

如何让EBSCO成为您的学术好帮手 ---综合学科数据库

Sophia Jiang
Training Specialist, EBSCO

The EBSCO logo consists of the word "EBSCO" in white, uppercase, sans-serif font, centered within a dark blue rounded rectangular background.

(Elton B. Stephens Company)

EBSCO简介

EBSCO是目前世界上最大的提供学术文献服务的专业公司之一，提供数据库，期刊、文献订购及出版等服务，总部在美国，在全球22个国家设有办事处。开发了300多个在线文献数据库产品，涉及自然科学、社会科学、生物医学、人文艺术等多学科领域。

EBSCO数据库是在中国大陆地区有近600家高校订户，北京大学、清华大学、上海交通大学、西安交通大学、北京交通大学、复旦大学、中国人民大学、中国科学院、中国社科院、中国国家图书馆，上海图书馆，浙江图书馆、天津图书馆均为EBSCO数据库的用户。

课程内容

第一部分： 数据库内容介绍Introduction of Database Content

第二部分： 上机操作演示 Demonstration

➤布尔逻辑和检索技巧， 筛选区的运用 Basic Search

➤文件夹的建立与利用My EBSCO *host* Folder Account

➤如何设定期刊新知通报Create Alerts

第三部分： 在线帮助及参与网络课程Q&A

第一部分： 数据库内容介绍

Introduction of Database Content





Academic Search Premier

a comprehensive database for multi-disciplinary research

Academic Search TM

综合学科全文数据库

学术研究最佳资源

透过Academic Search™快速简便的利用数千种顶尖学术期刊。专为每位研究人员的需求量身打造，数据库收录高价值、全面性的综合学科内容，并且提供倍受推崇的全文期刊、杂志以及其他珍贵资源。

ASC拥有13,600多种期刊，其中有9,000多种全文期刊，7,700余种同行评审全文期刊
ASP拥有13,600多种期刊，其中有4,700多种全文期刊，4,000余种同行评审全文期刊

热门学科包含：

- 生物学
- 化学
- 工程
- 物理
- 心理学
- 人文学与社会学
- 科学和技术
- 数学
- 法律
- 计算机
- 历史
- 以及其他更多学科

AS综合数据库—各学科期刊列表

<https://www.ebscohost.com/>



 Research Databases

About EBSCO **Title Lists** Free Trials For Publishers

Colleges & Universities

Health

Corporations

Government & Military

Schools

Public Libraries

The
• **ULTIMATE** •
research experience is here

Available Now:

Five New Ultimate Databases from EBSCO

Superior content, global coverage, relevant results

[Learn More](#)

EBSCOhost databases are the *most-used, premium online information resources* for tens of thousands of institutions worldwide, representing *millions of end users*.

[Request a Free Trial](#)

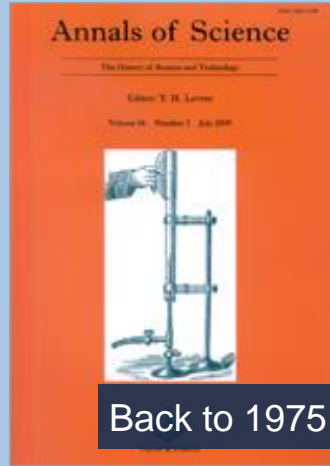
Academic Search™

Academic Search Version	Active Full-Text Journals & Magazines	Active Full-Text Peer-Reviewed Journals	Active Full-Text Peer-Reviewed Journals with NO Embargo	Active Full-Text Journals Indexed in Web of Science or SCOPUS
Elite	1,655	1,385	607	1,220
Premier	3,344	2,943	1,151	2,477
Complete	6,724	6,035	3,854	4,128
ULTIMATE (projected)	10,200	9,178	6,520	5,206

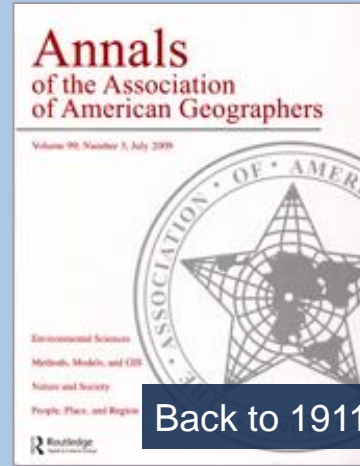
AS系列数据库中文期刊展示



Back to 1929



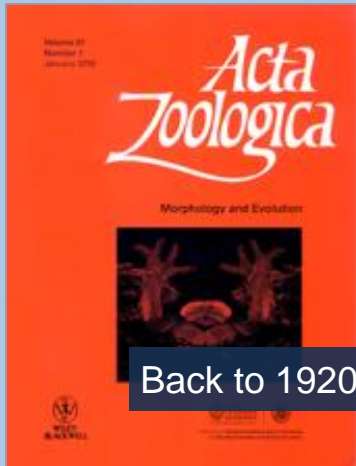
Back to 1975



Back to 1911



Back to 1945



Back to 1920



Back to 1930



Back to 1975



Back to 1954



Back to 1971



Business Source[®]

商管财经全文数据库

全球最完整的商管财经研究资源

身为产业界最广为使用的研究数据库，*Business Source*[®]收录顶尖商学期刊全文以及可检索的参考引用信息，范围涵盖多项商学主题。透过全文内容以及同行评审期刊，该数据库对于商学院学生求学过程中是不可或缺的重要资源。

其他收录资源包含：

- 市场研究报告
- 产业报告
- 国家报告
- 公司简介
- SWOT分析
- 产品评论
- 新闻文章

热门主题学科：

- 营销
- 企业管理
- 会计
- 银行相关
- 金融
- 经济
- 管理信息系统
- 生产与运营管理

Business Source[®]

Business Source Version	Active Full-Text Journals & Magazines	Active Full-Text Peer-Reviewed Journals	Active Full-Text Peer-Reviewed Journals with NO Embargo	Active Full-Text Journals Indexed in Web of Science or SCOPUS
Elite	641	365	192	315
Premier	1,250	706	315	589
Complete	2,354	1,361	827	851
ULTIMATE (projected)	3,500	2,000	1,385	1,000

“Business Source Premier is certainly our number one research tool for academic business research.”
- Michael Halperin, Director, Wharton School

Management Journals Ranked

Study by Coe & Weinstock from *Academy of Management Journal*

Rank	Journal Name	EBSCO
1	<i>Administrative Science Quarterly</i>	1956 to present
2	<i>Academy of Management Journal</i>	1958 to present
3	<i>Harvard Business Review</i>	1922 to present
4	<i>Management Science</i>	1954 to present (Embargoed)
5	<i>Operations Research</i>	1952 to present (Embargoed)
6	<i>Academy of Management Review</i>	1976 to present
7	<i>Industrial & Labor Relations Review</i>	1947 to present
8	<i>California Management Review</i>	1958 to present

Top Marketing Journals in Doctoral Institutions

Study by Hult, Neese and Bashaw from *Journal of Marketing Education*

Rank	Journal Name	EBSCO
1	<i>Journal of Marketing</i>	1936 to present
2	<i>Journal of Marketing Research (JMR)</i>	1964 to present
3	<i>Journal of Consumer Research</i>	1974 to present

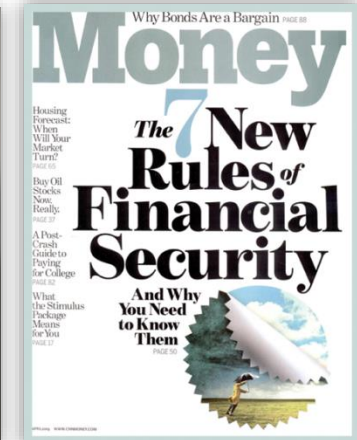
Finance Journals Ranked

Study by Mabry & Sharplin, "Conclusions, a Final Ranking of Finance Journals", *The Journal of Financial Research*

Rank	Journal Name	EBSCO
1	<i>Journal of Finance</i>	1946 to present (Embargoed)
2	<i>Journal of Financial & Quantitative Analysis</i>	1966 to present
3	<i>Journal of Money, Credit & Banking</i>	1969 to present (Embargoed)

Top Five General Business Magazines

Magazine Name	EBSCO
<i>Bloomberg Businessweek</i>	1996 to present
<i>Forbes</i>	1990 to present
<i>Fortune</i>	1992 to present
<i>Harvard Business Review</i>	1922 to present
<i>Money</i>	1978 to present





Business Source Premier

- 10,151 Company Profiles
- 5,625 Industry Reports
- 106 Market Research Reports
- 1,194 Country Economic Reports
- 3,572 SWOT Analyses
- 6,520 Case Studies



Figures as at November 4, 2013

Business Source Complete
Unique Full-Text Content vs.
Business Source Premier

Business Source Premier & Business Source Complete Full Text Compared

CONTENT TYPE	Business Source Premier	Business Source Complete	Difference
Author Profiles	0	40,654	40,654
Books & Monographs	44	825	781
Case Studies	7,311	11,471	4,160
Company Profiles / Information Records	10,151	1,160,151	1,150,000
Conference Papers / Proceedings Collections	6	69	63
Country Economic Reports	997	1,247	250
Faculty Seminars (Videos)	0	57	57
Industry Reports	5,767	7,474	1,707
Interviews (Executive & Analyst)	0	9,596	9,596
Market Research Reports	106	2,512	2,406
Peer-Reviewed Journals	1,133	1,986	853
SWOT Analyses	3,667	3,712	45
Trade Journals & General Business Magazines	1,080	1,832	752
Working Papers Collections	2	32	30

57 Harvard Faculty Seminars (Videos)

The Faculty Seminar Series features the work and research of prominent professors and experts from Harvard Business Schools



Topics Include:

- Case Method
- Change
- Communications
- Ethics
- Finance and Accounting
- Global Business
- Governance
- Innovation & Entrepreneurship
- Leadership
- Management
- Organizational Behavior
- Organizational Development
- Sales & Marketing
- Social Enterprise
- Strategy
- Technology & Operations

第二部分： 上机操作演示

- 布尔逻辑和检索技巧 Boolean Operator
- 高级检索： 搜寻不只是关键词 Advance search
- 文件夹的建立与利用 My EBSCO *host* Folder Account
- 如何查询期刊， 订阅期刊通报 Create Alerts

第一小节

案例检索：布尔逻辑和检索技巧，
筛选区的运用 **Basic Search**



正在检索: **Communication & Mass Media Complete, Academic Search Premier, Business Source Premier** [简洁显示](#) | [选择数据库](#)

搜索 ?

[检索选项 ▾](#) [基本检索](#) [高级检索](#) [搜索历史记录](#)



基本检索：布尔逻辑和检索技巧



正在检索: Academic Search Premier, 显示全部 | 选择数据库

"intellectual property" 选择一个字段(可□□□) 搜索 清除 ?

AND protect* 选择一个字段(可选)

AND legal cases 选择一个字段(可选) (+) (-)

基本检索 高级检索 搜索历史记录

高级检索案例：知识产权保护法律案件

精确搜索结果

当前检索

布尔逻辑/词组:

"intellectual property" AND protect* AND legal cases

限制

- 全文
- 有参考
- 学术 (同行评审) 期刊

1998 出版日期 2016

检索结果: 1 - 10 (共 89 个)

相关性 页面选项 共享

1. Trade Secrets in the Legal Studies Curriculum--A Case Study



学术期刊

By: Evans, Michelle. Journal of Legal Studies Education, v29 n1 p1-25 Win-Spr 2012. (EJ981430), 数据库: ERIC
 Trade secrets can be a valuable company asset because of their potential to last forever. Unfortunately, along with such a significant benefit, there is also a significant risk--the risk that the...

主题: Intellectual Property; Disclosure; Confidentiality; Business Administration Education; Law Related Education; Case Method (Teaching Technique); College Instruction; Experiential Learning; Models; Behavioral Objectives; Federal Legislation; Discussion (Teaching Technique)

2. DUMB STARBUCKS: PARODY OR CLEVER MARKETING PLOY? A TEACHING CASE.



By: Jones, Ida M.; Forsythe, Lynn M.; Kemp, Deborah J. Journal of the International Academy for Case Studies. 2015, Vol. 21 Issue 6, p337-352. 16p. 1 Color Photograph, 2 Black and White Photographs. , 数据库: Business Source Premier
 The article presents guidance for business management and marketing instructors on a case study that concerns the

布尔逻辑运算符

- **AND** 用于缩小检索范围，类似于“交集”概念
- “*legal case*”**and** “*civil rights*” 会检索到的结果中既包含“法律案件”也包含“民事权利”。
- **OR** 用于扩大检索范围，类似于“并集”概念
- *college* **or** *university* 会检索的结果中或者包含college，或者包含university
- **NOT** 用于排除检索结果中不需要的项，类似于“非”的概念
- *Cookies* **not** *computer* 会检索的结果只包含和烘焙曲奇相关，不包含和计算机浏览历史记录相关的结果。

检索技巧

- 截词符号(*)用于检索变形体，单复数
 - Protect*可以检索到protecting, protected, protection etc
 - Student*可以检索到student, students
- 通配符：适用于一个字母(?)用于检索英美单词拼写差异
 - organi?ation 可以检索到 organisation or organization
- 通配符：适用于多个字母(#)用于检索英美单词拼写差异
 - behavio#r will 可以检索到 behavior or behaviour
- 短语检索（“”）用于检索固定短语
 - “intellectual property” 可以检索到固定格式的词组，位置顺序保持不变。



正在检索: Academic Search Premier, 显示全部 | 选择数据库

"intellectual property" 选择一个字段(可□□□) 搜索 清除 ?

AND protect* 选择一个字段(可选)

AND legal cases 选择一个字段(可选) (+) (-)

基本检索 高级检索 搜索历史记录

检索案例：知识产权保护法律案件

精确搜索结果

当前检索

布尔逻辑/词组:
"intellectual property" AND protect* AND legal cases

限制

- 全文
- 有参考
- 学术 (同行评审) 期刊

1998 出版日期 2016

检索结果: 1 - 10 (共 89 个)

相关性 页面选项 共享

1. Trade Secrets in the Legal Studies Curriculum--A Case Study



学术期刊

By: Evans, Michelle. Journal of Legal Studies Education, v29 n1 p1-25 Win-Spr 2012. (EJ981430), 数据库: ERIC
Trade secrets can be a valuable company asset because of their potential to last forever. Unfortunately, along with such a significant benefit, there is also a significant risk--the risk that the...

主题: Intellectual Property; Disclosure; Confidentiality; Business Administration Education; Law Related Education; Case Method (Teaching Technique); College Instruction; Experiential Learning; Models; Behavioral Objectives; Federal Legislation; Discussion (Teaching Technique)

2. DUMB STARBUCKS: PARODY OR CLEVER MARKETING PLOY? A TEACHING CASE.



By: Jones, Ida M.; Forsythe, Lynn M.; Kemp, Deborah J. Journal of the International Academy for Case Studies. 2015, Vol. 21 Issue 6, p337-352. 16p. 1 Color Photograph, 2 Black and White Photographs. , 数据库: Business Source Premier
The article presents guidance for business management and marketing instructors on a case study that concerns the

Current Search

Boolean/Phrase:

student* and "learning behavior#"

Limiters

Full Text

Scholarly (Peer Reviewed) Journals

Published Date:
20000101-20151231

Limit To

Full Text

References Available

Scholarly (Peer Reviewed) Journals

2001 Publication Date 2015

Show More

Source Types

1. Der Lerntyp macht den Unterschied -- Zusammenhang von Kolbs Lerntypen mit psychischen Befunden von Medizinstudierenden im vorklinischen Studienabschnitt am Hochschulstandort Erlangen. (German)



Academic Journal

The **learning** type makes the difference -- the interrelation of Kolb's **learning** styles and psychological status of preclinical medical **students** at the U Erlangen. (English). By: Burger, Pascal H.; Scholz, Michael. *GMS Zeitschrift für Medizinische Ausbildung*. 2014, Vol. 31 Issue 4, p1-15. 15p. Language: German. , Database: Academic Search Complete

Theories on **learning** styles and types have been integral to discussions on the basics of teaching for nearly 40 years. The **learning** style typology of learners into four groups (Diver...

Subjects: LEARNING; RESEARCH; COGNITION -- Research; MEDICAL **students**; BURNOUT (Psychology) -- Research; EMOTIONS (Psychology)



PDF Full Text (3.3MB)

利用限制条件来缩小范围，精确搜索结果

2. Investigating Applications of Speech-to-Text Recognition to Assist Learning in Online and Traditional Classrooms.



Academic Journal

By: Shadiev, Rustam; Hwang, Wu-Yuin; Huang, Yueh-Min. *Journal of Humanities & Arts Computing: A Journal of Digital Humanities*. Mar2014 Supplement 1, p179-189. 11p. DOI: 10.3366/ijhac.2014.0106. , Database: Academic Search Complete

This study applied Speech-to-Text Recognition (STR) technology during teaching and **learning** activities to assist **learning**. Two experiments were conducted. In the first experiment,...

Subjects: SPEECH-to-text systems; LEARNING; COMPUTER network resources; LEARNING -- Social aspects; WEB-based instruction; EXPERIMENTAL RESEARCH; PERCEPTION; STUDENTS -- Research



PDF Full Text (67KB)

3. The Effects of Using a Program Applying Self-Regulation in Combination with Teacher's Social Support on Learning Behaviors of Underachieving Primary Students.



By: Thummaphan, Phonraphee; Yoelao, Dusadee; Suwanmonkha, Siriparn; Damsuwan, Winai. *International Journal of Behavioral Science*. 2013, Vol. 16, No. 1, p1-16. 16p. , Database: Academic Search Complete

Intellectual Property Rights and Antitrust Law: Their Uneasy Coexistence.

作者: Taylor, Robert P.¹

来源: Computer & Internet Lawyer. Oct2014, Vol. 31 Issue 10, p1-24. 24p.

文献类型: Article

主题语: *ANTITRUST law
*INTELLECTUAL property
*RESTRAINT of trade
*ACTIONS & defenses (Law)

UNITED States

CASES

COURTS = United States

进入一篇文章查阅全文，利用右侧工具栏实现各个功能

公司/实体: UNITED States. Sherman Act
UNITED States. Dept. of Justice
UNITED States. Federal Trade Commission

NAICS/行业代码: 922110 Courts
926110 Administration of General Economic Programs

摘要: The article discusses the conceptual inconsistencies and tensions that various America courts have encountered when dealing with the basic objectives of U.S. antitrust law and the exclusivity mechanisms of **intellectual property protection**, focusing on consumer welfare and prohibitions against restraints on trade in the U.S. The nation's Sherman Act and a joint report from the U.S. Department of Justice and America's Federal Trade Commission are examined. Several legal cases

工具

添加至文件夹

打印

电子邮件

保存

引用

导出

添加注释

永久链接

共享

详细记录

PDF 全文 (1.1MB)

查找相似结果
使用智能文本搜索。

引文格式



注：请查看如下说明 [EBSCO 支持站点](#) 并在使用之前进行必要更正。请特别注意个人姓名、大写和日期。请始终参考图书馆资料以确保格式和标点符号正确。

ABNT 参考文献
(巴西国家标准) PHILLIPS, A. Pre-diabetes and capturing opportunities to raise awareness. *British Journal of Nursing*. 23, 10, 505-508, May 22, 2014. ISSN: 0966-0461.

AMA 参考列表
(American Medical Assoc.) Phillips A. Pre-diabetes and capturing opportunities to raise awareness. *British Journal Of Nursing [serial online]*. May 22, 2014;23 (10):505-508. Available from: CINAHL Complete, Ipswich, MA. Accessed January 14, 2015.

APA 参考文献
(American Psychological Assoc.) Phillips A. (2014). Pre-diabetes and capturing opportunities to raise awareness. *British Journal Of Nursing*, 23(10), 505-508.

导出至文献目录管理软件 (EndNote、ProCite、Reference Manager、RefWorks、BibTeX等) »

Pre-diabetes and capturing opportunities to raise awareness.

工具

添加至文件夹

打印

电子邮件

保存

引用

导出

添加注释

永久链接

共享

引用工具有9种参考文献的格式，可以直接复制粘贴到文章后面的参考文献清单中，方便同学写论文时候管理参考文献。

Export Manager

保存

电子邮件

要保存的对象数: 1

将引文保存为如下格式的文件:

- 直接以 RIS 格式导出 (例如 CITAVI、EasyBib、EndNote、ProCite、Reference Manager、Zotero)
- 通用文献目录管理软件
- XML 格式引文
- BibTeX 格式引文
- MARC21 格式引文
- 直接导出到 RefWorks
- 直接导出到 EndNote Web
- 直接导出到 EasyBib

保存

取消

工具

添加至文件夹

打印

电子邮件

保存

引用

导出

添加注释

永久链接

共享

Pre-diabetes and capturing opportunities to raise awareness.

若9种格式无法满足需要，可选择导出工具，确认图书馆已购买的参考文献管理工具有哪些，然后选择相对应的栏目导出

摘要: This article reports that the regions of the Earth that have contributed least to **global warming**, most notably Africa, are the most vulnerable to its harmful effects. The article also explores the health dangers associated with climate change in cities and on coastal populations. Large cities experience "urban heat island effect," which can cause health problems. Coastal flooding as a result of storm surges will affect up to 200 million people by 2080. The highest risk coastlines are along the Pacific and Indian Oceans and in sub-Saharan Africa. The article also discusses the need of fast growing economies like **China** and India to develop sources of sustainable energy.

共享

听

翻译

全文字数: 406

ISSN: 0013-9157

入藏编号: 19859587

数据库: Academic Search Premier

英语/简体中文

翻译

若该文章有HTML格式，可以实现翻译功能，并有朗读功能，可选择不同国家口音。

CLIMATE CHANGE AND DISEASE

Listen American Accent

部分:

SPECTRUM

The places that have contributed the least to **warming** the Earth are the most vulnerable to the death and disease higher temperatures can bring, according to a 16 November report in Nature. Health and climate scientists at the University of Wisconsin-Madison and the World Health Organization (WHO) have shown that the growing health impacts of climate change affect different regions in markedly different ways.

Africa has among the lowest per capita emissions of greenhouse gases, yet regions of the continent are at an increased risk for **warming**-related disease. Many of the most important diseases in poor countries, from malaria to diarrhea and malnutrition, are highly sensitive to climate," says coauthor Diarmid Campbell-Lendrum, a scientist at the WHO Department for Protection of the Human Environment. "The health sector is already struggling to control these diseases, and climate change threatens to undermine these efforts.

Large cities that experience the "urban heat island effect" are also susceptible to temperature-related health problems. Flooding as a result of coastal storm surges will affect the lives of up to 200 million people

如何检索HTML格式文献？

正在检索: Academic Search Premier, [显示全部](#) | [选择数据库](#)

"intellectual property" and FM T

基本检索 高级检索 搜索历史记录

输入公式: keyword and FM T 可以检索到HTML格式文献, 实现全文翻译及在线朗读功能, 注意PDF文章无此功能。

精确搜索结果

当前检索

布尔逻辑/词组:

"intellectual property" and FM T

限制

全文

有参考

学术 (同行评审) 期刊

1968 出版日期 2016

[显示更多](#)

检索结果: 1 - 10 (共 47,921 个) 相关性 ▾ 页面选项 ▾ [共享](#)

- Rethinking Additive Manufacturing and Intellectual Property Protection.**
 **学术期刊**
By: Kurfess, Thomas; Cass, William J. *Research Technology Management*. Sep/Oct2014, Vol. 57 Issue 5, p35-42. 8p. DOI: 10.5437/08956308X5705256. , 数据库: Business Source Premier
As 3D printers become more widely available, additive manufacturing will challenge the traditional forms of **intellectual property (IP)** protection in a significant way. This paper presents an inte...
主题: **INTELLECTUAL property**; **INTANGIBLE property**; INTERNATIONAL cooperation; Lessors of Nonfinancial Intangible Assets (except Copyrighted Works); THREE-dimensional printing; UNITED States
[HTML 全文](#) [PDF 全文 \(6.6MB\)](#)
- PROTECT YOUR IDEAS.**
 **期刊**
By: Morrone, Jim. *Entrepreneur*. Feb2016, Vol. 44 Issue 2, p53-55. 3p. 1 Color Photograph. , 数据库: Business Source Premier
The author discusses ways to protect and enhance **intellectual property (IP)**. Topcis disussed include the need of IP assignment agreement for employees and third-party service providers before st...
主题: **INTELLECTUAL property**; CONTRACTS for work & labor; COVENANTS not to compete; NONDISPARAGEMENT agreements; LICENSE agreements; PATENTS; Lessors of Nonfinancial Intangible Assets (except Covpriated Works); Offices of Lawyers: All Other Legal Services

如何检索最近一周发表的文献？



EBSCOhost

正在检索: Academic Search Premier, 显示全部 | 选择数据库

DT 7 and "civil rights"

搜索

基本检索 高级检索 搜索历史记录

输入公式: DT 7 and keyword 可以检索到最近7天发表的文献。

精确搜索结果

当前检索

布尔逻辑/词组:

DT 7 and "civil rights"

限制

- 全文
- 有参考
- 学术 (同行评审) 期刊

2016

出版日期

2016

显示更多

检索结果: 1 - 10 (共 74 个)

相关性 页面选项 共享

1. The New Names Selected For the \$5, \$10 and \$20 Bills.



新闻

By: DAVIS, JULIE HIRSCHFELD; SMITH, JADA F. *New York Times*. 4/21/2016, Vol. 165 Issue 57209, pA22-A22. 1/4p. , 数据库: Academic Search Premier

The article reports on the plan of the U.S. Treasury Department to incorporate women and **civil rights** leaders into new designs of some bills, including Harriet Tubman, Marian Anderson and Eleanor...

主题: DOLLAR (United States currency); **CIVIL rights** workers -- United States; UNITED States. Dept. of the Treasury; Public Finance Activities

2. Civil rights leader discusses plans for 'seeking justice' in Craven case



新闻

By: Biles, Dede. *Aiken Standard (SC)*. 04/21/2016. , 数据库: Newspaper Source

HTML 全文

3. Knox poodle breeder claiming civil-rights violations in dog seizure



By: Satterfield, Jamie. *Knoxville News-Sentinel, The (TN)*. 04/19/2016. , 数据库: Newspaper Source

HTML 全文

第二小节

文件夹的建立与利用

My EBSCO host Folder Account



正在检索: Academic Search Premier, 显示全部 | 选择数据库

"intellectual property" 选择一个字段(可□□□) 搜索 清除 ?

AND protect* 选择一个字段(可选)

AND legal cases 选择一个字段(可选) (+) (-)

基本检索 高级检索 搜索历史记录

文件夹的建立与利用



精确搜索结果

当前检索

布尔逻辑/词组:

"intellectual property" AND protect* AND legal cases

限制

- 全文
- 有参考
- 学术 (同行评审) 期刊

1998 出版日期 2016

检索结果: 1 - 10 (共 89 个)

相关性 页面选项 共享

1. Trade Secrets in the Legal Studies Curriculum--A Case Study



学术期刊

By: Evans, Michelle. Journal of Legal Studies Education, v29 n1 p1-25 Win-Spr 2012. (EJ981430), 数据库: ERIC
 Trade secrets can be a valuable company asset because of their potential to last forever. Unfortunately, along with such a significant benefit, there is also a significant risk--the risk that the...

主题: Intellectual Property; Disclosure; Confidentiality; Business Administration Education; Law Related Education; Case Method (Teaching Technique); College Instruction; Experiential Learning; Models; Behavioral Objectives; Federal Legislation; Discussion (Teaching Technique)





2. DUMB STARBUCKS: PARODY OR CLEVER MARKETING PLOY? A TEACHING CASE.



By: Jones, Ida M.; Forsythe, Lynn M.; Kemp, Deborah J. Journal of the International Academy for Case Studies. 2015, Vol. 21 Issue 6, p337-352. 16p. 1 Color Photograph, 2 Black and White Photographs. , 数据库: Business Source Premier
 The article presents guidance for business management and marketing instructors on a case study that concerns the



MY

 zhe's Folder 
 Back

保存在文件夹中以供将来会话使用。 [登录至“我的 EBSCOhost”。](#)

必须先创建我的EBSCOhost账号，并且登陆

添加日期 页面选项

- 文章 (1)
- 图像 (0)
- 视讯 (0)
- 公司 (0)
- 页面 (0)
- 电子书 (0)
- 有声图书 (0)
- 注释 (0)
- 其他内容源 (0)
- 检索的永久链接 (0)
- 保存的检索 (0)
- 检索快讯 (0)
- 期刊快讯 (0)
- 网页 (0)

文章
 1-1 共 1
 页: 1

全选/撤消全选

1. **CLIMATE CHANGE AND DISEASE.**







Environment. Mar2006, Vol. 48 Issue 2, p4-5. 2p. , 数据库: Academic Search Premier
 This article reports that the regions of the Earth that have contributed least to global warming, most notably Africa, are the most vulnerable to its harmful effects. The article also explores th...

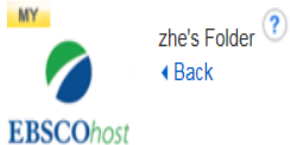
主题: CLIMATIC changes; GLOBAL warming; HEALTH; FLOOD damage; STORM surges; URBAN heat islands; INDIAN Ocean; PACIFIC Ocean; AFRICA, Sub-Saharan; CHINA; INDIA

 [HTML 全文](#)  [PDF 全文 \(917KB\)](#)

1-1 共 1

页: 1

-  打印
-  电子邮件
-  另存为文件
-  导出



我的 EBSCOhost

[创建索引帐户](#)

用户名

口令

登录

[创建新帐户](#)

从我的 EBSCOhost 加载首选项

[忘记了您的口令?](#)

[忘记了您的用户名和口令?](#)

登录以访问您的个性化帐户。

- ✓ 保存首选项
- ✓ 使用文件夹组织您的研究
- ✓ 与其他人共享您的文件夹
- ✓ 查看其他人的文件夹
- ✓ 保存并检索您的检索历史记录
- ✓ 创建电子邮件快讯和/或 RSS 种子
- ✓ 远程访问您保存的研究

若之前没有账号，请先创建新账户

创建新帐户 - 个人帐户 ?

名字

姓

电子邮件地址

用户名

这是您用于登录到“我的 EBSCOhost”的用户名（最多 254 个字符）。

口令

最少 5 个字符，最多 100 个字符

重新输入口令

找回口令时的问题

在您忘记了用户名或口令的情况下用于帮助您找到帐户。

找回口令时的问题答案

注：请记住您的帐户信息以供将来参考。

保存更改

取消

请注意用户名必须是唯一的，选择不易与其他人重复的，密码需要字母和数字组合。

MY zhe's Folder ?

EBSCOhost

Back

登录成功后图标会有一条黄色角标

- 我的文件夹
- 文章 (1)
- 图像 (0)
- 视讯 (0)
- 公司 (0)
- 页面 (0)
- 电子书 (0)
- 有声图书 (0)
- 预约 (0)
- 借出 (0)
- 注释 (0)
- 其他内容源 (0)
- 检索的永久链接 (0)
- 保存的检索 (0)
- 检索快讯 (0)
- 期刊快讯 (0)
- 网页 (0)

我的文件夹: 文章

1-1 共 1

页: 1

添加日期 页面选项

全选/撤消全选

1. CLIMATE CHANGE AND DISEASE.



学术期刊

Environment. Mar2006, Vol. 48 Issue 2, p4-5. 2p. , 数据库: Academic Search Premier

This article reports that the regions of the Earth that have contributed least to global warming, most notably Africa, are the most vulnerable to its harmful effects. The article also explores th...

主题: CLIMATIC changes; GLOBAL warming; HEALTH; FLOOD damage; STORM surges; URBAN heat islands; INDIAN Ocean; PACIFIC Ocean; AFRICA, Sub-Saharan; CHINA; INDIA

1-1 共 1

页: 1

- 打印
- 电子邮件
- 另存为文件
- 导出

我的自定义项 ?

共享方式 ?

可以新建文件夹，分类管理文献资料

- 我的文件夹
 - 文章 (4)
 - 图像 (0)
 - 视讯 (0)
 - 公司 (0)
 - 页面 (0)
 - 电子图书 (0)
 - 有声图书 (0)
 - 预约 (0)
 - 借出 (0)
 - 注释 (0)
 - 其他内容源 (0)
 - 检索的永久链接 (0)
 - 保存的检索 (0)
 - 检索快讯 (0)
 - 期刊快讯 (0)
 - 网页 (0)

我的自定义项   新建

共享方式   添加

新建文件夹

文件夹名

说明

根据文献主题给文件夹命名

保存

取消

我的文件夹

文章 (4)

图像 (0)

视讯 (0)

公司 (0)

页面 (0)

电子图书 (0)

有声图书 (0)

预约 (0)

借出 (0)

注释 (0)

其他内容源 (0)

检索的永久链接 (0)

保存的检索 (0)

检索快讯 (0)

期刊快讯 (0)

网页 (0)

我的自定义项   新建 global warming

我的文件夹: 文章

1-4 共 4

页: 1

添加日期 ▾

页面选项 ▾

 全选/撤消全选

删除项目

复制到 ▾

移动到 ▾

1 CLIMATE CHANGE AND DISEASE



学术期刊

Environment. Mar2006, Vol. 48 Issue 2, p4-5. 2p. , 数据库: Academic Search Premier

This article reports that the regions of the Earth that have contributed least to global warming, most notably Africa, are the most vulnerable to its harmful effects. The article also explores th...

主题: CLIMATIC changes; GLOBAL warming; HEALTH; FLOOD damage; STORM surges; URBAN heat islands; INDIAN Ocean; PACIFIC Ocean; AFRICA, Sub-Saharan; CHINA; INDIA

 HTML全文  PDF全文 (917KB)

选择相应的文献资料，移动至新建的文件夹中



2. A Simple Analytical Model for Understanding the Formation of Sea Surface Temperature Patterns under Global Warming*



学术期刊

By: Zhang, Lei; Li, Tim. Journal of Climate. Nov2014, Vol. 27 Issue 22, p8413-8421. 9p. 1 Chart, 9 Graphs. DOI: 10.1175/JCLI-D-14-00346.1. , 数据库: Academic Search Premier

How sea surface temperature (SST) changes under global warming is critical for future

 打印 电子邮件 另存为文件 导出

第三小节

搜索期刊，设定期刊通报 Create Alerts



Academic Search Premier -- Publications

Business Source Premier -- Publications

GreenFILE -- Publications

Library, Information Science & Technology Abstracts -- Publications

Medline -- Publications

Newspaper Source -- Publications

Regional Business News -- Publications

显示全部 | 选择数据库

搜索

出版物

浏览: Academic

按字母顺序

页: 上一次 |

标记要搜索的文献 添加

浏览

键字

M N O P Q R S T U V W X Y Z ▶

点击出版物，选择相应的数据库ASP

AAC: Augmentative & Alternative Communication
书目记录: 03/01/2001 To Present

AACN Clinical Issues: Advanced Practice In Acute & Critical Care
书目记录: 02/01/2002 To 01/01/2006

AANA Journal
书目记录: 02/01/2001 To Present
全文: 02/01/2001 To Present
PDF 全文

搜索

[基本检索](#) [高级检索](#) [搜索历史记录](#)

出版物

浏览: **Academic Search Premier -- Publications**



legal

浏览

按字母顺序 按主题和说明 匹配任意关键字

页: 上一次 | 下一个 ▶ ◀ **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z** ▶

标记要搜索的文献

-  [AAC: Augmentative & Alternative Communication](#)
书目记录: 03/01/2001 To Present
-  [AACN Clinical Issues: Advanced Practice In Acute & Critical Care](#)
书目记录: 02/01/2002 To 01/01/2006
-  [AANA Journal](#)
书目记录: 02/01/2001 To Present
全文: 02/01/2001 To Present
 PDF 全文



zhe's Folder ?
Back

Premier -- Publications

出版物

上一条记录 | 下一条记录

必须先登录我的My EBSCOhost, 才能创建邮件快讯, 通知更新的期刊内容

在此出版物内搜索

出版物详细资料 "Harvard Business Review"

标题: Harvard Business Review

ISSN: 0017-8012

出版者信息: Harvard Business School Publication Corp.
60 Harvard Way
Boston MA 02163
United States of America

书目记录: 10/01/1922 to present

全文: [10/01/1922 to present](#)

出版物类型: Periodical

主题: Management; Strategic Planning

说明: Written for upper level management. Presents analysis of management problems and helpful commentary on advanced thinking and practice in all fields of management and administration.

出版者 URL: <http://www.hbr.org>

频率: 12

同行评审: No

共享

创建快讯:

电子邮件快讯 RSS 源

使用永久链接:

检索 (复制和粘贴) 的永久链接

- + 2008
- + 2007
- + 2006
- + 2005
- + 2004
- + 2003
- + 2002
- + 2001
- + 2000
- + 1999



出版物

在此出版物内搜索

出版物详细资料

标

ISS

出版者信

书目记

全

出版物类

主

说

出版者 UP

频

同行评

创建快讯 ?

期刊快讯: ""Harvard Business Review" on 2014-11-17 05:44 AM"

电子邮件

主题

Harvard Business Review

隐藏收件人地址

电子邮件发件人

epalerts@epnet.com

电子邮件格式

纯文本 HTML

电子邮件收件人

jiangzhebb@163.com

请用分号将每个电子邮件地址分开。

如果不想接收电子邮件快讯，请将电子邮件字段留为空白。

电子邮件内容

链接至目录 链接至单篇文章

常规设置

结果格式

详细

仅限全文快讯

RSS 源

<http://rss.ebscohost.com/AlertSyndicationService/Syndication.aspx/GetFeed?guid=4258368>

保存快讯

取消快讯

高级设置

共享



我的文件夹

文章 (1)

图像 (0)

视讯 (0)

公司 (0)

页面 (0)

电子书 (0)

有声图书 (0)

借出 (0)

预约 (0)

注释 (0)

其他内容源 (0)

检索的永久链接 (0)

保存的检索 (0)

检索快讯 (0)

期刊快讯 (1)

我的文件夹: 期刊快讯

1-1 共 1

页: 1

添加日期 ▾ 页面选项 ▾

 全选/撤消全选

删除项目

 1. "Journal of Legal History" on 2015-04-27 11:57 PM

期刊快讯 对数据库运行 每天一次 要对 Academic Search Elite 数据库每月运行一次的定题服务快讯。 Academic Search Premier 数据库. 发送 ASCII 格式化的电子邮件 jiangzhebb@163.com.

快讯提要 编辑快讯

1-1 共 1

页: 1

期刊快讯创建成功后，可以登录我的文件夹查看详细信息，如果需要删除也可以在这里操作

第四小节

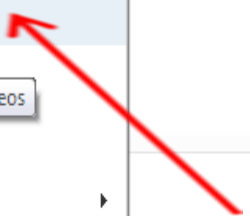
搜索哈佛商学院视频及公司报告 (BSC用户)



Searching: Business Videos | Choose Databases

Basic Search Advanced Search Search History

- Images
- Business Videos**
- Company Profiles
- Author Profiles
- Indexes



Search Options

Search Modes and Expanders

- Search modes ?
- Boolean/Phrase
 - Find all my search terms
 - Find any of my search terms
 - SmartText Searching [Hint](#)

Apply related words

点击更多，商业视频，搜索Marketing 相关的哈佛商学院课程视频

Limit your results

- Business Videos

Harvard FSS: New Media and Digital Marketing



Video
Recording

Lecturers: Gupta, Sunil. *Harvard Business School Faculty Seminar Series*; 2010. Duration: 0:54:24. (AN: 1487c) , Database: Business Videos
Professor Sunil Gupta leads a discussion on digital marketing and new media. He discusses the impact of the Internet on marketing and commerce, selective advertising, pricing of items available o...

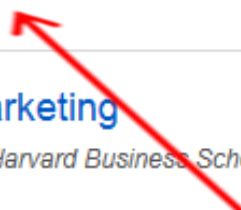
Subjects: INTERNET marketing; TARGET marketing; WORLD Wide Web; ELECTRONIC commerce; INTERNET industry; INTERNET marketing; TARGET marketing; WORLD Wide Web; ELECTRONIC commerce; INTERNET industry



PDF Full Text



Video



Harvard FSS: Entrepreneurial Marketing



Video
Recording

Lecturers: Lassiter III, Joseph B.. *Harvard Business School Faculty Seminar Series*; 2003. Duration: 1:01:37. (AN: 4473c) , Database: Business Videos

In this lecture, Joseph B. Lassiter III looks at entrepreneurial finance within new business ventures, focusing on aspects of marketing. Several diagrams are presented on related issues such as t...

Subjects: ENTREPRENEURSHIP; MARKETING; PARTNERSHIP; NEW business enterprises -- Finance; NEW business enterprises -- Marketing; RISK management; ENTREPRENEURSHIP; MARKETING; PARTNERSHIP; NEW business enterprises -- Finance; NEW business enterprises -- Marketing; RISK management



Video

点击视频即可播放英文课程，点击PDF可出现讲义，学生可以对照英文版讲义学习。



Database: MarketLine/Medtrack Company Profiles

- Images
- Business Videos
- Company Profiles
- Author Profiles
- Indexes

Company Profiles

alibaba

Alphabetical Match Any Words

Page: Previous | Next | ABCDEFGHIJKLMNOPQRSTUVWXYZ

Company Name	PDF Complete Report	Location	Industry
Alibaba Group Holding Limited	 MarketLine Report (1024K)	China	TECHNOLOGY
Alico, Inc.	 MarketLine Report (960K)	United States	AGRICULTURE
Alicona Imaging GmbH	 Medtrack Report (59K)	Austria	SCIENTIFIC & TEC

COMPANY PROFILE


Alibaba Group Holding Limited

Bookmarks

- Company Overview
- Key Facts
- Business Description
- History
- Key Employees
- Key Employee Biographies
- Major Products and Services
- Revenue Analysis
- SWOT Analysis
- Top Competitors
- Company View
- Locations and Subsidiaries

一份完整的公司报告全文可保存，下载，引用，打印

MY



Searching: **Academic Search Complete**, Show all | Choose Databases

Search ?

Search Options Basic Search Advanced Search Search History

回到主页面，点击**EBSCO**支持站点，
寻求在线帮助，下载**PPT** 或者观看视频
<http://support.ebsco.com/>

Search EBSCO Help



[EBSCO Release Notes - February 2017 | All News »](#)



Training

Online Training Courses

Online courses provide training and demonstration for users and administrators on a variety of EBSCO products and interfaces. Dozens of new sessions are offered each month.

North America and English-Speaking Europe:

- [View Upcoming Classes](#)
- [View Recorded Sessions](#)
- [Online Training FAQs](#)
- [Training Newsletter](#)

International Training Sites:

- [Africa](#)
- [Australasia](#)
- [Chinese](#)
- [French](#)
- [Germany](#)
- [Italian](#)
- [India](#)
- [Japan](#)
- [Korea](#)
- [Portuguese](#)
- [Spanish](#)

International Support Resources

Find [translated support documents](#) in more than 20 languages, including Tutorials, Help Sheets, User Guides, and more.

Additional Training Resources & Success Tools

- [Tutorials](#)
- [Scavenger Hunts](#)
- [Lesson Plans and Handouts](#)
- [Curriculum Integration Resources](#)
- [Customer Success Stories on EBSCO.com](#)

参加免费中文在线课程，或者
下载PPT 或者观看视频

出席课程

实时课程

录制的课程

非公开课程

主持课程

设置

培训管理器

首选项

支持

实时课程

通过主讲者、主题或议程中出现的文字搜索课程：

今日

未来

每日

每周

每月

从： 2015年7月24日 14:31

仅显示要求注册的课程

日期与时间	主题	主讲者	持续时间
2015年7月28日 10:00	Nursing Reference Center Plus...	施宏明	30 分钟
2015年7月28日 13:30	如何利用EBSCO英语学习中心ELL与...	Sophia Jiang	30 分钟
2015年7月28日 15:00	Full Text Finder: 查找期刊與串...	施宏明	30 分钟
2015年7月29日 10:00	DynaMed Plus : 更完整的富證醫...	施宏明	30 分钟
2015年7月30日 13:30	如何让EBSCO数据库成为您的家庭...	Sophia Jiang	30 分钟
2015年8月3日 10:00	最具權威的護理學研究資料庫: C...	施宏明	40 分钟
2015年8月4日 10:00	Full Text Finder 查找期刊全文...	Sophia Jiang	30 分钟
2015年8月4日 13:30	Explora 帮你找到适合自己的英语...	Sophia Jiang	30 分钟
2015年8月4日 14:30			

你可以参加EBSCO网络课程，提前15分钟点击课程标题，加入课程。

课程信息：如何利用EBSCO英语学习中心ELL与美国学生同步学习？



简体中文：北京时间

课程状态： 未开始
课程日期： 2015年7月28日
开始时间： 13:30, 中国时间（北京，GMT+08:00）
持续时间： 30 分钟
主讲者： Sophia Jiang
描述： 内容概要：课程密码ebSCO01
EBSCO英语学习中心ELL介绍
ELL重点功能演示,在线翻译和跟读功能
支持站点与EBSCO WebEx在线培训

议程：
课程号： 642 457 480
密码： （该课程不需要密码。）
音频会议： 要接收回呼，请在加入培训课程时提供您的电话号码，或拨打以下号码并输入访问码。
收费呼入号码（美国/加拿大）：1-650-479-3208
访问码：642 457 480

主持人姓名： Sophia Jiang
主持人电子邮件： sjiang@ebSCO.com
课程资料： （无）

立即加入课程

您现在无法加入培训课程，因为该课程尚未开始。

您的姓名：

电子邮件地址：

立即加入

当字体变成黑色，输入姓名和邮箱即可开始上课。



微信扫一扫

Thank You!

访问更多信息参见<http://support.ebsco.com/>

Sophia Jiang
sjiang@ebsco.com

EBSCO