

Limit to:  All content

- All content
- All content
- Journals**
- Books
- Bibliographic Databases
- Site Pages

**Include in results:**

- EarlyCite Articles
- Emerald Backfiles

### Search Brief guides to...

- [Browse](#)
- [Quick Search and Advanced Search](#)
- [Search Results List](#)
- [Browse Results Page](#)

### Search History

Search	Content	Results
--------	---------	---------

Research Zone

Learning Zone

Teaching Zone

Support Resources

About Emerald

## Journals [View all 1844 results](#)

[Bringing the corporation into corporate branding](#)

**Source:** [European Journal of Marketing](#); Volume: 37; [Issue: 7/8](#); 2003

[View HTML](#) | [View PDF](#) (228 KB) | [Reprints & Permissions](#)

[Ethical branding and corporate reputation](#)

**Source:** [Corporate Communications: An International Journal](#); Volume: 10;

[Issue: 4](#); 2005

[View HTML](#) | [View PDF](#) (75 KB) | [Reprints & Permissions](#)

[Corporate branding in a banking environment](#)

**Source:** [Corporate Communications: An International Journal](#); Volume: 7; [Issue:](#)

[2](#); 2002

[View HTML](#) | [View PDF](#) (60 KB) | [Reprints & Permissions](#)

[Corporate branding and corporate brand performance](#)

**Source:** [European Journal of Marketing](#); Volume: 35; [Issue: 3/4](#); 2001

[View HTML](#) | [View PDF](#) (445 KB) | [Reprints & Permissions](#)

[Corporate branding in the retail sector: a pilot study](#)

**Source:** [Corporate Communications: An International Journal](#); Volume: 7; [Issue:](#)

[2](#); 2002

[View HTML](#) | [View PDF](#) (82 KB) | [Reprints & Permissions](#)

## Books [View all 56 results](#)

[Unilever's Business in India's Subsistence Economies](#)

**Source:** [Advances in International Management](#); : 20; [BookVolume: 20](#); 2007

[View HTML](#) | [View PDF](#) (148 KB) | [Reprints & Permissions](#)

[Marketing: A New Way of Doing Business in Academic Libraries](#)

**Source:** [Advances in Library Administration and Organization](#); : 22; [BookVolume:](#)

[22](#); 2005

[View HTML](#) | [View PDF](#) (157 KB) | [Reprints & Permissions](#)

["Going Where the Users are: We'll Get There Only If We Want to"](#)

**Source:** [Advances in Librarianship](#); : 29; [BookVolume: 29](#); 2005

[View HTML](#) | [View PDF](#) (242 KB) | [Reprints & Permissions](#)

[ABOUT THE AUTHORS](#)

**Source:** [Research in Organizational Change and Development](#); : 15;

[BookVolume: 15](#); 2004

[View HTML](#) | [View PDF](#) (37 KB) | [Reprints & Permissions](#)

[Architectural Change and the Professional Service Firm](#)






[My Profile](#)[For Administrators](#)[Search & Browse](#)[Quick Search](#)[Advanced Search](#)[Browse](#)[Saved Search Alerts](#)[Marked Lists](#)[Product Information](#)[Licensing Solutions](#)[For Authors](#)[For Librarians](#)[Research Zone](#)[Learning Zone](#)[Teaching Zone](#)[Support Resources](#)[About Emerald](#)

## Search Results

Show results for:

[All](#) [Journals](#) [Books](#) [Bibliographic Databases](#) [Site Pages](#)All Journal Content | [Articles Only](#) | [Non-Articles Only](#)

The search: corporate branding / All fields found 1844 results.

[Modify Search](#) | [Search in Results](#) | [Save Search Alerts](#)Sort items by: [Relevance](#) ▾, & show [10](#) ▾ items per page [Show Abstracts](#)Page 1 of 185 [Prev](#) [1](#) [2](#) [3](#) [4](#) [5](#) [Next](#)**Icon Key:**  Requires login or subscription  Backfiles  EarlyCite [Select all](#) | Add to the marked list: [Session Marked List](#) ▾ 

- [Bringing the corporation into corporate branding](#)  
**Type:** Article, Research paper  
**Author(s):** Mary Jo Hatch, Majken Schultz  
**Source:** [European Journal of Marketing](#); Volume: 37 [Issue: 7/8](#); 2003  
[View HTML](#) | [View PDF](#) (228 KB) | [Reprints & Permissions](#)
- [Ethical branding and corporate reputation](#)  
**Type:** Article, Conceptual paper  
**Author(s):** Ying Fan  
**Source:** [Corporate Communications: An International Journal](#); Volume: 10 [Issue: 4](#); 2005  
[View HTML](#) | [View PDF](#) (75 KB) | [Reprints & Permissions](#)
- [Corporate branding in a banking environment](#)  
**Type:** Article, Case study  
**Author(s):** Anne Daffey, Russell Abratt  
**Source:** [Corporate Communications: An International Journal](#); Volume: 7 [Issue: 2](#); 2002  
[View HTML](#) | [View PDF](#) (60 KB) | [Reprints & Permissions](#)
- [Corporate branding and corporate brand performance](#)  
**Type:** Article, Conceptual Paper  
**Author(s):** Fiona Harris, Leslie de Chernatony

Search

Brief guides to...

- [Browse](#)
- [Quick Search and Advanced Search](#)
- [Search Results List](#)
- [Browse Results Page](#)

[My Profile](#)[For Administrators](#)[Search & Browse](#)**Quick Search**[Advanced Search](#)[Browse](#)[Saved Search Alerts](#)[Marked Lists](#)[Product Information](#)[Licensing Solutions](#)[For Authors](#)[For Librarians](#)[Research Zone](#)[Learning Zone](#)[Teaching Zone](#)[Support Resources](#)[About Emerald](#)

## Search Results

**Show results for:**[All](#)[Journals](#)[Books](#)[Bibliographic Databases](#)[Site Pages](#)All Journal Content | [Articles Only](#) | [Non-Articles Only](#)

The search: corporate branding / All fields found 1844 results.

[Modify Search](#) | [Search in Results](#) | [Save Search Alerts](#)Sort items by: [Relevance](#) ▾, & show [10](#) ▾ items per page [Go](#)[Show Abstracts](#)Page 1 of 185 [Prev](#) [1](#) [2](#) [3](#) [4](#) [5](#) [Next](#)**Icon Key:** [A](#) Requires login or subscription [B](#) Backfiles [E](#) EarlyCite[Select all](#) | Add to the marked list: [Session Marked List](#) ▾ [Go](#)

- [Bringing the corporation into corporate branding](#)  
**Type:** Article, Research paper  
**Author(s):** Mary Jo Hatch, Majken Schultz  
**Source:** [European Journal of Marketing](#); Volume: 37 [Issue: 7/8](#); 2003  
[View HTML](#) | [View PDF](#) (228 KB) | [Reprints & Permissions](#)
- [Ethical branding and corporate reputation](#)  
**Type:** Article, Conceptual paper  
**Author(s):** Ying Fan  
**Source:** [Corporate Communications: An International Journal](#); Volume: 10 [Issue: 4](#); 2005  
[View HTML](#) | [View PDF](#) (75 KB) | [Reprints & Permissions](#)
- [Corporate branding in a banking environment](#)  
**Type:** Article, Case study  
**Author(s):** Anne Daffey, Russell Abratt  
**Source:** [Corporate Communications: An International Journal](#); Volume: 7 [Issue: 2](#); 2002  
[View HTML](#) | [View PDF](#) (60 KB) | [Reprints & Permissions](#)
- [Corporate branding and corporate brand performance](#)  
**Type:** Article, Conceptual Paper  
**Author(s):** Fiona Harris, Leslie de Chernatony

**Search****Brief guides to...**

- [Browse](#)
- [Quick Search and Advanced Search](#)
- [Search Results List](#)
- [Browse Results Page](#)

**Abstract: Purpose** – The purpose of this paper is to explore the concept of ethical branding and its link to corporate reputation. Brands have traditionally been studied only as an economic construct. Brands, as a social construct, have not yet been fully understood due to the lack of research.

**Design/methodology/approach** – The paper discusses major issues with references to existing literature and practical examples.

**Findings** – In the conventional brand models the value of brand equity is defined and measured by its economic performance in financial terms. This model has a number of deficiencies. First, two basic elements are missing: legality and ethics, which form the foundation of brand equity. A good brand must be a legal as well as ethical one. Thus brand value needs to be assessed by both financial and ethical measures. Second, conventional brand models focus largely on product brands rather than corporate brands. Brands and branding have such a profound impact on the society as whole and not just on these people who buy them. There is a wider public, in addition to shareholders and consumers, who may be potentially affected by the branding decisions. The impact of branding on these stakeholders should also be taken into consideration. An ethical brand enhances the firm's reputation; such a reputation reinforces the brand in turn. On the other hand, any unethical behaviour will severely damage or even destroy the total intangible asset as evidenced by the recent high profile corporate scandals.

**Research limitations/implications** – The paper questions the conventional branding practice, and explores the links between ethical branding and corporate social responsibility. Many questions remain to be addressed.

**Practical implications** – Ethical branding could provide the company with a differential advantage as a growing number of consumers become more ethically conscious. It could also help overcome the increasing consumers' scepticism and cynicism towards branding communications.

**Originality/value** – The paper is perhaps the first to raise the importance of ethics in branding.

**Keywords:** [Brand equity](#), [Corporate branding](#), [Corporate image](#), [Ethics](#), [Social responsibility](#)

**Article Type:** Conceptual paper

**References:** [35 references](#)

**Cited by:** [1 article](#)

**Article URL:** [www.emeraldinsight.com/10.1108/13563280510630133](http://www.emeraldinsight.com/10.1108/13563280510630133)

[Key Readings](#)

[Top](#)

# Emerald Management Xtra



Research you can use

- Собрания **Emerald Management Xtra**
  - Собрание конкретных исследований (более 1100 исследований)
  - Собрание обзоров литературных источников (свыше 700 обзоров)
  - Собрание интервью (более 500 интервью)
  - Обзоры книг (более 1500 обзоров)
  - База экспертных знаний по менеджменту (свыше 1000 статей)
  - Списки избранной литературы по менеджменту
- **Emerald** для авторов
- **Emerald** для исследователей
- **Emerald** для студентов и преподавателей
- **Emerald** для библиотекарей
- **Emerald** для руководящего персонала и администраторов в системе образования
- **Emerald** для руководителей и менеджеров предприятий
- Отчеты о конференциях

Welcome guest

- My Profile
- For Administrators
- Search & Browse
- Quick Search
- Quick Search, ch
- Browse
- Marked List
- Product Information
- Licensing Services
- For Authors
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald

## Welcome to Emerald

The world's leading publisher of management research



### Emerald: research you can use.

Good research in management should help the world to be better managed. To make the world better managed means a bridging of the gap between the world of research and the world of application.

Emerald's mission is to make this a reality.

### Emerald improvements



Emerald Group Publishing is pleased to introduce a refined website interface and expanded website content, featuring an intuitive design and all-new "interest zones."

[Read more...](#)

### Quick search:

All fields Search

### Quick browse:

Browse by: [journal title](#) or [subject](#)

Quick link to journal table of contents:

Accounting, Auditing & Accountability Journ

### Latest news:

- [Emerald acquires prestigious title Journal of Applied Accounting Research](#)
- [Journal of Financial Regulation and Compliance offers comment on Northern Rock crisis](#)
- [Emerald launches International Journal of Managing Projects in Business](#)
- [Emerald announces digitization of complete archive](#)
- [More news...](#)

- My Profile
- For Administrators
- Search and Browse
- Product Information
- Licensing Services
- For Authors**
- Writing for Emerald
- Author Workshops
- Editing Service
- Editor Interviews
- How To Guides
- Emerald Literati Network
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald

## For Authors

### Support and services



**Emerald aims to be the publisher of choice for authors and offers an unrivalled package of support, rights and resources.**

Use the For Authors section to find information on all aspects of writing. Get practical tips and guidance on how to get your – or your students' – work published and maximize dissemination. Hear what editors themselves look for in papers, contact experienced copy editors to help improve your paper, or have an expert come to your institution to give advice on how to get published direct from the publisher.

### Writing for Emerald



If you are researching, teaching or consulting in management, or are yourself a manager with something to say, we aim to be your publisher of choice. Discover the benefits and opportunities in our [Writing for Emerald](#) section.

### Editor interviews



What are, and what will be, the hot topics in your interest areas? What criteria do editors and reviewers use to select papers? How could you increase your chances of publication? Find out by [hearing what our editors have to say](#).

### Editing service



The [Emerald Literati Network Editing Service](#) allows authors to contact experienced copy editors to help improve the standard of English in a paper before it is submitted to a journal for consideration.

### Emerald Literati Network



Find out who has won one of our prestigious [Emerald Literati Network](#) awards. These awards recognize the efforts of authors and editors and celebrate the outstanding contributions many have made, not only to our journals, but to the body of knowledge itself.

### Author workshops



[Emerald Author Workshops](#) are a unique initiative – advice on how to get published direct from the publisher. Why not host a presentation at your institution?

### "How to..." guides



A comprehensive set of "[How to...](#)" [guides for authors](#) – advice direct from the publisher on planning, writing and revising an article, by yourself or with others, to maximize its chance of acceptance by your chosen journal.

## For Librarians

### Comprehensive solutions to the issues facing library and information professionals



**Emerald for Librarians is designed specifically for the library and information science (LIS) community to improve information services and better serve library users.**

[Become a member now](#) and receive full access to our librarian resources. It's free!

Emerald for Librarians resources emphasize the key role that information professionals can play in encouraging learners at all levels within their institutions by providing the following features:

#### Managing your library



Today's librarian has to be a fully rounded manager. Emerald for Librarians draws on the best [current management thinking and research](#), and presents it in such a way that busy librarians can easily adapt it to their needs.

#### Information management resources



Keep up with the latest developments in library and information management. Our [information management resources](#) include:

- Regular interviews and viewpoints
- Features of the month

#### Writing for LIS journals



Offering unmatched rights and support for authors, Emerald aims to be the publisher of choice for LIS professionals looking to publish their work. Use this section to choose which journal you submit your paper and for handy tips on [writing and getting published](#).

#### Marketing your library



Everyone recognizes the importance of maximizing the use of the library's resources and justifying the role that the library plays in the university. This section presents key articles on [marketing your library's](#) services.

#### Emerald Library Link



[Library Link](#) is a comprehensive online resource designed for librarians and information professionals. It offers current thinking and practical advice on library and information management to help daily information services activities or personal professional development.

#### LIS Schools Programme



The "Welcome to Emerald" LIS School Programme was created by Emerald to support library science education, to increase exposure to peer-reviewed literature in the collection development process, and to encourage future librarians to engage in publishing. [Find out more](#).

### Emerald for Alumni

Are you helping your alumni to develop, earn and grow?



### Emerald Backfiles

Online access to over 100 years of management research



- My Profile
- For Administrators
- Search and Browse
- Product Information
- Licensing Services
- For Authors
- For Librarians
- Research Zone**
- Research awards
- Winning Research Funding
- How To Guides
- Research Connections
- Conference Central
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald

## Research Zone

### Resources for a worldwide research community



**Emerald's Research Zone is designed to provide advice and support on how to keep up to date with the latest research and developments in the management area.**

Use the Research Zone to find information on designing a research study, designing a survey, finding a research collaborator and much more. You can also access the most comprehensive collection of links to international management conferences available for researchers today.

### Research awards



Emerald actively promotes and rewards [research in management and LIS](#). As well as funding for research projects, Emerald also bestows awards for doctoral research and case study research.

### "How to..." guides



"[How to...](#)" [guides](#) for researchers – practical tips and guidance on how to design, develop and present your research.

### Winning research funding

This six-part adaptation on [winning research funding](#) is presented as part of Emerald's continuous relationship with academic researchers and writers around the world.

### Research Connections

[Research Connections](#) is an online meeting place providing the opportunity for researchers to contact like-minded professionals and showcase their work.


### Conference Central

[Conference Central](#) – selected events from around the globe – a comprehensive collection of links to international conferences and events in management, library and information science, and engineering. Use it to find out which conferences Emerald staff, editors and advisers will be attending and pinpoint the right event for you.

 **Emerald InTouch**  
Join Emerald's learning  
networking site

 **Emerald Backfiles**  
Online access to  
over 100 years of  
management



username  password   login[Athens login](#) [Register](#) [Forgot Password?](#)Welcome:  
Guest[Home](#) > [Learning Zone](#)

## Learning Zone

- My Profile
- For Administrators
- Search and Browse
- Product Information
- Licensing Services
- For Authors
- For Librarians
- Research Zone
- Learning Zone**

- Management Skills
- Management Thinking
- Study Skills
- Literature Reviews Collection
- Emerald Podcasts

- Teaching Zone
- Support Resources
- About Emerald



### Resources for those studying MBAs, degrees, executive courses and business-related subjects



**Emerald's Learning Zone includes a selection of useful resources to complement learners at all levels.**

Study skills assist students in developing the skills they need to succeed in higher education. Management thinking and management skills are dedicated sections for working managers and those studying management. Our literature reviews collection provides a fully searchable and browsable, dynamic and ever-growing collection of reviews.

#### Management skills



Handy introductions for students or essential [management skills](#) for developing managers. Guides in this section include communication and time management plus many more.

#### Study skills



Articles and guides designed specifically to help students develop the key [study skills](#) they need to succeed in higher education. Learn about writing dissertations, note taking and much more.

#### Podcasts



[Emerald podcasts](#) are media files that can be played on a computer or portable media device. Our podcasts draw upon content from the Emerald Management Reviews database. Enjoy Emerald content on the move!

#### Management Thinking




Short, distilled summaries of the latest [Management Thinking](#) articles plus interviews with those who shape business today. Use these resources to enhance your management knowledge.

#### Literature reviews collection



Valuable [literature reviews](#) gathered together in a quick and convenient place for researchers to find a starting point for their next piece of work or to identify gaps in the current literature.

username  password   login[Athens login](#) [Register](#) [Forgot Password?](#)Welcome:  
Guest[Home](#) > [Teaching Zone](#)

- My Profile
- For Administrators
- Search and Browse
- Product Information
- Licensing Services
- For Authors
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone**
- Teaching Insights
- Case Studies Collection
- Book Reviews Collection
- Interviews Collection
- Support Resources
- About Emerald

## Teaching Zone

### Resources for teaching faculty and students in business and management



**Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.**

Teaching insights offer helpful and usable information to anyone in a teaching role who feels they would benefit from a little extra insight into the performance of that role. Case studies are ideal to use as examples of business issues and are updated regularly. Also included are in-depth reviews of management books and interviews which form an interesting and lively snapshot of the people who shape the business and academic fields.

Teaching Zone resources are available to Emerald subscribers. Simply select the "login" bar at the top of the page and use your current name and password to access.

### Teaching insights



[Teaching insights](#) into writing and running courses, schemes of work for existing courses, and tips on conducting lectures and tutorials.

### Case studies collection



Suitable for learning and teaching, an assortment of [case studies](#) that are ideal to use as illustrations of business and management issues.

### Book reviews collection



Reliable, in-depth [book reviews](#) in the management field. Written by academics for students, teachers and researchers.

### Interviews collection



[Interviews](#) with leading figures – lively conversations with people who shape the business and academic fields.

### Emerald for Alumni

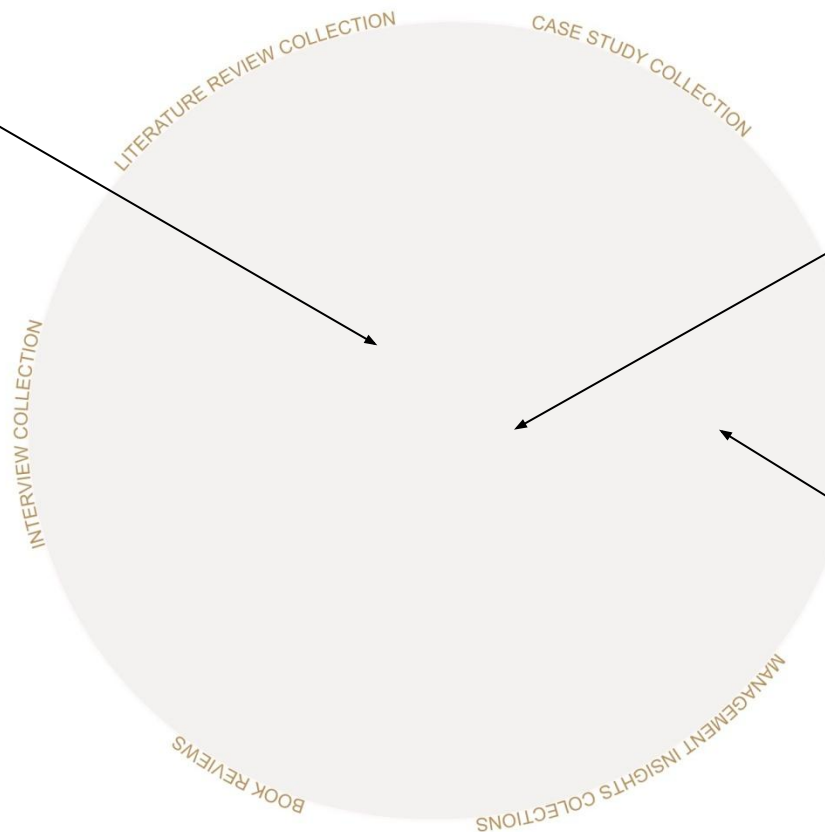
Are you helping your alumni to develop, learn and grow?





**200**  
журналов  
**Emerald**

**Собрания**  
**Emerald**



**Подробные**  
**обзоры**  
**материалов**  
**из 300**  
**ведущих**  
**журналов по**  
**менеджменту**

**Справочные**  
**ресурсы**  
**Emerald**



Research you can use

# НОВИНКИ Emerald

# Emerald InTouch

*Сетевой ресурс для учащихся,  
исследователей и специалистов*

- Возможность дистанционного обучения.
- Средства взаимодействия и сотрудничества специалистов в рамках одного учреждения.
- Подборка электронных образовательных ресурсов.

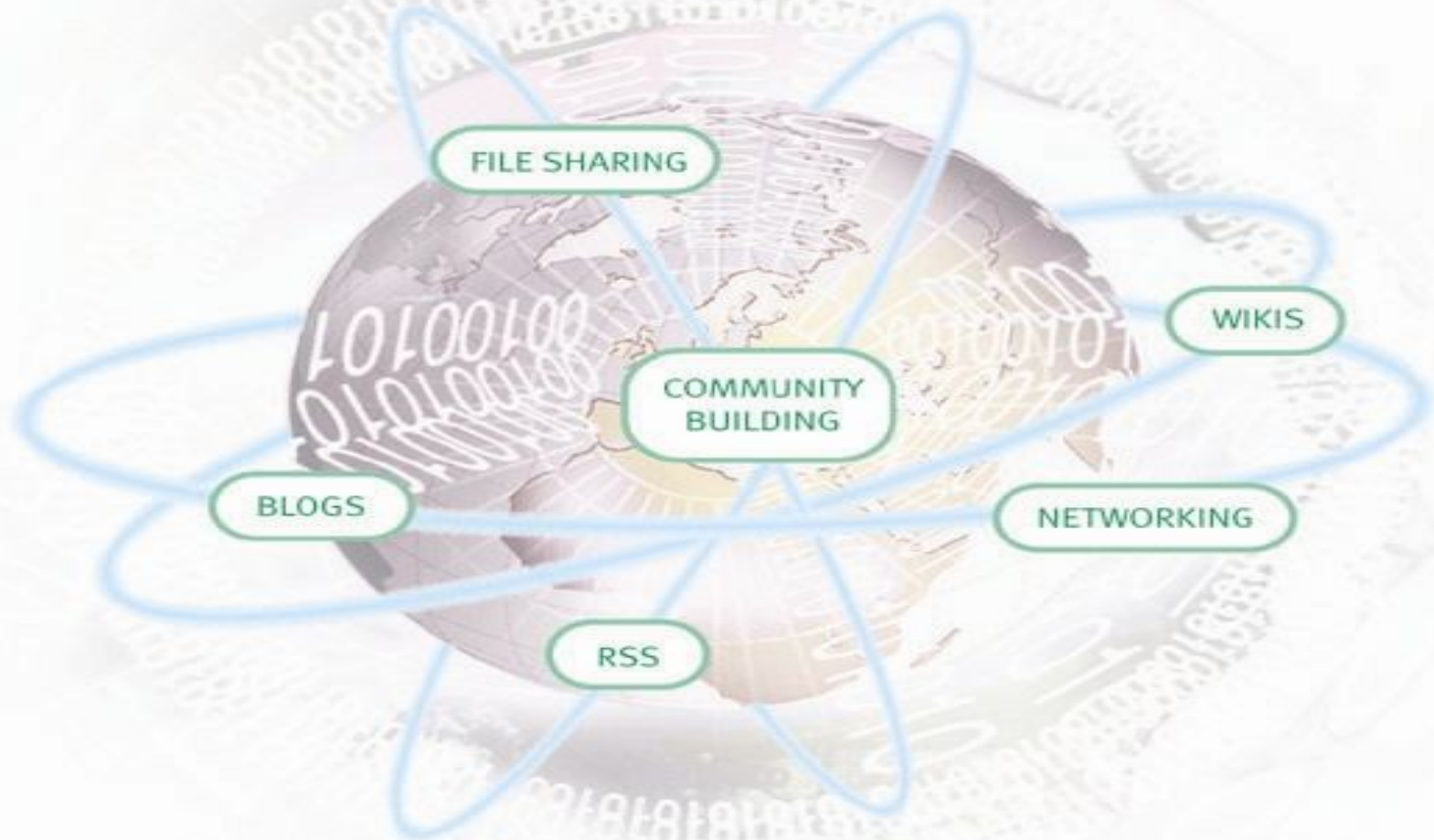
# Для кого предназначена служба Emerald InTouch?



Research you can use

- Для исследователей, стремящихся выстроить "электронный дом для своего сообщества читателей журналов"
- Для факультетов дистанционного обучения школ бизнеса и университетов
- Для заведующих кафедрами и преподавателей, которые требуют от своих студентов свидетельства занятия неформальным обучением
- Для поставщиков корпоративного обучения, желающих наладить связь с учащимися до, во время и после курса
- Для организаций с вновь набранными сотрудниками в разрозненных местоположениях
- ***Для всех членов академического или делового сообщества, желающих вести совместную работу, учиться или общаться через сеть.***





# Emerald InTouch 2.0 Beta

## Guest, welcome to Emerald InTouch 2.0 beta

Emerald InTouch is a personal web space and hosting service that supports learning, networking and collaboration. InTouch places a range of collaborative technologies and networking tools in one simple, easy-to-use, secure space.

On

Username

Password

Log on:

Remember Login

[Register](#) | [Forgotten password](#)

Statistics

There are 830 active users.  
(logged on.)



True Community



Content You Care About



Staying in Touch



Your Personal Journal

Communities I can join?



Communities for academia or professional practice.

Stay InTouch



Sign up to InTouch alerts via Email and SMS.

Shared Bookmarks



What other sites of interest are InTouch members sharing?

What are members reading?



The most popular RSS feeds from around the site

Shout Out!



Tell us what's on your mind and shout it to the world (or fellow InTouch members)

Research Connections



Find collaborative research partners worldwide and showcase your

### Important News:

InTouch has been upgraded and improved; we hope you enjoy the new features.

You can get an overview of [What's New](#) by clicking the link.

The Emerald InTouch Team

### Bookmarklets

Buttons (bookmarklets) are links you add to your browser's Links Toolbar. They are an easy way to post your bookmarks in Emerald InTouch 2.0 beta.

Drag this link: [Bookmark it](#) up to your Bookmarks Toolbar or click



# 22 Тематические коллекции

## МАРКЕТИНГ: 17 ЖУРНАЛОВ



Research you can use



# Emerald Backfiles



Research you can use

**"Чем дальше вы можете посмотреть  
назад, тем больше вы сможете увидеть  
вперед!"**

Уинстон Черчилль



- Охватывает все издания, начиная с первого тома первого выпуска. Некоторые статьи датируются 1899 г.
- Более 120 наименований журналов, предоставляющих свыше 65 000 статей по ключевым дисциплинам менеджмента
- Каждый архив преобразован в формат PDF и полностью доступен для поиска
- Содержит ранние статьи из основополагающих публикаций, таких как ***British Food Journal***, ***European Journal of Marketing*** и ***Journal of Documentation***

# Что включено в коллекцию Emerald Backfiles?



Research you can use

## The Emerald Backfiles contains:

<b>Subject</b>	<b>Number of titles</b>	<b>Dating back to</b>
Accounting, Finance and Legal	13	1959
Education & Healthcare	9	1901
Engineering	16	1929
Human Resource Management	15	1959
Industry Sectors, Innovation & International Business	10	1899
Information and Knowledge Management	14	1901
Library Management and Library Studies	8	1900
Management Science, Economics and Social Policy	8	1963
Marketing	11	1967
Quality and Operations Management	11	1952
Strategy, General Management & Property	11	1973

# Наименования журналов в Emerald Backfiles



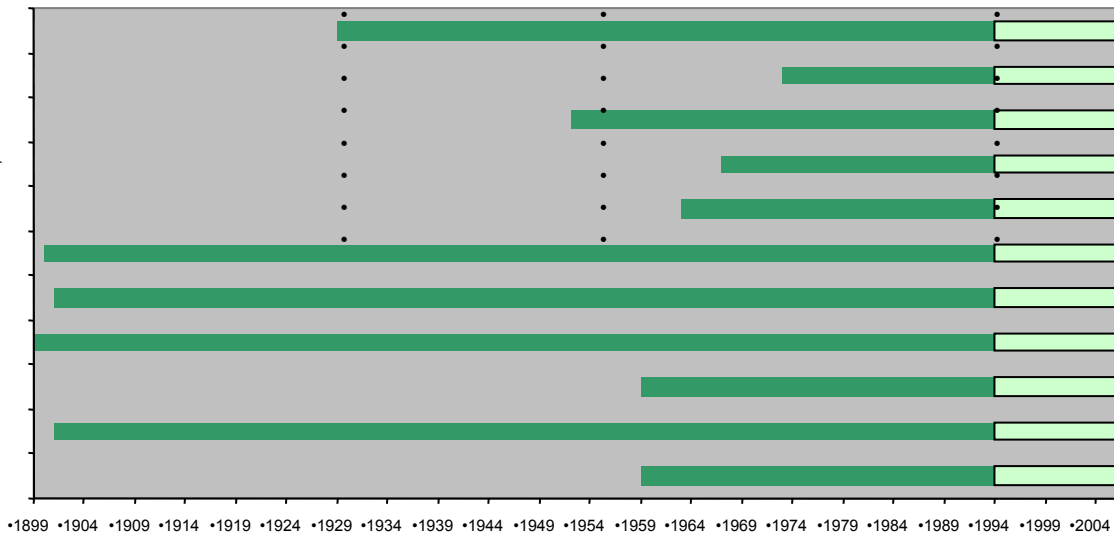
Research you can use

## •Охват Backfiles

•Emerald Management Xtra

Предмет

- Инженерное дело
- Стратег. и общ. управление
- Качество и операции
- Маркетинг
- Менеджмент и экономика
- Библиотечный менеджмент
- Менеджмент инф. и знаний
- Инновации и междун. бизнес
- Управление персоналом
- Образование и здравоохранение
- Бухгалтерия

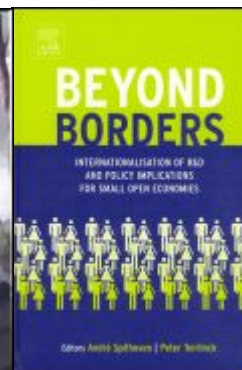
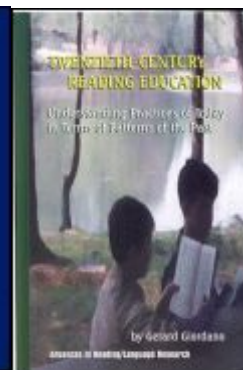
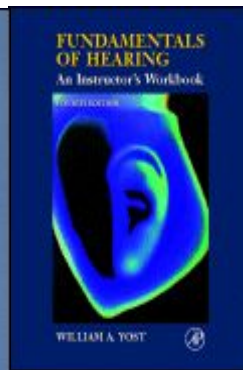
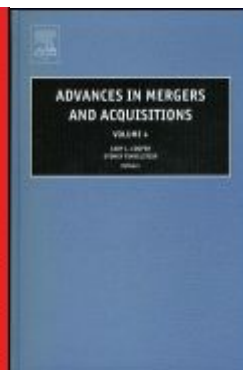
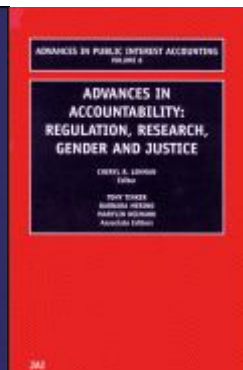
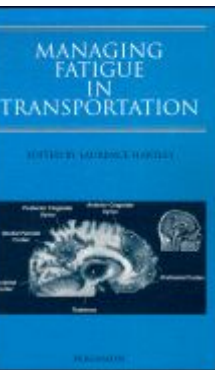


Год

# Серии книг Emerald



Research you can use



In 2008 Emerald acquired...

## 299 Reference & Text Books

Available in hard copy from Emerald's e-commerce site (EHaus) or a range of other booksellers (e.g. Amazon)

## 241 Book Series

Available in hard copy from Emerald's e-commerce site (EHaus) or from a range of other booksellers (e.g. Amazon)

Available **ONLINE AS  
COLLECTIONS VIA INSIGHT  
FROM 2009!**

# 2009 Product Overview



Research you can use

## **Business, Management & Economics**

### **Online Book Series Collection**

62 Titles (6 titles added in 2009)

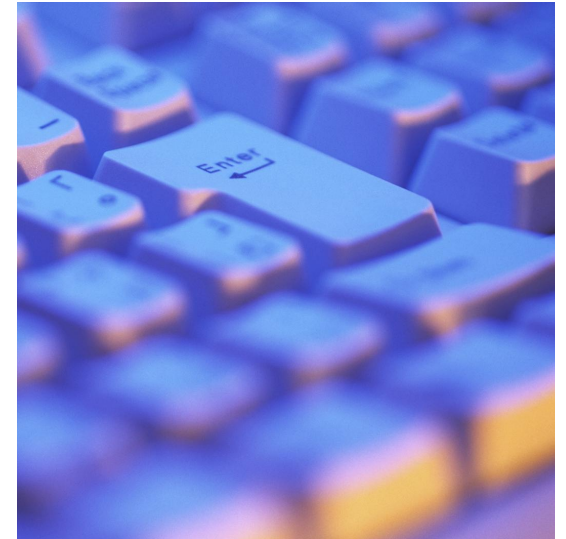
*Encompasses: Accounting, Economics, Enterprise, Health Care, HR, IB, LIS, Management Studies, Marketing, Org Studies, Strategy, Tourism*

## **Social Sciences**

### **Online Book Series Collection**

38 Titles (3 titles added in 2009)

*Encompasses: Education; Politics and Policy; Sociology and Anthropology*



That's **509** volumes & over **5000** chapters

=

**6% addition** to the Emerald database



- My Profile
- For Administrators
- Search and Browse
- Product Information
- Emerald Management Xtra
- Emerald Journals
- New titles
- Emerald Subject Collections
- Emerald Backfiles
- Emerald Books**
- Emerald Management First
- Emerald InTouch
- Emerald for Alumni
- Emerald Management Reviews
- Emerald Abstracts
- BestofBiz
- Emerald Engineering
- Product Portfolio
- Purchase Information
- Emerald Shop
- Licensing Services
- For Authors
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald

# Emerald books

**Emerald is very privileged to announce the acquisition of a programme of management and social sciences book series and monographs from Elsevier.**

Part of this programme includes the acquisition of three book collections featuring high quality, often cited titles that are compiled and written by some of the most prominent authors in their fields. Three collections are currently available:

## Collections



### [Psychology collection](#)

The psychology collection offers a diverse mix of titles of interest to researchers and practitioners with interest in:

- Development disabilities
- Physiological psychology
- Experimental psychology
- Social psychology
- Special education
- Community and mental health
- Organizational behaviour
- Library science



### [Social sciences collection](#)

Another new addition to the Emerald portfolio, the social sciences collection comprises some of the key titles in the following subjects:

- Sociology
- Healthcare
- Psychology
- Policy
- Disability studies
- Education
- Library science



### [Business, management & economics collection](#)

Complementing our current management portfolio comes the business, management & economics collection which features:

**Emerald for Alumni**  
 Are you helping your alumni to develop, learn and grow?



- My Profile
- For Administrators
- Search and Browse
- Product Information
- Emerald Management Xtra
- Emerald Journals
- New titles
- Emerald Subject Collections
- Emerald Backfiles
- Emerald Books**
- Emerald Management First
- Emerald InTouch
- Emerald for Alumni
- Emerald Management Reviews
- Emerald Abstracts
- BestofBiz
- Emerald Engineering
- Product Portfolio
- Purchase Information
- Emerald Shop
- Licensing Services
- For Authors
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald



## Complementing our current management portfolio comes the business, management & economics collection which features:

Complementing our current management portfolio comes the business, management & economics collection which features:

- International business
- Management
- Economics
- Marketing
- Leadership
- Healthcare management
- Strategy
- Organizational behaviour

### Business, management & economics collection titles

ISSN	Book series titles
15694933	<a href="#">Advances in Agricultural Economic History</a>
7496-826	<a href="#">Advances in Applied Business Strategy</a>
1535-1203	<a href="#">Advances in Global Leadership</a>
8826-145	<a href="#">Advances in Group Processes</a>
1745-3542	<a href="#">Advances in Hospitality and Leisure</a>
1479-3601	<a href="#">Advances in Human Performance and Cognitive Engineering Research</a>
1474-7871	<a href="#">Advances in Management Accounting</a>
1058-7497	<a href="#">Advances in Taxation</a>
0194-3960	<a href="#">Research in Human Capital and Development</a>
0194-3960	<a href="#">Research in Human Capital and Development</a>
1094-5334	<a href="#">Research in Middle East Economics</a>
0897-3016	<a href="#">Research in Organizational Change and Development</a>
0742-7301	<a href="#">Research in Personnel and Human Resources Management</a>
0733-558X	<a href="#">Research in the Sociology of Organizations</a>
1475-1488	<a href="#">Advances in Accounting Behavioural Research</a>
7496-826	<a href="#">Advances in Applied Business Strategy</a>
1475-9152	<a href="#">Advances in Appreciative Inquiry</a>

**Emerald for Alumni**  
 Are you helping your alumni to develop, learn and grow?

- My Profile
- For Administrators
- Search and Browse
- Product Information
- Emerald Management Xtra
- Emerald Journals
- New titles
- Emerald Subject Collections
- Emerald Backfiles
- Emerald Books**
- Emerald Management First
- Emerald InTouch
- Emerald for Alumni
- Emerald Management Reviews
- Emerald Abstracts
- BestofBiz
- Emerald Engineering
- Product Portfolio
- Purchase Information
- Emerald Shop
- Licensing Services
- For Authors
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald

## Social sciences collection



Another new addition to the Emerald portfolio, the social sciences collection comprises some of the key titles in the following subjects:

Another new addition to the Emerald portfolio, the social sciences collection comprises some of the key titles in the following subjects:

- Sociology
- Healthcare
- Psychology
- Policy
- Disability studies
- Education
- Library science

### Social sciences collection titles

ISSN	Book series titles
1479-3709	<a href="#">Advances in Bioethics</a>
2704-021	<a href="#">Advances in Early Education and Day Care</a>
1479-3660	<a href="#">Advances in Educational Administration</a>
0065-2830	<a href="#">Advances in Librarianship</a>
0732-0671	<a href="#">Advances in Library Administration and Organization</a>
1057-6290	<a href="#">Advances in Medical Sociology</a>
1479-3687	<a href="#">Advances in Research on Teaching</a>
0270-4013	<a href="#">Advances in Special Education</a>
0195-6310	<a href="#">Comparative Social Research</a>
1479-3628	<a href="#">International Perspectives on Higher Education Research</a>
1479-3636	<a href="#">International Perspectives on Inclusive Education</a>
1047-0042	<a href="#">Research in Urban Sociology</a>
1537-4661	<a href="#">Sociological Studies of Children and Youth</a>
0092-4563	<a href="#">Syntax and Semantics</a>
1479-368X	<a href="#">Advances in Education in Diverse Communities: Research Policy and Praxis</a>
1529-2126	<a href="#">Advances in Gender Research</a>
0735-004X	<a href="#">Advances in Learning and Behavioral Disabilities</a>
0278-1204	<a href="#">Current Perspectives in Social Theory</a>

**Emerald for Alumni**  
 Are you helping your alumni to develop, learn and grow?

# Благодарим вас за внимание!



Research you can use



Для получения бесплатной пробной версии  
**Emerald Management Xtra** или **Emerald Engineering**

обращайтесь к Ерониной Елене Александровне

[Eronina\\_e@metecbooks.ru](mailto:Eronina_e@metecbooks.ru)

Тел. (495) 510 5520