



Effective research in eBooks & EBSCO Discovery Service



Agenda

1. What are eBooks and how they differ
2. EBSCO eBooks App
3. EBSCO Discovery Service in theory
4. Online demonstration
 1. Basic Search
 2. Getting the eBook online
 3. Downloading the eBooks
 4. How to prepare your computer for downloading
 5. Saving time via automatic searching (alerts)
5. Tracking the research impact with Plum Analytics

eBooks within EBSCO*host* environment

- eBooks collection available in full integration with other EBSCO databases or in EBSCO Discovery Service
- Mobility
 - Possibility to copy to another devices (such as iPad, eReaders, smart phones,...)
- Available through already familiar interface of EBSCO*host*
- **Print-out** option
- PermaLinks creation for an eBook title or a particular page

Access to a Book vs. eBook

Traditional library

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EBSCOhost

Read the eBook online

Getting the full text home

Make a xerox copy of any pages

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- **138,000** titles in **unlimited** “copies”

- Content from leading academic presses, such as:

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- Springer Science

- Elsevier

- Oxford University Press

- Cambridge University Press

- MIT Press

- Harvard University Press

- and many others

- Subject coverage includes:

- Art

- Business & Economics

- Education

- Language Arts & Discipline

- Literary Criticism

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- Philosophy

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- Religion

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- Technology & Engineering

- and other academic fields



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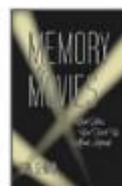
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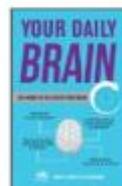
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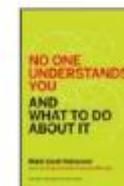
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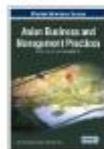
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2. **Experiencing International Business and Management : Exercises, Projects, and Cases**

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On the left side, there is a sidebar with a "Contents" button highlighted by a red box. Below it, the book title "Experiencing International Business and Management : Exercises, Projects, and Cases" is displayed. The author is "Punnett, Betty Jane" and the date is "2015". A "Detailed Record" link is also present. A second red box highlights a "Cover" section in the sidebar, which contains a list of navigation options: "Cover", "Half Title", "Title Page", "Copyright Page", "Table of Contents", "Preface and Introduction to Experiential Learning", "About the Author", "Overview of International Business Management" (highlighted in blue), "Exercises", and a numbered list of exercises from 1 to 7.

The main content area on the right shows the start of Chapter 4, "Overview of International Business Management". The text describes a simple environment where a company's strategies were largely determined by the company itself, with little concern for groups other than its immediate constituencies. It mentions that the United States dominated this phase of international business, while Europe and Japan were under reconstruction following the war. The text continues to describe the impact of U.S. technology, machines, and consumer goods, and the challenges of foreign trade barriers and direct investment. A section titled "Phase 2: 1955 to 1970" follows, describing the actors in this phase: the firm, its commercial constituencies, and the host government. It notes that many international companies had become large, with globally integrated production and marketing, and that U.S. multinational corporations (MNCs) were owned, controlled, and managed by U.S. nationals.

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Author: Punnett, Betty Jane

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4 Overview of International Business Management

simple environment, where a company's strategies were largely determined by the company itself, with little concern for groups other than its immediate constituencies. The United States dominated this phase of international business. Whereas Europe and Japan were under reconstruction following the war, the United States was powerful and respected. U.S. technology, machines, and consumer goods were in demand around the world. This led to increased exports at first; but then, when foreign trade barriers were imposed, to foreign direct investment. During this period many less-developed countries or LDCs as they were then called were not yet independent, national policies on foreign investment were still being formed, and those national policies that existed were poorly implemented. This gave international companies virtually free reign in their international activities. It was a time when "American management" was considered superior, even though there were many successful European companies operating internationally. Thus, U.S. companies managed their foreign subsidiaries with U.S. citizens, and training for these international assignments was not considered necessary.

Phase 2: 1955 to 1970

This phase consists of three actors: the firm, its commercial constituencies, and the host government. Many international companies had become large by this phase, with globally integrated production and marketing. U.S. multinational corporations (MNCs) were owned, controlled, and managed by U.S. nationals. Concurrently, many LDCs had become independent and sensitive to the potential loss of sovereignty represented by giant foreign corporations. The more developed nations had formulated policies regarding foreign investment and actors were implementing these consistently. These factors combined to make relations with host governments an important consideration for international companies.

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4 Overview of International Business Management

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- ▶ 2. Moving from Domestic to Global
- 3. Benefits of Trade
- ▶ 4. Trade Considerations
- ▶ 5. Choosing Your Suppliers
- ▶ 6. Friendly Negotiations
- ▶ 7. How Do You

4 Overview of International Business Management

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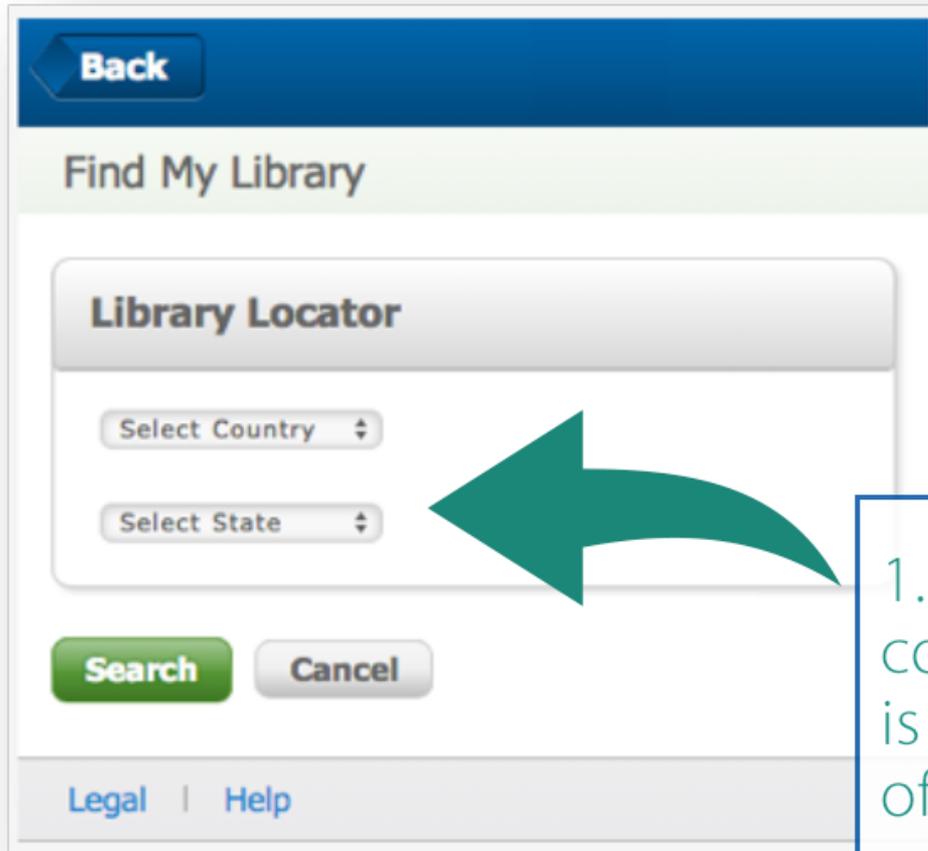
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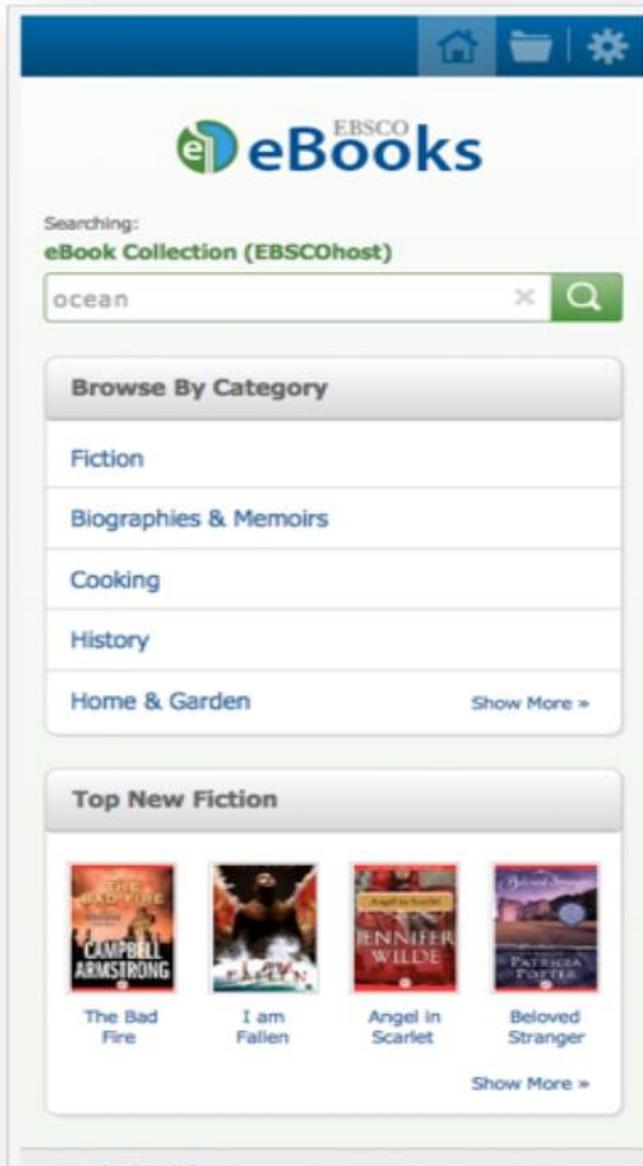
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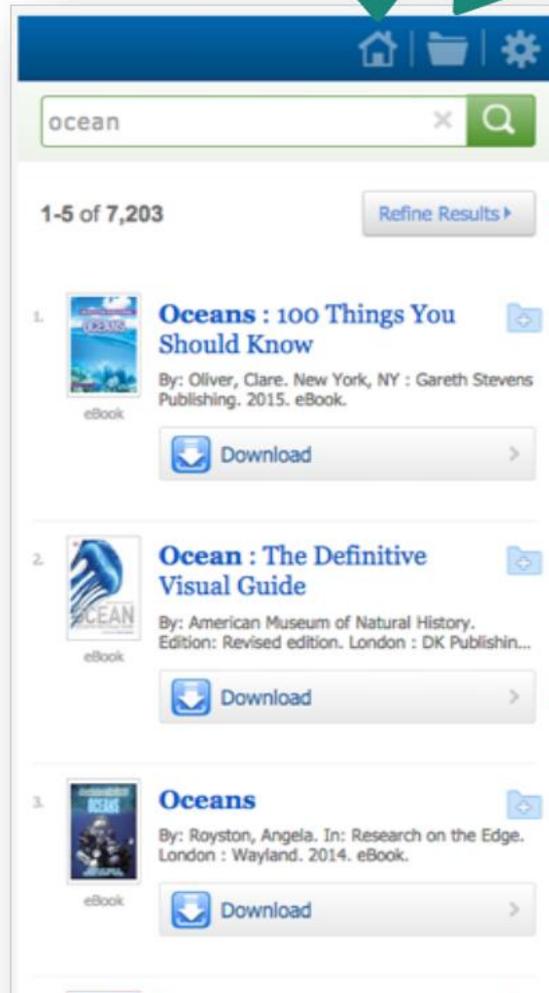
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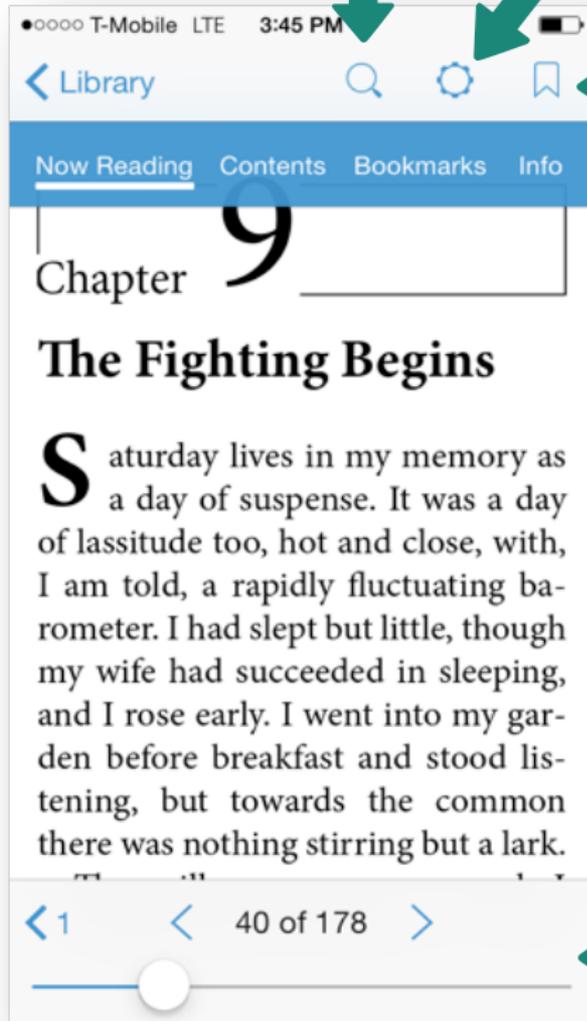


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2. Access detailed settings

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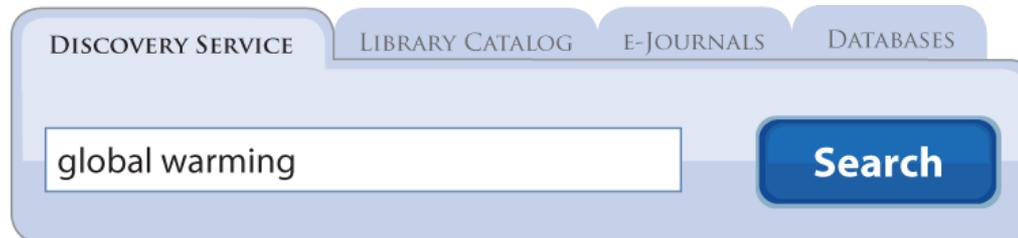


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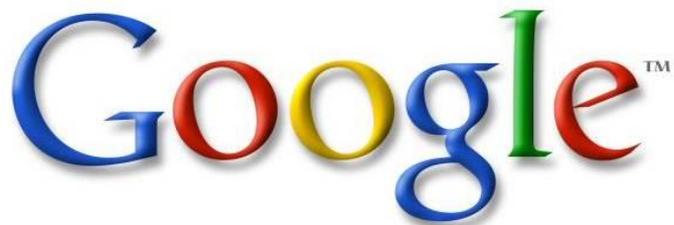
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Value Ranking: Quality & Openness

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Value Ranking: Quality & Openness

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In relation to the search terms,
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Value Ranking: Quality & Openness

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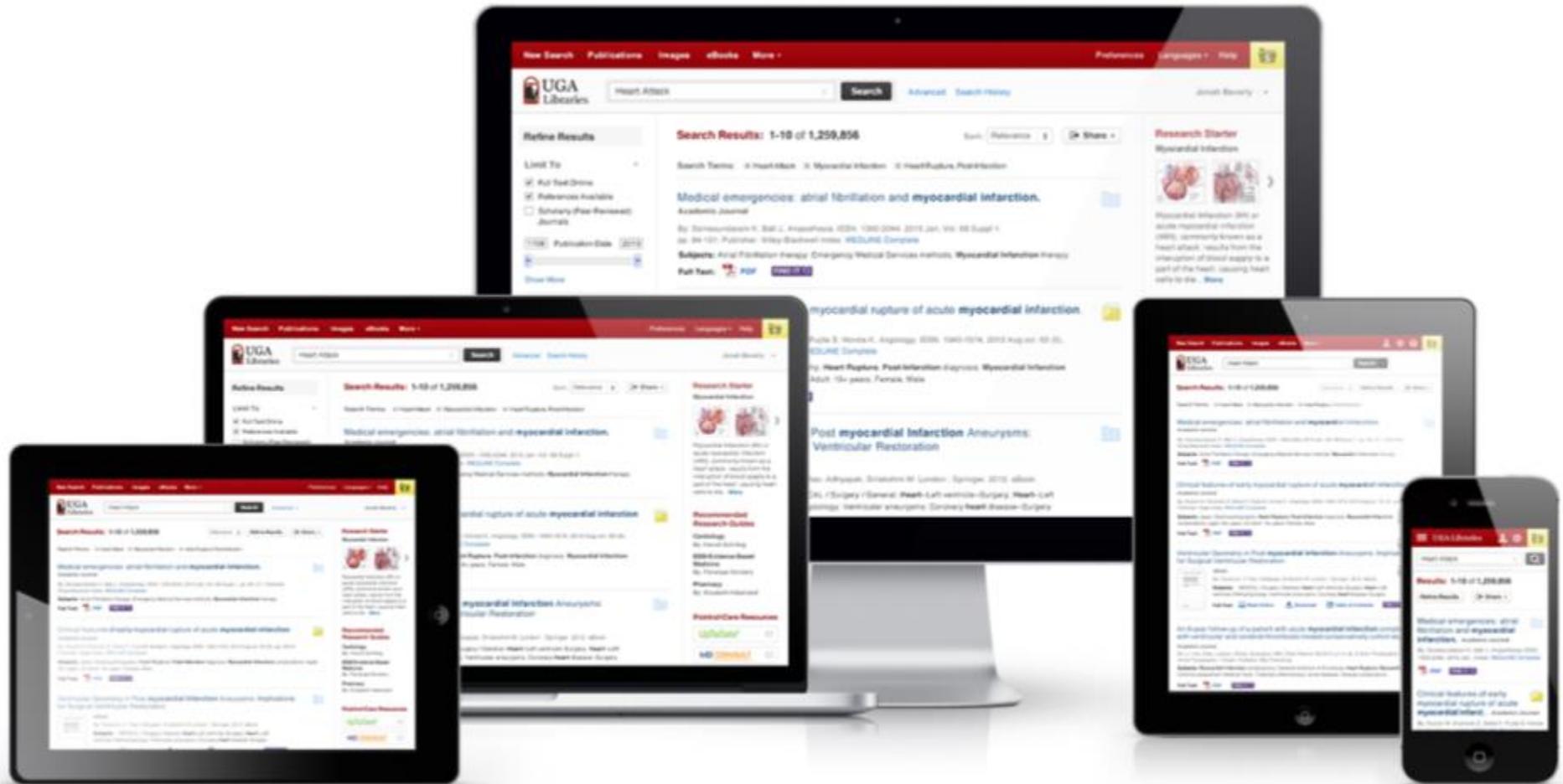
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The screenshot shows a search for 'social media' with 4,352,876 results. The interface includes a left sidebar with various filters (Full Text, Available in Library Collection, Peer Reviewed, etc.), a main results area with numbered callouts (1-7) pointing to search filters, a 'Social Media' section with a network diagram, and a list of search results with numbered callouts (1-5) pointing to specific items like 'The Hype and Reality of Social Media Use for Work Collaboration and Team Communication' and 'Social media in the media'.



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- Access to the content of the publication**

The screenshot shows a search for 'Harvard Business Review' with 892,427 results. A callout '1' points to the search input field, and another callout '2' points to the search results list.

The screenshot shows a search for 'Land economics' with 3 results. Callouts '3' and '4' point to the search filters and the search results list respectively.

Various information flyers for the end users designed per needs of the given library

- For access to the full text of a given article, click on the link „Full Text Finder“.**
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- The Full Text Finder will provide links where the document is available in the full text for you.**
Below, there might also appear other links that will help you other possibilities where to search for the document or how to process its full text.

The screenshot shows the 'Full Text Finder Results' page for the article 'Do investors value SEO lockup agreements?'. It includes a callout '1' pointing to the 'Full Text Finder' link and another callout '2' pointing to the 'View this article at Science Direct' link.



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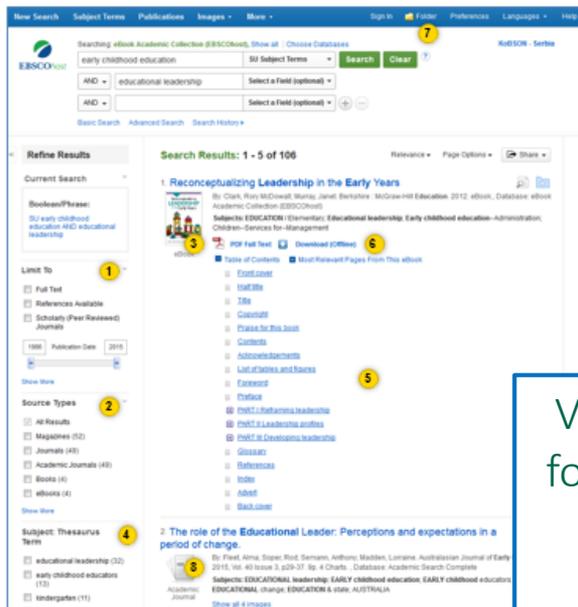


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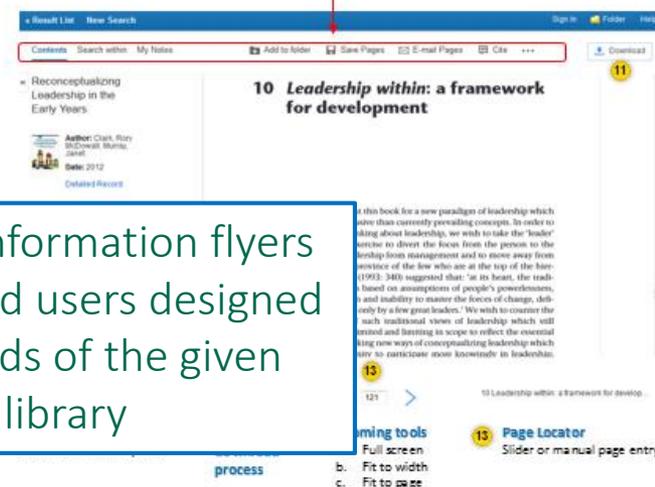
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