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### **Electronic Resources for Members**

As a member you have exclusive access to a wealth of electronic knowledge saving you time and money. To help you navigate these services here is a brief description of what is available from each service, links to user guides, with terms and conditions of use for the electronic member resources so you can take full advantage of what is on offer.

#### How to access the services

These resources can be accessed from MyCIM.

#### EBSCO database access by members of CIM

Access to EBSCO databases are offered to members under these terms and conditions.

You have access to:

- Business Source Corporate Plus is a collection of journals, magazines and newspapers covering all
  industries and published around the globe. There are 5,600 in full text and many more as abstracts. This
  collection also contains company records for over one million companies and profiles of the top 10,000+
  companies, range of industry and country reports. There is a company database facility and thousands of
  company profiles, many including a SWOT analysis. There are also industry reports contain market
  overview, market value and segmentation information. Newswires are also included.
- There are then three abstracting services:
  - **Library, Information Science & Technology Abstracts** is an abstract collection specific to the world of Librarianship and online information retrieval.
  - **GreenFILE** again a mixture of abstracts covering the topic of the environment.
  - OpenDissertations

To help you get the best out of the databases there are a range of tutorials. These include general usage plus how you can set up a 'MyEBSCOhost'account that will allow you to save articles in your own area on the EBSCO website, plus allow you to set up alerts for particular journals or subjects. You could, for example, set up an alert for the next issue of a journal or maybe set up an alert for your own company to see where you are mentioned in the press.

Links for tutorials: Introduction to EBSCO Basic searching Advanced searching How to create search alerts How to create journal alerts Personalised folders (MyEBSCOhost) How to use the My EBSCOhost folder

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If you set up a MyEBSCOhost account, CIM remains the data controller of your personal information and EBSCO are the data processor.

#### Ebook Central database access by members of CIM

Access to Ebook Central database of online books is offered to members under these terms and conditions.

Ebook Central is a growing collection of online books. You are able to create an account online that will allow you to bookmark pages and write notes. There is more help available at on the **ProQuest YouTube channel**.

For additional help on the Advanced Search please visit the Proquest Support Center.

**Please Note:** There is a mixture of books in this collection, some that can only be read online and some that can be downloaded to a reader. With some of the titles you can download for short periods. With the online books you can print a small section as permitted by the publishers. These additional services will require you to set up an account on the platform.

## Terms and conditions of use for members of The Chartered Institute of Marketing.

#### **EBSCO**

- 1. Databases may be used at any time if accessed from computers based at Moor Hall, Cookham. This includes delegates on our training courses based on site.
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- 4. Non-members of CIM will not be given access to the databases except as in point 1.
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#### For further assistance please contact:

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