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Ведущее издательство научной литературы по менеджменту

Мартин Дембовски

MOSCOW 2009

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Research you can use

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- 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

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- Журналы Emerald выписываются 96 лучшими бизнес-школами мира (согласно рейтингу Financial Times за 2008 г.)

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- Обширная география – представительства в Великобритании, США, Китае, Индии, Австралии, Японии и Малайзии.

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    - *European Journal of Marketing*
    - *The TQM Magazine*

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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

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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

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Product Portfolio

Purchase Information

Emerald Shop

Licensing Services

For Authors

For Librarians

Research Zone

Learning Zone

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

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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.

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- Faculty researchers
- Deans

Features

- 175 full text journals
- Reviews from the world's top 300 management journals
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- Это не просто полнотекстовая база данных – Management Xtra содержит больше материалов, обзоров и аннотаций, чем любая другая база данных по бизнесу и менеджменту

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- Обзоры исследований по менеджменту – независимые систематизированные обзоры статей из 300 ведущих журналов по бизнесу и менеджменту

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- 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
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Browse

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Marked Lists

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- 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
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- 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

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- Browse
- Quick Search and Advanced Search
- Search Results List
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   Type: Article, Conceptual Paper
   Author(s): Fiona Harris, Leslie de Chernatony

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.

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Top

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- 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

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Guest

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Search and Browse

Product Information

Licensing Services

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Research Zone

Learning Zone

Teaching Zone

Support Resources

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Guest

My Profile

For Administrators

Search and Browse

Product Information

Licensing Services

For Authors

For Librarians

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Research Awards

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How To Guides

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Learning Zone

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Guest

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Search and Browse

Product Information

Licensing Services

For Authors

For Librarians

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   Management Thinking

   Study Skills

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   Emerald Podcasts

Teaching Zone

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Welcome:
Guest

- 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

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Resources for teaching faculty and students in business and management

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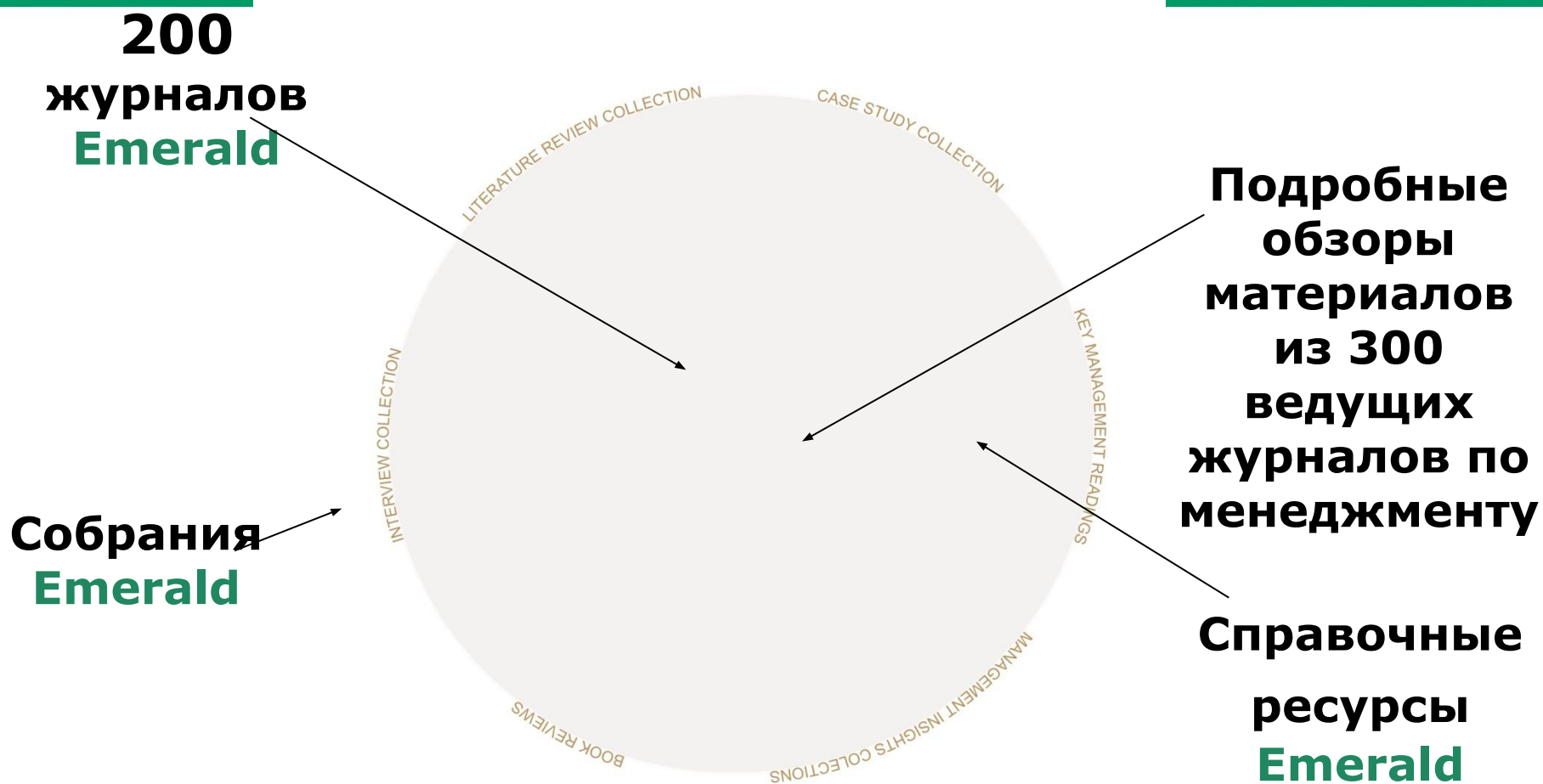
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–   Средства взаимодействия и сотрудничества специалистов в рамках одного учреждения.

–   Подборка электронных образовательных ресурсов.

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- 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.***
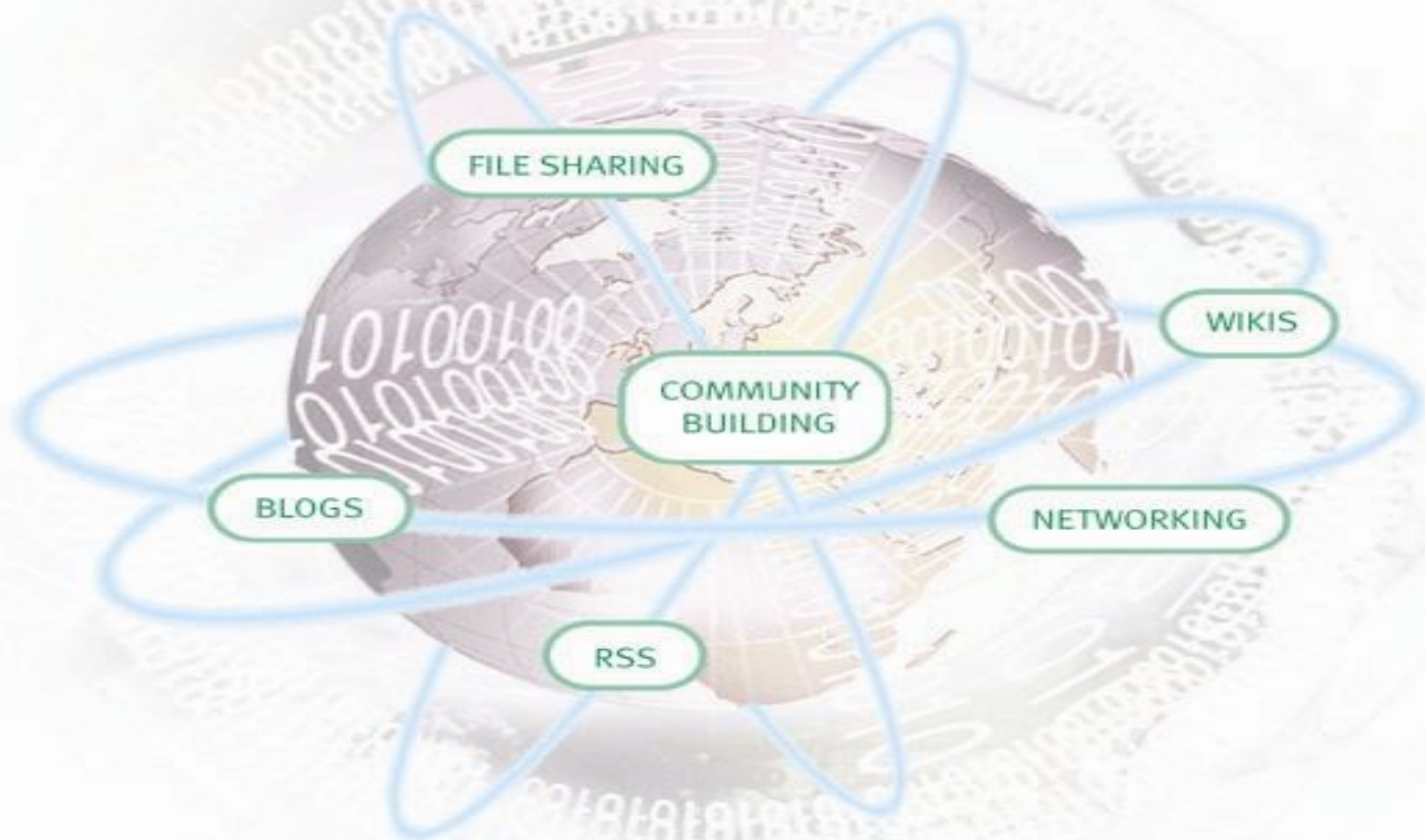
Emerald InTouch 2.0 Beta

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.

True Community

Content You Care About

Staying in Touch

Your Personal Journal

Communities I can join?	Stay InTouch	Shared Bookmarks
Communites for academia or professional practice.	Sign up to InTouch alerts via Email and SMS.	What other sites of interest are InTouch members sharing?

What are members reading?	Shout Out!	Research Connections
The most popular RSS feeds from around the site	Tell us what's on your mind and shout it to the world (or fellow InTouch members)	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

Emerald Backfiles

"Чем дальше вы можете посмотреть назад, тем больше можете увидеть впереди"

Уинстон Черчилль

Особенности

- 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?

The Emerald Backfiles contains:

Subject	Number of titles	Dating back to
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

•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

•1899 •1904 •1909 •1914 •1919 •1924 •1929 •1934 •1939 •1944 •1949 •1954 •1959 •1964 •1969 •1974 •1979 •1984 •1989 •1994 •1999 •2004

Год

37
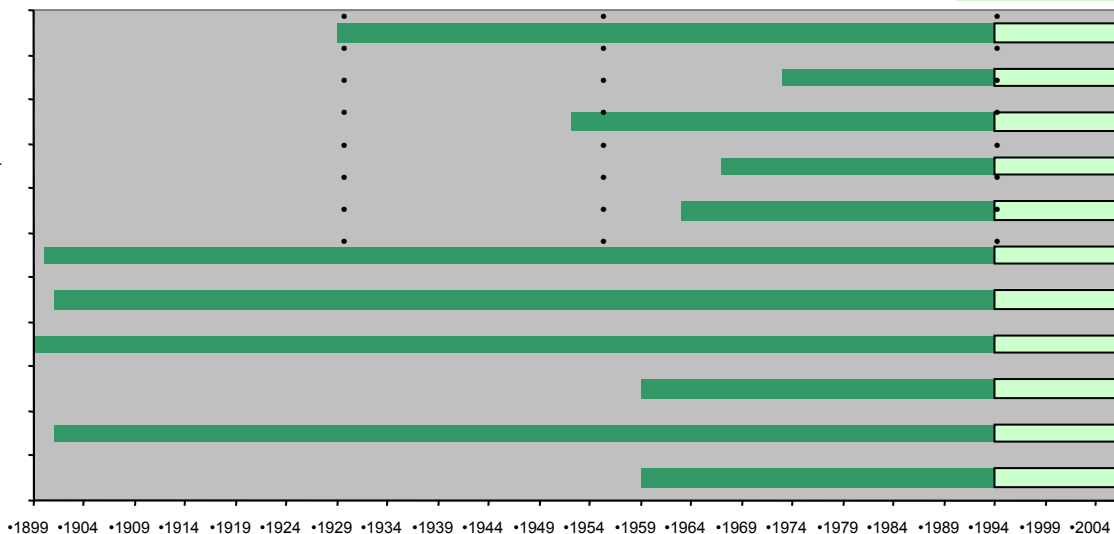
Серии книг Emerald

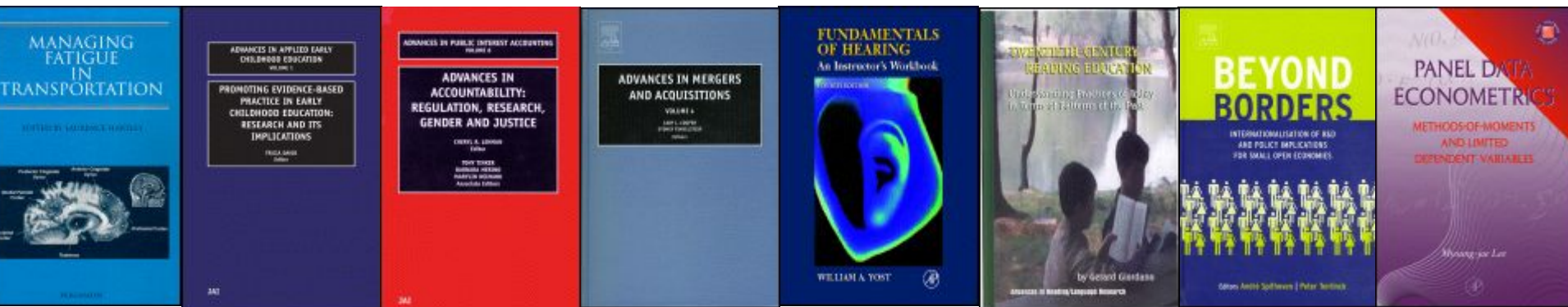# Серии книг Emerald

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

Business, Management & Economics

Online Book Series Collection

62 Titles (6 titles added in 2009)

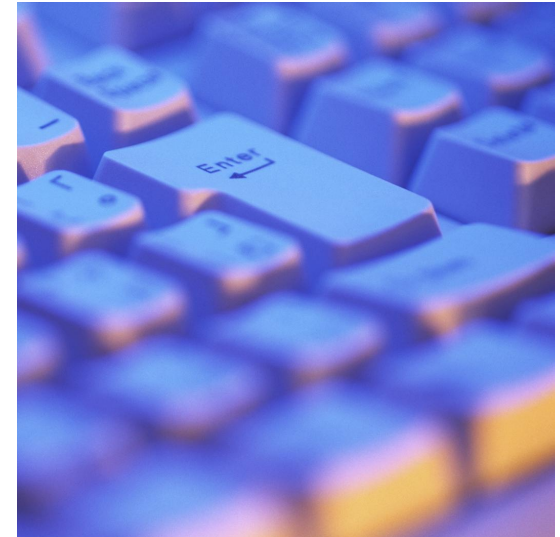*Encompasses: Accounting, Economics, Enterprise, Health Care, HR, IB, LIS, Management Studies, Marketing, Org Studies, Strategy, Tourism*

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

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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:

Business, management & economics collection

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

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

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Social sciences collection titles

ISSN	Book series titles
1479-3709	Advances in Bioethics
2704-021	Advances in Early Education and Day Care
1479-3660	Advances in Educational Administration
0065-2830	Advances in Librarianship
0732-0671	Advances in Library Administration and Organization
1057-6290	Advances in Medical Sociology
1479-3687	Advances in Research on Teaching
0270-4013	Advances in Special Education
0195-6310	Comparative Social Research
1479-3628	International Perspectives on Higher Education Research
1479-3636	International Perspectives on Inclusive Education
1047-0042	Research in Urban Sociology
1537-4661	Sociological Studies of Children and Youth
0092-4563	Syntax and Semantics
1479-358X	Advances in Education in Diverse Communities: Research Policy and Praxis
1529-2126	Advances in Gender Research
0735-004X	Advances in Learning and Behavioral Disabilities
0278-1204	Current Perspectives in Social Theory

Благодарим вас за внимание!

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

обрщайтесь к Ерониной Елене Александровне

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