

Marketing

What the British Council's e-library offers in this subject

Database with sections on marketing

Emerald Fulltext database

Covers the major management disciplines like marketing, HR, organisational development, quality and operations management. It contains the full text of journal articles from 1994 to date. Emerald Fulltext covers the following journals related to marketing. Type your search keyword into Quick Search or Advanced Search:

- Asia Pacific Journal of Marketing and Logistics
- Corporate Communications: An International Journal
- European Journal of Innovation Management
- European Journal of Marketing
- International Journal of Entrepreneurial Behaviour and Research
- International Marketing Review
- Journal of Consumer Marketing
- Journal of Fashion Marketing and Management
- Journal of Marketing Practice: Applied Marketing Science
- Journal of Product and Brand Management
- Journal of Services Marketing
- Marketing Intelligence & Planning
- Pricing Strategy and Practice
- Qualitative Market Research: An International Journal
- The International Journal of Bank Marketing
- The Journal of Business and Industrial Marketing

Emerald Management Reviews database

Gives access to independent reviews of the world's best management articles. This database reviews and assesses every single article from the world's most prominent management titles. Dating back to 1988, the database contains over 170,000 independent reviews of articles from the world's 400 leading management publications, with 1,500 new reviews added each month. All major management disciplines are covered, from marketing and logistics to strategy, human resource management, accounting and finance, hospitality and tourism, quality, healthcare, operations management, production and information management.

Emerald Management Reviews contains the following journals related to marketing:

- | | |
|--|--|
| - Australasian Marketing Journal | - Journal of Public Policy & Marketing |
| - Business Marketing | - Journal of Restaurant and Food Marketing |
| - Business Marketing Digest | - Journal of Services Marketing |
| - Direct Marketing | - Journal of Strategic Marketing |
| - European Journal of Marketing | - Journal of Targeting, Measurement Analysis for Marketing |
| - International Journal of Bank Marketing | - Journal of Travel & Tourism Marketing |
| - International Journal of Research in Marketing | - Marketing |
| - International Marketing Review | - Marketing and Research Today |
| - Industrial Marketing Digest | - Marketing Bulletin |

- Industrial Marketing Management
- Journal of Academy of Marketing Science
- Journal of Business & Industrial Marketing
- Journal of Consumer Marketing
- Journal of Direct Marketing
- Journal of Global Marketing
- Journal of Health Care Marketing
- Journal of Hospitality & Leisure Marketing
- Journal of Interactive Marketing
- Journal of International Marketing
- Journal of International Marketing and Marketing Research
- Journal of Marketing
- Journal of Marketing Communications
- Journal of Marketing Education
- Journal of Marketing Management
- Journal of Marketing Practice: Applied Marketing Science
- Journal of Marketing Research
- Marketing Business
- Marketing Intelligence & Planning
- Marketing Magazine
- Marketing Management
- Marketing News
- Marketing Research
- Marketing Science
- Marketing Week
- Precision Marketing
- Professional Marketing
- Sales & Marketing Management
- SMM - Sales & Marketing Management
- The journal of Database Marketing
- The Journal of Database Marketing Customer Strategy Management
- The Journal of Strategy Management
- The Quarterly Review of Marketing
- Transport Marketing

Ashridge Virtual Learning Resource Centre database

Ashridge is one of the UK's leading international business school and its Virtual Learning Resource Centre (VLRC) gives access to a range of learning materials including 54 learning guides covering a range of different business and management skills and competencies. There are also regular book summaries, evaluated links to hundreds of recommended websites, features on the trends in particular industries and reviews of training materials aimed at keeping managers up-to-date with the latest management thinking. The VLRC is used as an integral part of Ashridge's management programmes but can also be used independently.

The Resources section of VLRC incorporates a range of Ashridge resources including: career material, country and industry reports, in-house academic publications and a link to a full-text article database containing 200 top business and management journals, summaries and reports from the Ashridge Centre for Business and Society. There are also computer software guides on Microsoft Word, Excel and PowerPoint.

The Learning Guides section contains the following guides on marketing; you can also search for other resources by keyword:

- Brand Management
- Competitor Analysis
- Customer Relationship Management
- Introduction to Marketing
- Marketing Strategy and Planning
- Relationship Marketing
- Service Excellence

To access the VLRC click on 'Learning Resources' on the left of the first Ashridge page, then 'VLRC', then 'VLRC members login' and enter the Ashridge password given on the British Council e-library page. Browse through any of the sub-sections offered such as

Learning Guides, Resources, Reviews, or Useful Websites, or search on your own keywords in the search option.

Journals

Infotrac Journals database

Contains the following journals related to marketing, most are full-text and with archives:

- Direct Marketing
- European Journal of Marketing
- Industrial Marketing Management
- International Journal of Research in Marketing
- International Money Marketing
- Journal of Consumer Marketing
- Journal of Marketing
- Journal of Marketing Management
- Journal of Marketing Research
- Marketing
- Marketing Intelligence & Planning
- Marketing News
- Marketing Week
- Money Marketing
- Precision Marketing
- Sales & Marketing Management
- Sports Marketing
- Super Marketing
- Target Marketing