



# Introducing Emerald Group Publishing products and services

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# Agenda



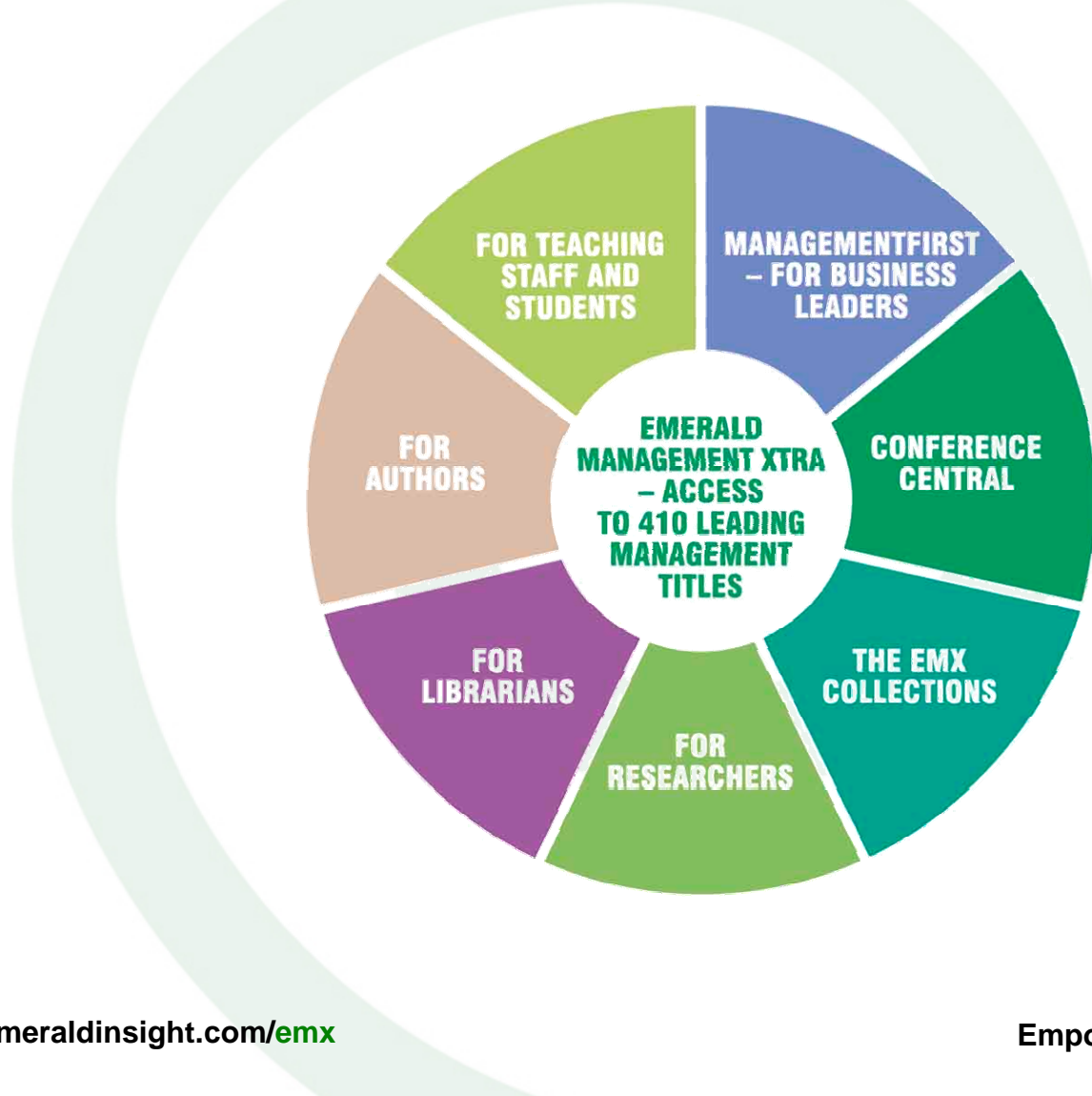
- Emerald and our key facts
- Emerald Management Xtra resources
- Emerald Management Xtra new for 06
- New Launches
- New acquisitions
- Managementfirst for Alumni from Emerald
- Training Resources from Emerald – usage development team
- Live demonstration

# Emerald and our key facts



- Emerald was established in 1967, so as a publisher it has over 35 years of experience
- Over 150 staff at our head office in Bradford in the UK
- leading publisher of management research
- 67 out of the top 100 MBA institutes in the world are Emerald customers (taken from FT ranking January 2005)
- Emerald has a potential readership of 15 million scholars world wide
- Emerald databases are heavily used – Emerald delivered over 8 million downloads in 2004

# Emerald Management Xtra resources....



# EmeraldManagementXtra



## LIBRARIAN Features:

Management Resources

How to market your library

Information management resources

How to get published

Emerald Library Link

EMERALD  
FULLTEXT  
EMERALD  
MANAGEMENT  
REVIEWS

FOR  
LIBRARIANS

# EmeraldManagementXtra



## COLLECTIONS Features:

### The EMX Literature Reviews

a collection of over  
400 reviews

### The EMX Book Reviews

1,500 in-depth  
reviews of books on  
management

### The EMX Case Studies

More than 700 case  
studies

### The EMX Interviews

More than 500  
interviews

EMERALD  
FULLTEXT  
EMERALD  
MANAGEMENT  
REVIEWS

FOR  
LIBRARIANS

THE EMX  
COLLECTIONS

# EmeraldManagementXtra



## TEACHING STAFF AND STUDENTS Features:

Teaching support material

Resources for students

Teaching tips and processes

Noticeboard

FOR TEACHING STAFF AND STUDENTS

EMERALD FULLTEXT

EMERALD MANAGEMENT REVIEWS

FOR LIBRARIANS

THE EMX COLLECTIONS

# EmeraldManagementXtra



## RESEARCH Features:

Interviews

Funding information

Research methodology papers

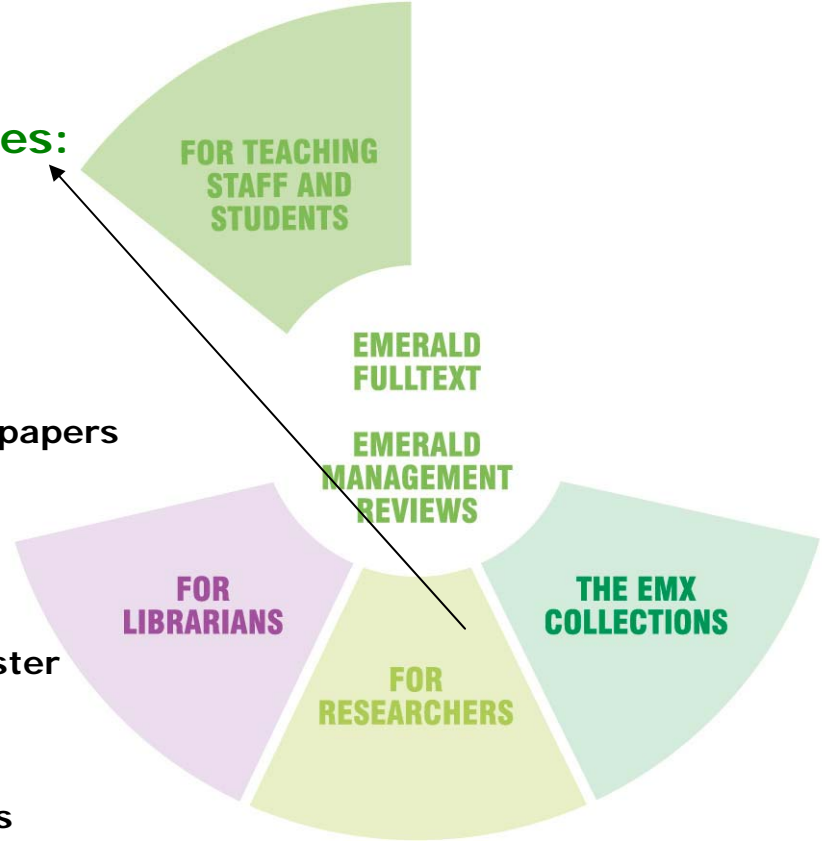
Research tips

Emerald Research Register database

Research school profiles

Connections

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



Empowering **management** research



# EmeraldManagementXtra



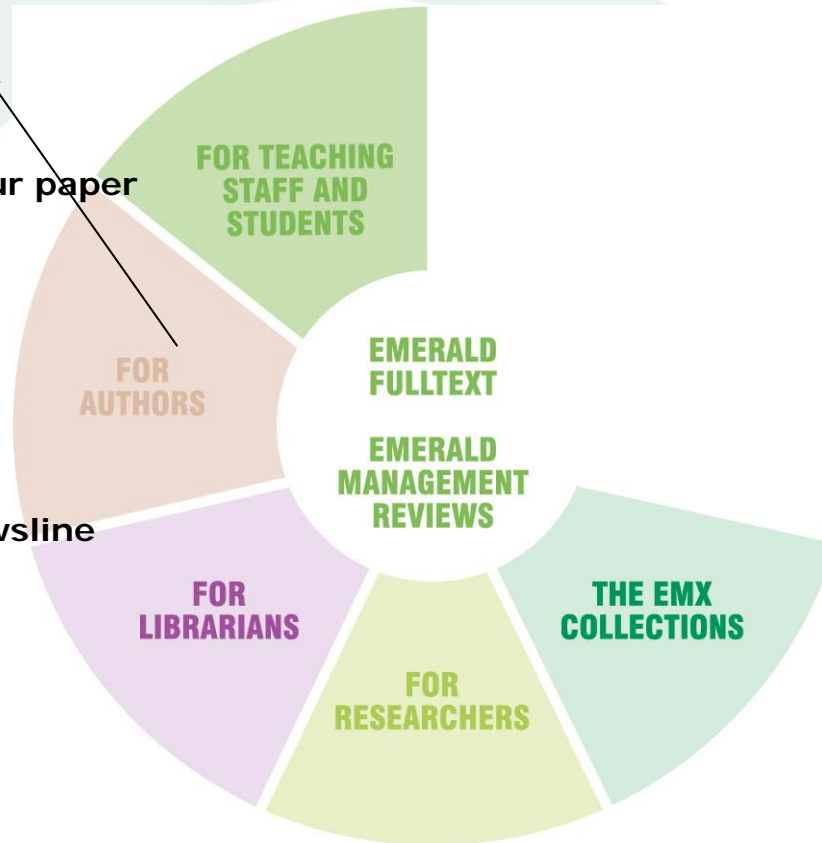
## AUTHOR Features:

Premium help placing your paper

Meet the editor

Practical tips

Emerald Literati Club Newsline



# EmeraldManagementXtra



## CONFERENCE CENTRAL Features:

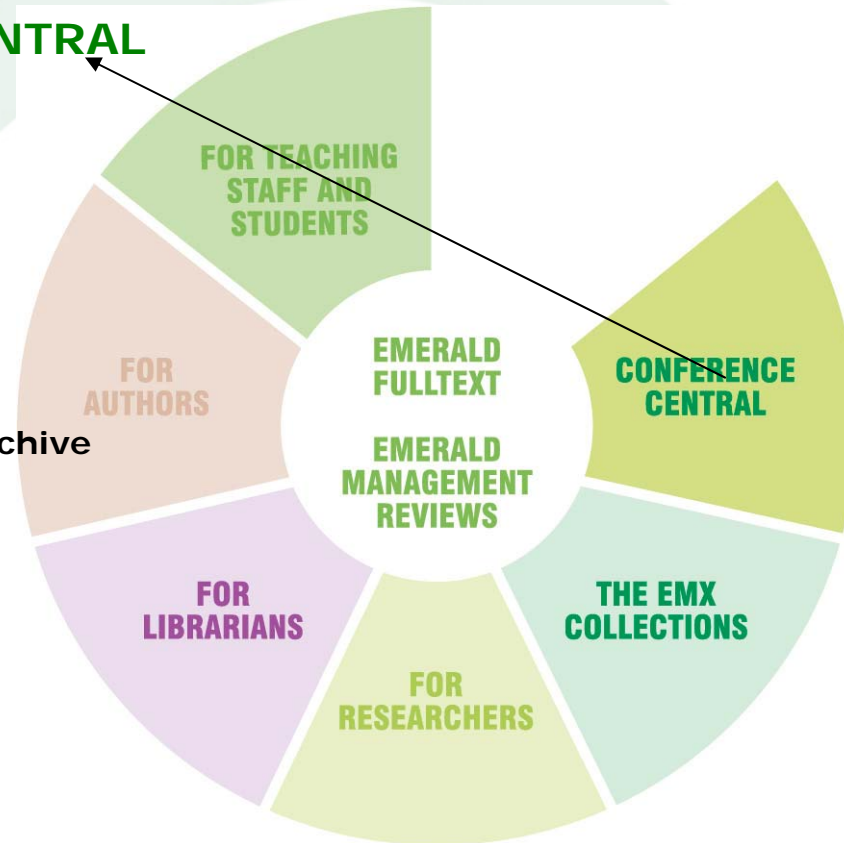
Conference listings

Conference previews

Conference reviews archive

Conference alert

Newsflash



# EmeraldManagementXtra



## MANAGEMENT FIRST Features:

Practical advice on  
management issues

Learning from the best

Management styles

Marketing

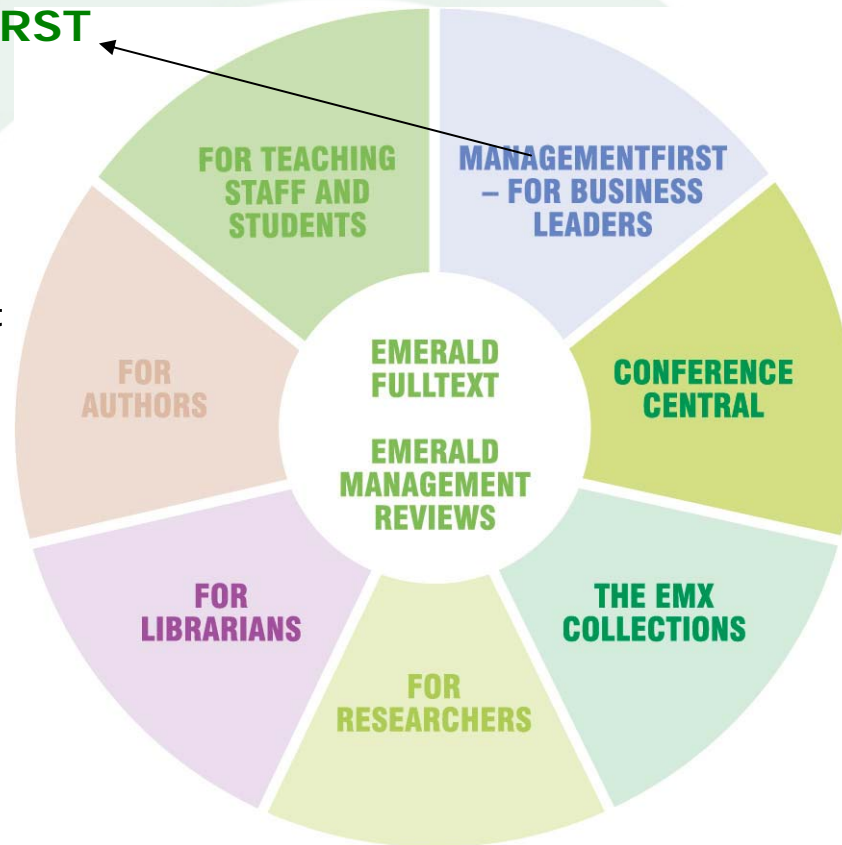
Change Management

Human Resource

Knowledge Management

Quality

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



Empowering **management** research

# Emerald Management Xtra new for 2006



- **Over 125 Journals**
  - Various versions – EMX 40, 80, 95, 110, 140
- **Over 700 fully searchable case studies**
- **Management Insights**
- **Key Management Readings**
- **Xtra for Deans**
- **Emerald are proud to have over 35 customers to EMX through out the world, and it was only launched in August**

# New Launches for 2006



Emerald is pleased to announce the launch of the following journals for 2006:

- Baltic Journal of Management
- International Journal of Emerging markets
- Journal of Management History
- Journal of Modelling in Management
- Journal of technology management in China
- Qualitative Research in Organisations and Management An International journal
- Society and business review

# Journal Update 2006



- **Journal of Human Resource Costing and Accounting**
- **Journal of Accounting and Organizational Change**
- **Qualitative Research in Accounting and Management**
- **Journal of Investment Compliance**
- **Asia Pacific Journal of Marketing and Logistics**
- **Cross Cultural Management**
- **Equal Opportunities International**
- **Humanomics**
- **Journal of Facilities Management**
- **Journal of Financial Regulation and Compliance**
- **The International Journal of Logistics Management**
- **International Journal of Sociology and Social Policy**
- **International Journal of Wine Marketing**
- **Journal of Asia Pacific Marketing**
- **Management Research News**
- **Managerial Finance**
- **Managerial Law**
- **Review of Accounting and Finance**
- **Journal of Communication Management**
- **Journal of Corporate Real Estate**
- **Journal of Financial Crime**
- **Journal of Money Laundering Control**

# Alumni offerings from ManagementFirst of Emerald..



Emerald alumni gives instant access to management resources.

There are:-

- Reviews from the worlds top 400 management Journals.
- 280 practitioner- focused articles. New articles are added regularly
- 140 Guru interviews with leading figures in business and management. Updated and added to regularly.
- Along with 10 subject communities including:- Healthcare, Marketing, Management.
- There are a selection of case studies, discussion forums and a management resource section.
- New customers include:- **National University of Singapore** and **Nanyang Technology University**

# Training Resources from Emerald – Usage Development Department



- Committed to increasing usage and get best value for money
- Team of specialist training experts
- Onsite training anywhere in the world
- Online training sessions via your desk and/or e-classroom via WebEx
- Print + Online support materials in local languages
- Bev Foster [bfoster@emeraldinsight.com](mailto:bfoster@emeraldinsight.com)
- Carol Robertson [crobertson@emeraldinsight.com](mailto:crobertson@emeraldinsight.com)



# Librarian toolkit



- Emerald Management Xtra librarian toolkit:

<http://xtra.emeraldinsight.com/info/help/toolkit/index.jsp>

- Emerald Fulltext librarian toolkit:

<http://www.emeraldinsight.com/info/help/toolkit/index.jsp>

# Support Resources...



A screenshot of a Microsoft Internet Explorer browser window. The title bar reads "Emerald - Microsoft Internet Explorer provided by Emerald Group Publishing Limited". The address bar shows "http://www.emeraldinsight.com/info/help/toolkit/index.jsp". The main content area features a "Support Resources" section with several links and descriptions: "Step-by-Step Guides" (Local language guides to help your users search and browse Emerald - can be downloaded or ordered.), "What can Emerald do for me?" (A leaflet available online or in print that explains who should use Emerald, and why using it may increase their chances of an improved paper.), "Posters" (Emerald posters available online or in print, to promote Emerald in your library.), "Promotional Emails" (Sample email scripts and links for librarians to inform faculty and students about the Emerald resources available through the library.), and "Article Purchasing Guide" (Instruction guide for purchasing articles). The browser's taskbar at the bottom shows various open applications including "Inbox - Mi...", "3 Reminders", "Organisati...", "GoldMine ...", "FW: EMX ...", "FW: Busin...", "Yahoo! M...", "Microsoft ...", and "Emerald ...". The system clock shows "09:48".

# Promotional email to students



A screenshot of a Microsoft Internet Explorer browser window displaying the Emerald website. The browser's address bar shows the URL "http://www.emeraldinsight.com/info/help/toolkit/student\_email.jsp". The website's navigation bar includes links for "Home", "Contact Us", "Site Map", and "Help", along with a search box. The main content area features a sidebar with navigation links such as "My Profile", "Search &amp; Browse", "Journals &amp; Databases", and "About Emerald". The central content area is titled "Promotional email for students" and contains a message addressed to "Dear Student". The message explains that the library provides e-resources to support students, lists the types of resources available, and provides instructions on how to access them. A "What's In This Section" sidebar on the right lists links to the "Main Help Menu", "Admin Help Menu", "Librarian Toolkit", and "Customer Charter". The Windows taskbar at the bottom shows several open applications, including "Inbox", "Organis...", "GoldMin...", "FW: EM...", "FW: Bus...", "Yahoo! ...", "Microsof...", "Emeral...", and "\*\*ALL S...", with the system clock showing 09:57.

# Live demonstrations...



- Emerald Insight demonstration
- EMX demonstration

# Emerald Group Publishing...



Thank you for listening,  
any questions?

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