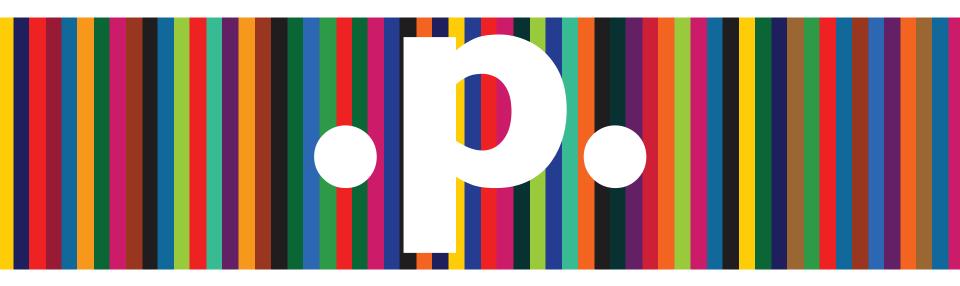
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. Tutorial de Acesso .



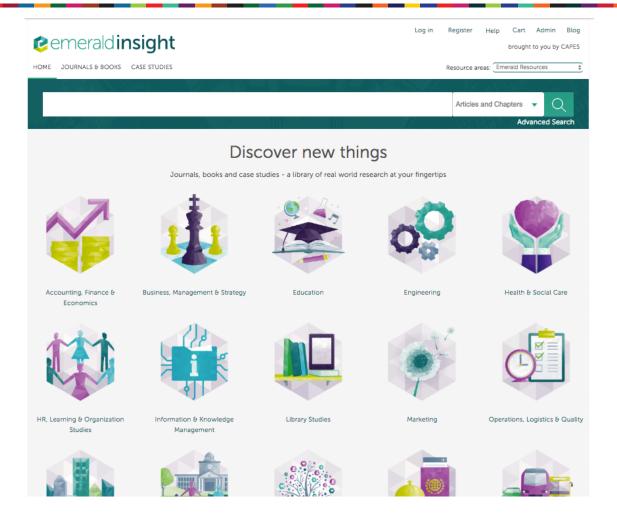


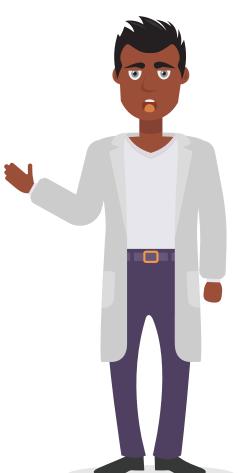


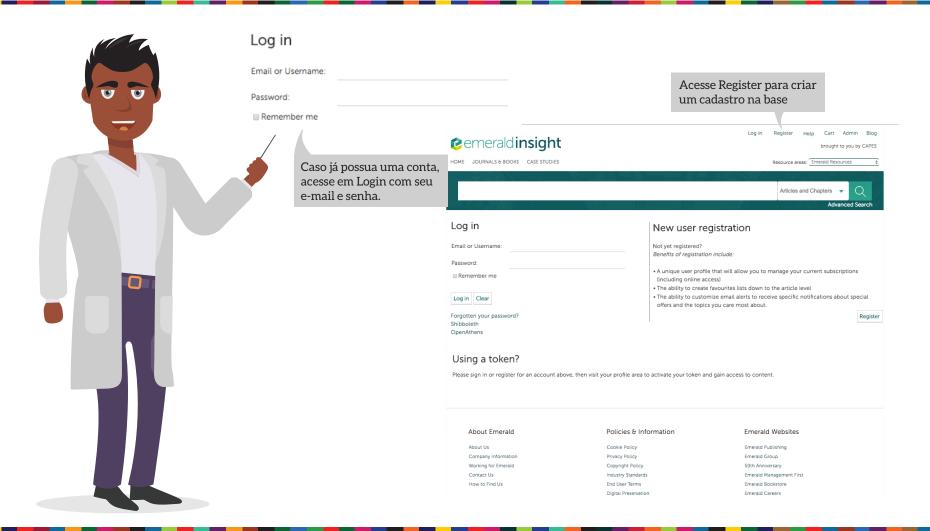
 Site agregador ou da própria plataforma da sua instituição

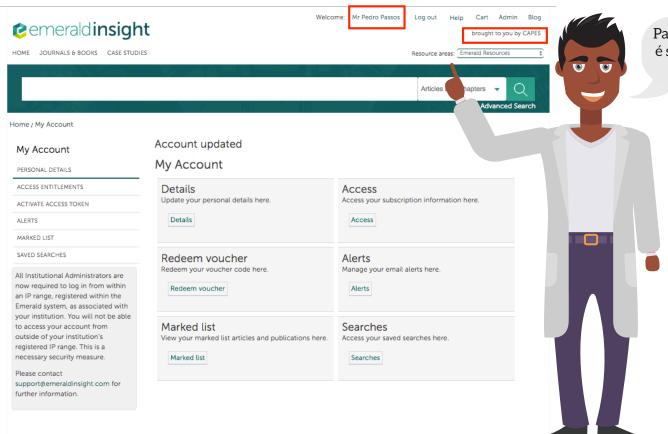
### 2. Nosso site

- Os computadores de sua instituição possuem acesso automático ao conteúdo da Emerald. Caso não consiga acessar desta forma, verifique com seu bibliotecário se sua instituição possui um nome de usuário e senha.
- 3. Aplicativo da Emerald para seu tablet e smartphone
- 4. Site móvel da Emerald a partir de seu dispositivo portátil (celular, smartphone, tablet, etc.)

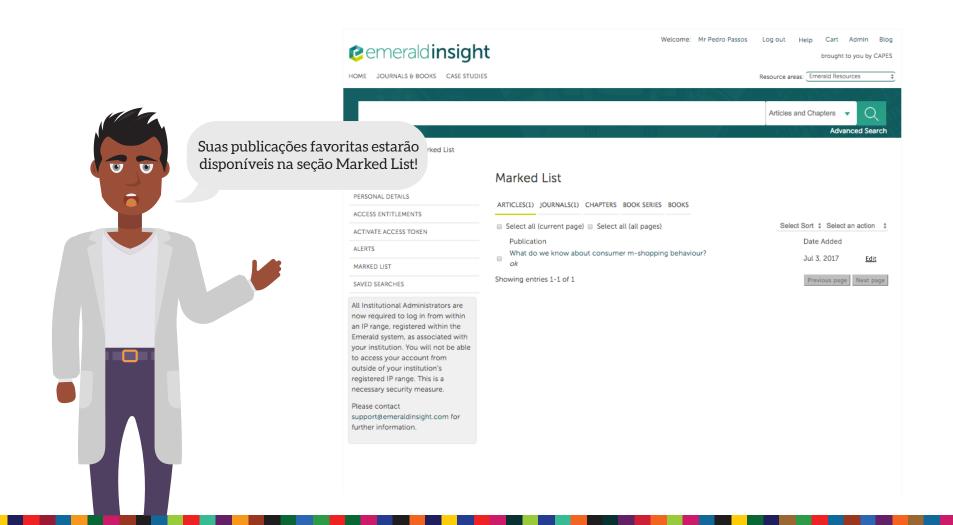








Para acessar a área personalizada, é só clicar no nome do usuário no canto direito superior da tela



Você também pode receber atualizações específicas relacionadas às suas áreas temáticas, inclusive chamadas para publicação de artigos, acesso livre e eventos da área. Opte por receber diferentes tipos de alertas: alertas semanais. de novos títulos, boletins informativos e alertas para novas edições de títulos e livros. Além disso, é possível criar alertas por expressões de busca realizadas anteriormente!

Home / My Account / Email Alerts

### My Account

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ALERTS

MARKED LIST

SAVED SEARCHES

All Institutional Administrators are now required to log in from within an IP range, registered within the Emerald system, as associated with your institution. You will not be able to access your account from outside of your institution's registered IP range. This is a necessary security measure.

Please contact support@emeraldinsight.com for further information.

### **Email Alerts**

Sign up for email alerts to be notified of new activity from your favoures.

New content alerts give you Table of Content listings as soon as new journal issues or book volume titles are published online. You can set up "New content alerts" for additional titles simply by clicking link on the title's publication pages.

Latest article alerts tell you whenever new EarlyCite articles are published online (ahead of an issue), making new research available to you in the fastest possible time. You can manage these alerts within the top right corner of the 'New content alerts' tab below, and configure them to be delivered to your inbox either daily, weekly, monthly or never. Note that you can only receive "Latest article alerts" if you have already signed up for "New content alerts" (ToC alerts) for that title.

Citation alerts notify you whenever an article, chapter or case study that you have chosen, has been cited. You can set up "Citation alerts" by simply clicking on the "Track citations" link on the article/chapter/case study page of your choice.

Digests  $\theta$  subject alerts include an array of options, including news from your subject area of interest, Emerald company and product updates, and for librarians, you can sign up to receive MARC record updates and alerts about changes to the Emerald Insight website.

### Sign up for digest/subject alerts

You can manage the alerts you have already set up below.

Re-run latest ToC alerts

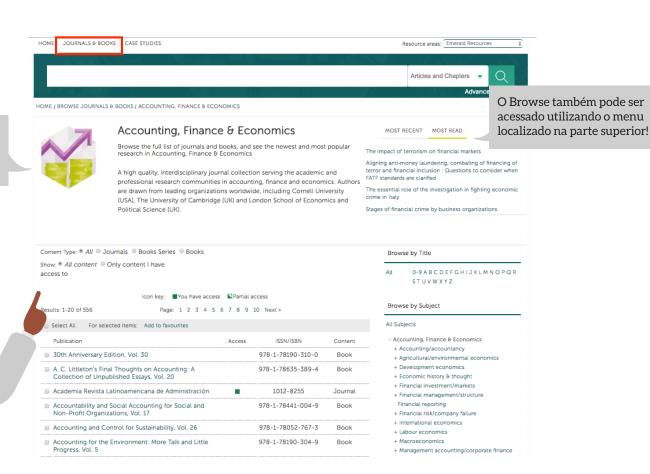
NEW CONTENT ALERTS CITATION ALERTS DIGESTS AND SUBJECT ALERTS

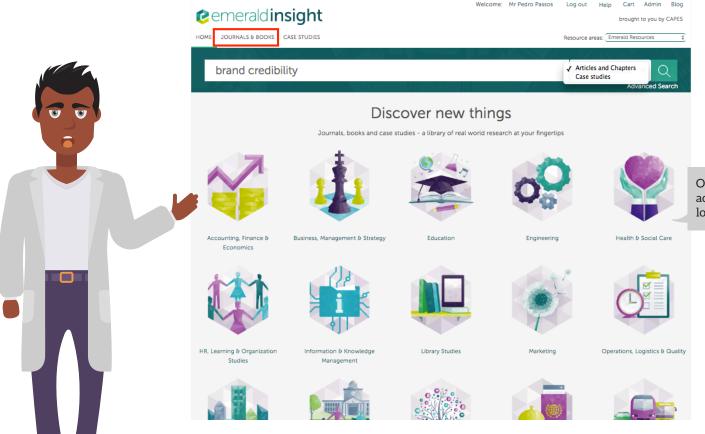
- Select all | Delete
- Politics
- Public Policy



Use o Browse se quiser visualizar o nosso acervo em uma área temática específica





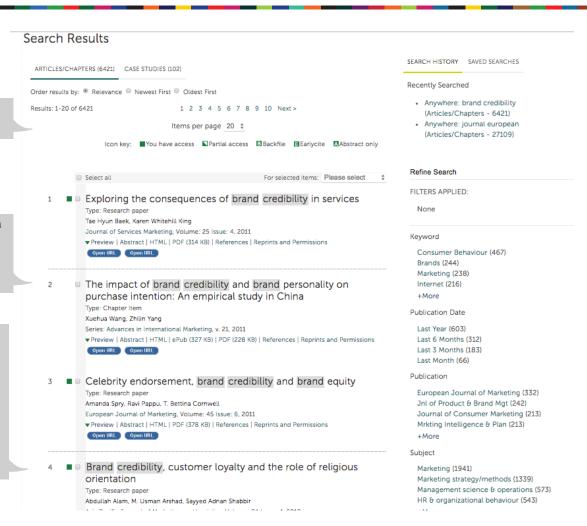


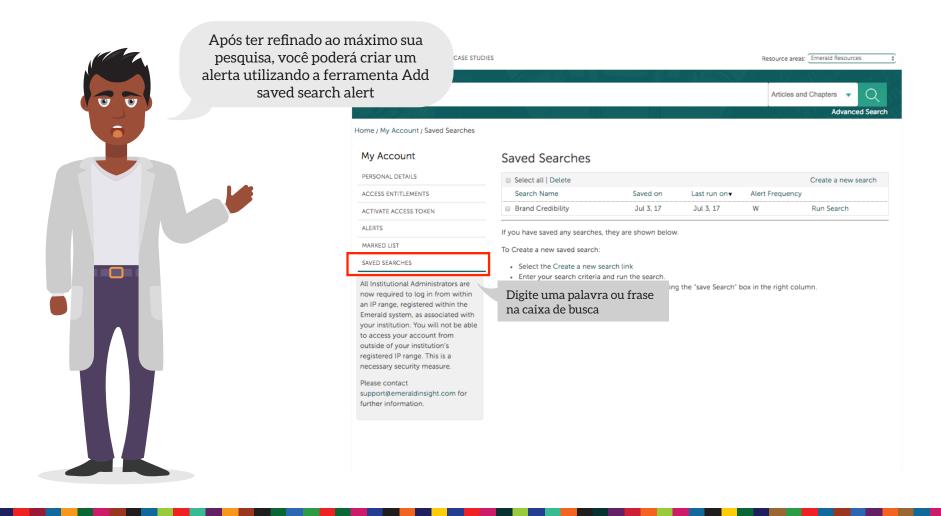
O Browse também pode ser acessado utilizando o menu localizado na parte superior!

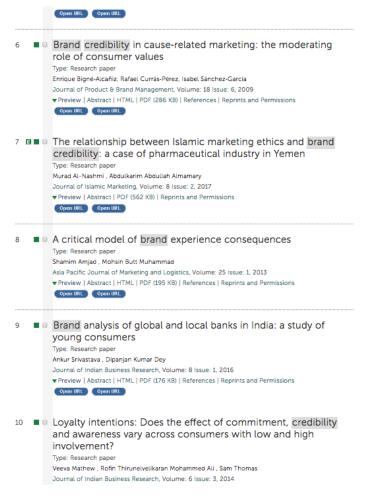
Digite uma palavra ou frase na caixa de busca

Use o menu suspenso para especificar o tipo de conteúdo que você está procurando e clique em Search

Ao realizar a busca, evite o uso isolado de palavras comuns. Por exemplo: ao buscar por "management" serão mostrados mais de 115 mil artigos de Periódicos Eletrônicos. Sempre que possível, use mais de um termo de busca.

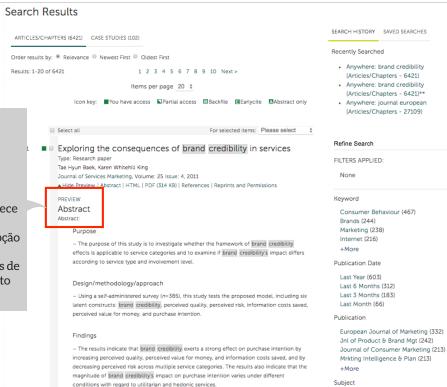












Research limitations/implications

A Fmerald oferece um abstract. totalmente diferenciado, onde o autor irá descrever seu trabalho com base nos seguintes tópicos:

Propósito

(Articles/Chapters - 6421)

(Articles/Chapters - 6421)\*\*

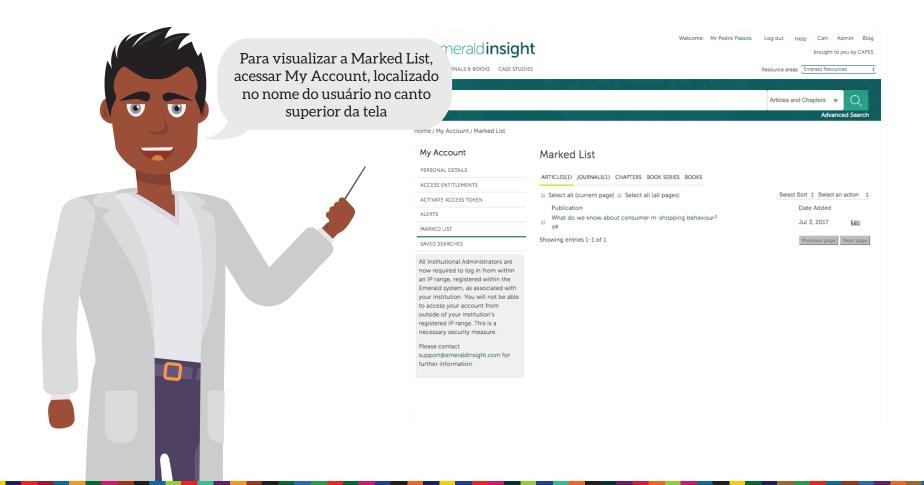
(Articles/Chapters - 27109)

Marketing (1941)

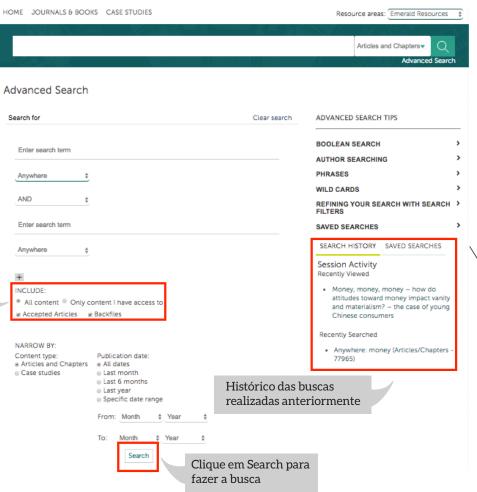
Marketing strategy/methods (1339)

- Metodologia/abordagem
- Descobertas
- Limitações da pesquisa
- Implicações práticas e sociais
- Originalidade/valor

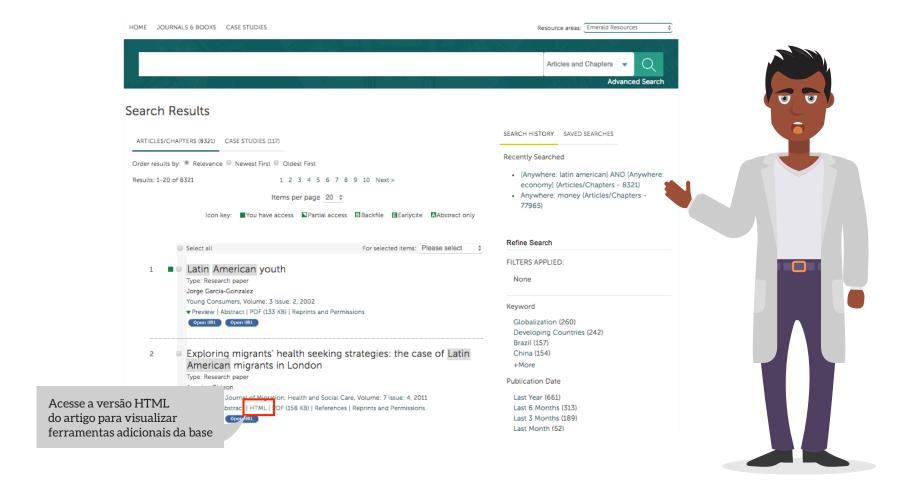
O abstract é uma ferramenta de referência que permite ao leitor decidir se deve ou não ler o texto completo. Ele oferece aos leitores uma maior percepção sobre o trabalho apresentado, antes de ler o texto completo da pesquisa!



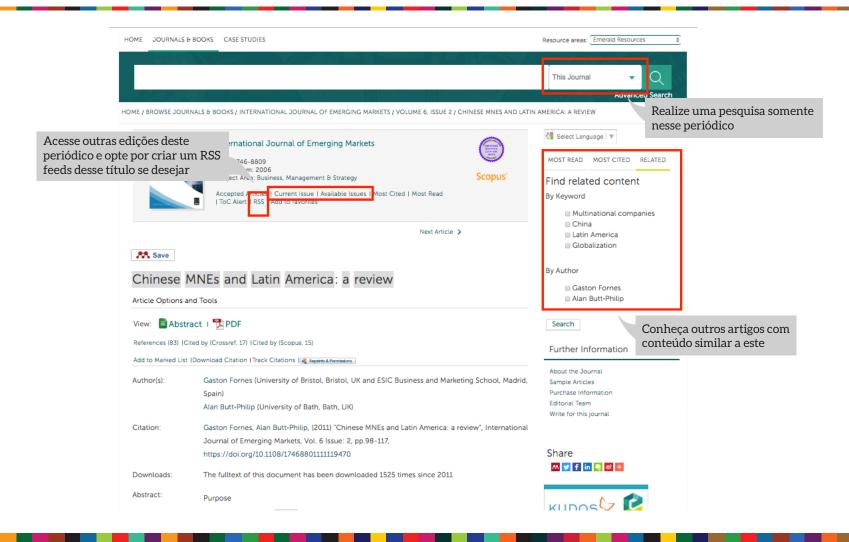
Selecione "Todo o conteúdo para realizar a pesquisa" em todo o nosso acervo ou "Somente minhas assinaturas" para ver apenas os conteúdos que você tem acesso integral

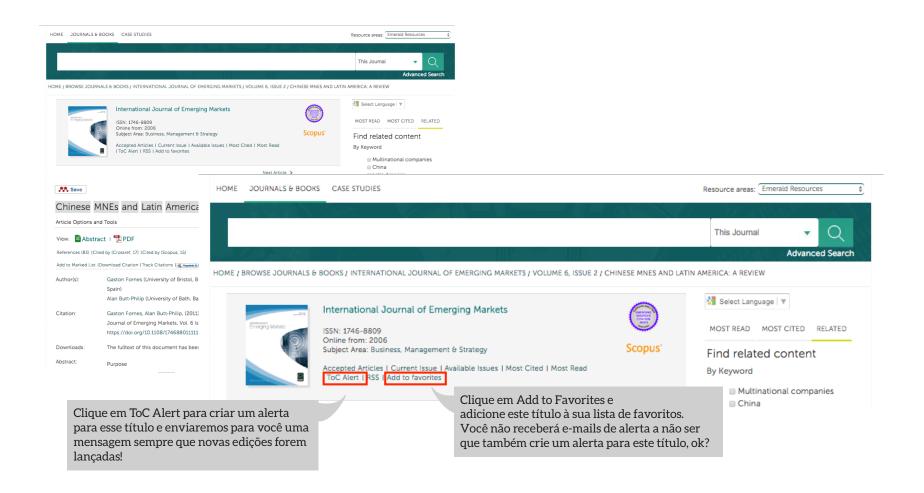


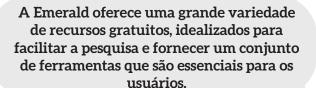






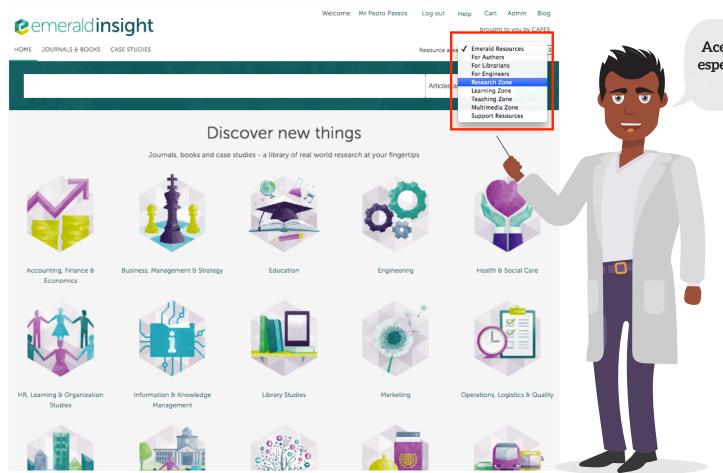








Essas informações e ferramentas serão utilizadas durante todo o processo de pesquisa e em suas atividades profissionais!



Acesso à área de recursos específicos para diferentes tipos de usuários.

A área de pesquisa foi idealizada para oferecer orientação e suporte sobre como manter-se atualizado em relação às últimas pesquisas e avanços.



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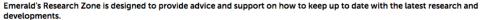
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Home > Research Zone

### Research Zone

Resources for a worldwide research community



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.

A área oferece uma consultoria completa para sua pesquisa, contatos de autores da Emerald e um calendário de eventos internacionais!

A área para autores dá acesso a informações sobre redação, além de sugestões práticas e um guia de como o seu trabalho -ou o de seus alunos - pode ser publicado, maximizando suas chances de publicação e visibilidade!

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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 read our extensive "How to ..." guides.

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### Impact of Research



Emerald's philosophy concerning impact of research is explained. Discover what Emerald means by impact, how Emerald measures impact and what impact information Emerald provides, as well as links to further information sources.

### **Editorial Services**

That Services

### 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.

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### 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, just follow the link from the site home page and fill out the registration form to 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:

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Today's librarian has to be a fully rounded m Emerald for Librarians draws on the best cu management thinking and research, and pre in such a way that busy librarians can easily to their needs.

### Information Management Resources



Keep up with the latest technical developments in library and information management. Our information management resources include interviews and viewpoints plus Features of the Month.

### Marketing your Library

A área para bibliotecários oferece soluções completas para questões relacionadas à biblioteca e aos profissionais da informação, além de informações para bibliotecários que desejam publicar e calendário de eventos

### Special Features



Are you looking to improve your daily information services activities or personal professional growth? Then visit our LIS special features section for the latest event and book reviews, noteworthy product information and more!



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That is why we have carefully selected some of the finest articles from our Thomson Reuters (formerly ISI) ranked journals and blended these with featured reviews, interviews and case studies – all designed to enable busy practitioners and researchers keep abreast of the latest developments in their areas of interest.

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Effective action requires a balance of theory, practical advice and tips from those who have made a difference. With this in mind we bring you our special features, a mix of practical, insightful articles, interviews with leading figures, case studies and reviews.

### **Engineering Events**



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# Learning Zone

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 and Student Life



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

### **Emerald Research Digests**



Research Digests take the best research papers on strategy, human resource management and learning

### Management Thinking



Short, distilled summa Thinking articles plus shape business today enhance your manage

### Literature Reviews Collect



Valuable literature rev quick and convenient starting point for their identify gaps in the cu

A área de estudos oferece recursos para professores e alunos de administração e gestão, informações a partir de experiências de docentes do mundo inteiro que irão beneficiar as atividades de docência, estudos de caso e resenha de livros que podem ser utilizados em sala de aula, além de entrevistas com pesquisadores e profissionais renomados!



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A área de docência oferece recursos para professores e alunos de administração e gestão; informações a partir de experiências de docentes do mundo inteiro que beneficiarão as atividades de docência; estudos de caso e resenha de livros que podem ser utilizados em sala de aula, além de entrevistas com pesquisadores e profissionais renomados.

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# **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. Emerald also supports the Global Foundation for Management Education (GFME). For more information, visit the GFME website.

Teaching Zone resources are available to Emerald subscribers. Simply select the "login" bar above the left-hand menu 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.

### Issues in Education



What's new in education? What are the current hot topics and who is adopting them? Visit our Issues in education section to keep up to date with the latest developments.

### Interviews Collection



Interviews with leading figures – lively conversations with people who shape the business and academic fields.

**Book Reviews Collection** 



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## Multimedia Zone

Audio and video content from Emerald

### Featured video: Online social networks and learning

Published in On the Horizon, this viewpoint essay seeks to argue that young people's online social networking can serve as sites for and supports for student learning in ways not currently assessed.

This work presents concrete examples of how social network sites, typically seen as a distraction, might be re-envisioned as supports for revised student learning outcomes.



### Video Channels

### 01: Video Abstracts



We are delighted to present video abstracts of recently published and notable Emerald articles filmed by the articles' authors.

### 02: Talking Management



The Talking Management Series features insightful interviews with leading business figures and

### management writers. 03: Emerald Channel



This channel features short videos and seminars introducing the key benefits of Emerald products and

### 04: Writing Teaching Cases



Engaging talk split into 8 short videos by Editor-in-Chief Dr

Todos os recursos audiovisuais da Emerald em um só lugar. Entrevistas com pesquisadores e profissionais renomados, vídeos de incentivo à pesquisa, podcasts e muitos outros recursos!

Site com informações sobre a Emerald, nossos diferentes sites, produtos e serviços





Emerald Publishing was founded in 1967 to champion new ideas that would advance the research and practice of business and management. Today, we continue to nurture fresh thinking in applied fields where we feel we can make a real difference, now also including health and social care, education and engineering.

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- F Emerald launches New challenger Case Study
- ₱ Emerald Publishing delivers best ever Impact Factor
- F Emerald titles increase strong CiteScore position
- F Emerald takes on greatest charity challenge yet to raise £50k for Heart Research UK
- ₱ Winners of the Emerald/EFMD 2016 Outstanding Doctoral Research Awards announced

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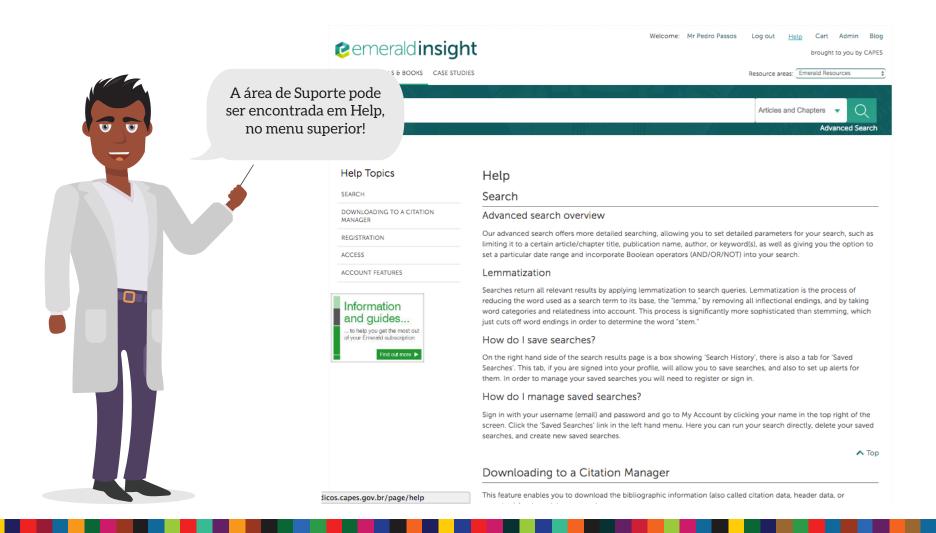
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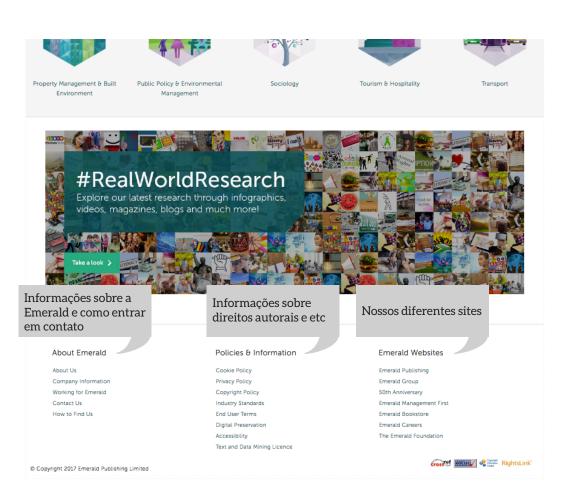
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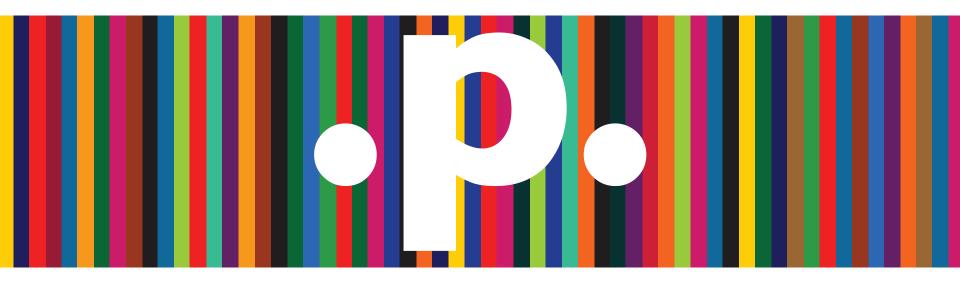
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