

EBSCO HOST



How can information resources and databases help with my studies?

Web search / Google:

- Google should not be the first and only resource! Anyone can post anything online.
- There are no clear criteria for measuring the quality of online content.
- How can we trust that someone is really an expert?
- Content can be intentionally misleading (fake news).
- Outdated content.

INSTEAD:

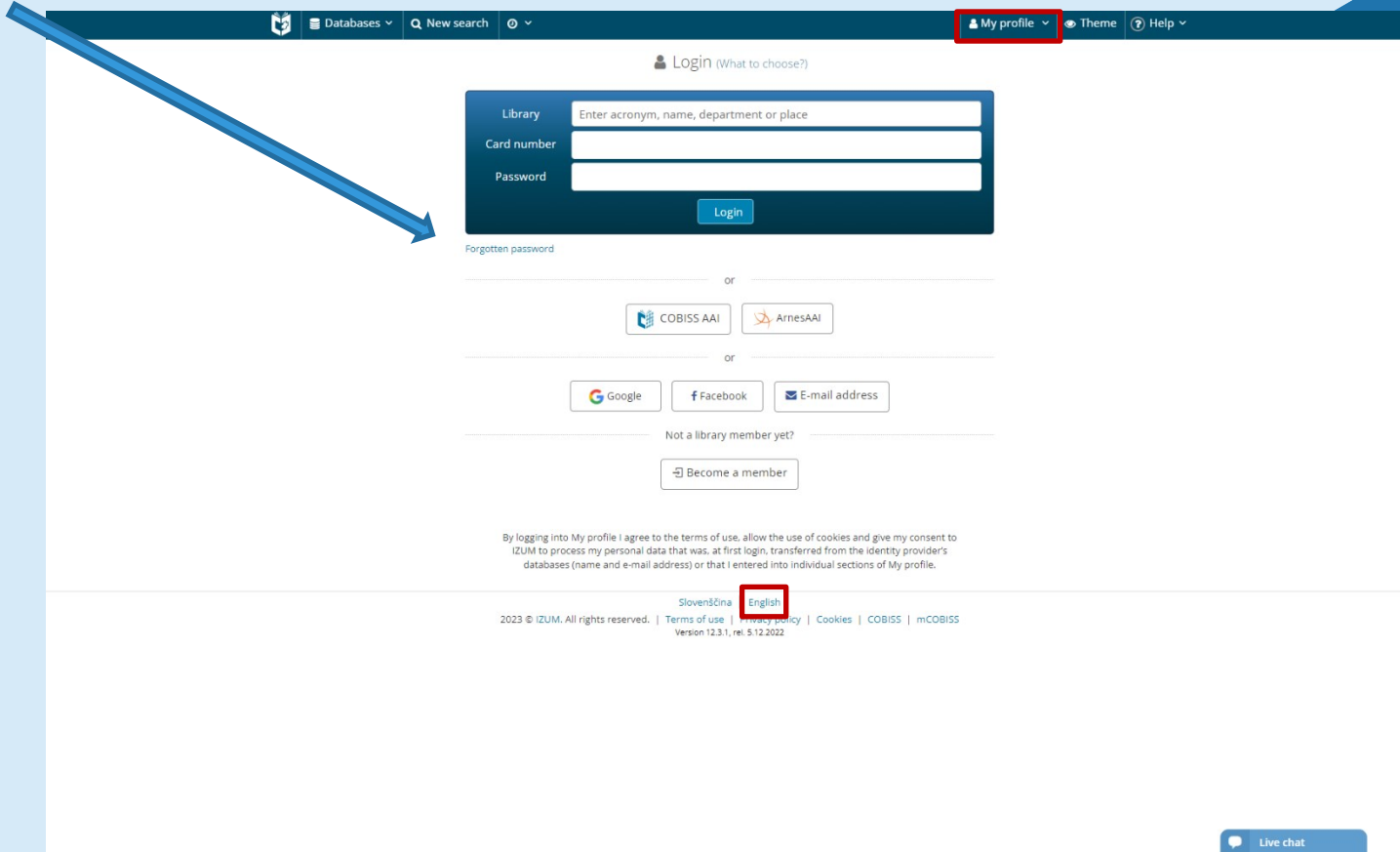
- Websites of well-known and verified organizations.
- E-resources with scientific articles (Ebsco et al.).
- Google Scholar (the full text is not always accessible).
- Always keep an eye on the publication date.

How to use Remote Access?

- You need:
 - Library card number
 - Password
- Password was assigned when you became member of Celje Public Library
- Forgotten password? You can change it yourself ...

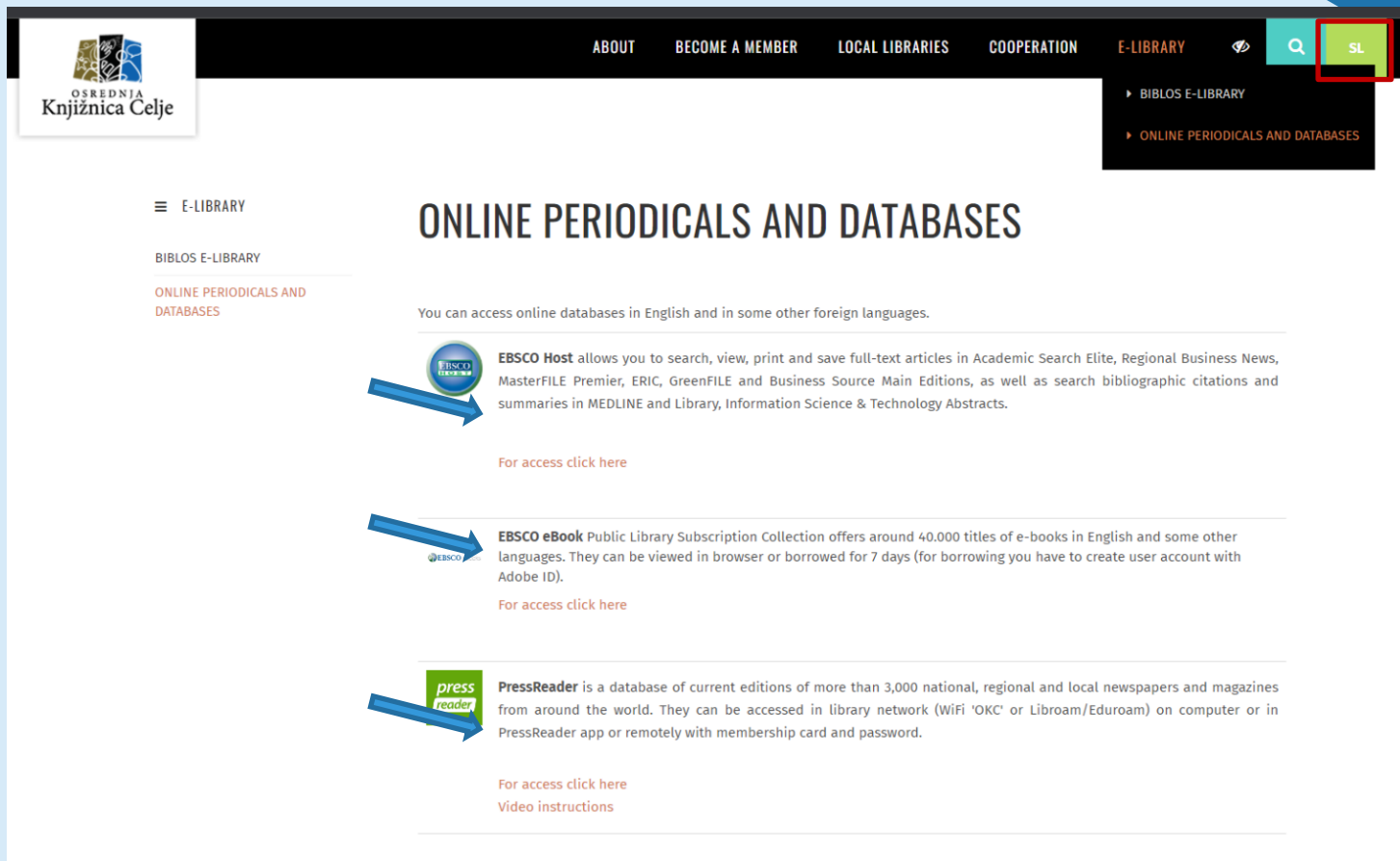
Forgotten password?

„My Cobiss Profile Login“



The screenshot shows the login interface for the My Cobiss Profile. At the top, a dark blue navigation bar contains several menu items: 'Databases', 'New search', 'My profile' (highlighted with a red box), 'Theme', and 'Help'. Below the navigation bar, the page title is 'Login (What to choose?)'. The main content area features a dark blue login form with three input fields: 'Library' (with placeholder text 'Enter acronym, name, department or place'), 'Card number', and 'Password'. A blue 'Login' button is positioned below the password field. A blue arrow points from the text 'Forgotten password?' to the 'Forgotten password' link below the login form. Below the login form, there are two rows of social login options, each separated by 'or'. The first row includes 'COBISS AAI' and 'ArnesAAI'. The second row includes 'Google', 'Facebook', and 'E-mail address'. Below these options, there is a link for 'Not a library member yet?' with a 'Become a member' button. At the bottom of the page, there is a disclaimer: 'By logging into My profile I agree to the terms of use, allow the use of cookies and give my consent to IZUM to process my personal data that was, at first login, transferred from the identity provider's databases (name and e-mail address) or that I entered into individual sections of My profile.' Below the disclaimer, there are language selection options for 'Slovenščina' and 'English' (highlighted with a red box). The footer contains copyright information: '2023 © IZUM. All rights reserved. | Terms of use | Privacy policy | Cookies | COBISS | mCOBISS Version 12.3.1. rel. 5.12.2022'. A 'Live chat' button is located in the bottom right corner.

Access to databases and periodicals



OSREDNJA
Knjiznica Celje

ABOUT BECOME A MEMBER LOCAL LIBRARIES COOPERATION E-LIBRARY


SL

BIBLOS E-LIBRARY


ONLINE PERIODICALS AND DATABASES

ONLINE PERIODICALS AND DATABASES


You can access online databases in English and in some other foreign languages.

 **EBSCO Host** allows you to search, view, print and save full-text articles in Academic Search Elite, Regional Business News, MasterFILE Premier, ERIC, GreenFILE and Business Source Main Editions, as well as search bibliographic citations and summaries in MEDLINE and Library, Information Science & Technology Abstracts.

[For access click here](#)

 **EBSCO eBook** Public Library Subscription Collection offers around 40.000 titles of e-books in English and some other languages. They can be viewed in browser or borrowed for 7 days (for borrowing you have to create user account with Adobe ID).

[For access click here](#)

 **PressReader** is a database of current editions of more than 3,000 national, regional and local newspapers and magazines from around the world. They can be accessed in library network (WiFi 'OKC' or Libroam/Eduroam) on computer or in PressReader app or remotely with membership card and password.

[For access click here](#)
[Video instructions](#)

Change
language to
English



Login for remote access to information resources

Select location of your library:

Enter your library card number:

Enter your password: [Forgotten password](#)

Login

This service is provided by public libraries and National and University Library

Celje



EBSCO HOST

- allows you to search, view, print and save **full-text articles**
- Free access from anywhere (login with library membership number and password)
- **Verified information with credible authors**
- Mostly in English

Where to use it:

- Studies (seminar theses, diploma theses, master's theses, doctorates)
- Review of research results in selected areas

Databases:

- **Academic Search Elite** (Academic Search Elite contains full text for more than 2,100 journals, Nearly 150 journals have PDF images dating back to 1985.)
- **Business Source Main Edition** (scholarly business database providing bibliographic and full text content covering all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics)
- **Ebook Public Library Collection** (full text titles with unlimited access designed specifically for public libraries. Featuring fiction and nonfiction titles for adults and juveniles as well as containing a wide range of subjects and topics)
- **MasterFILE Premier** (full text for nearly 1,700 periodicals with full-text information dating as far back as 1975. Covering virtually every subject area of general interest, MasterFILE Premier also contains full text for nearly 500 reference books and over 164,400 primary source documents, as well as an Image Collection of over 592,000 photos, maps & flags.)
- **GreenFILE** (well-researched information covering all aspects of human impact to the environment.)
- **ERIC** (access to education literature and research)
- **ALSO: Regional Business News, Library, Information Science & Technology Abstracts, eBook Collection (EBSCOhost), MasterFILE Reference eBook Collection**

SEARCH

New Search Subjects Publications Images Company Profiles More

Sign In Folder Preferences Languages Ask-A-Librarian Help



Searching: Academic Search Elite, Show all Choose Databases

Field Codes

Knjžnica Celje



Enter any words to find books, journals and more

Search

Basic Search Advanced Search Search History

Search Options

Reset

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

Also search within the full text of the articles

Apply equivalent subjects

Limit your results



Full Text

Published Date

Start month: Start year: — End month: End year:

Image Quick View

Publication

Peer Reviewed

Image Quick View Types

- Black and White Photograph
- Color Photograph
- Graph
- Map
- Chart
- Diagram
- Illustration

References Available

Special limiters for Academic Search Elite

Publication Type

All
Academic Journal
Book

Document Type

All
Abstract
Article

Basic and advanced search

- Basic search with keywords
- Boolean phrase search: AND (includes word/phrase 1 AND word/phrase 2 etc)

Management styles AND motivation

OR (one out of two, three, four ... words/phrases)

management styles OR motivation

NOT (excludes certain words/phrases)

management styles NOT motivation

- Full text search

Additional search filters:

- Search results with only Full Text articles
- Publication date
- Specific publication

Search results

New Search Subjects Publications Images Company Profiles More Sign In Folder Preferences Languages Ask-A-Librarian Help

EBSCOhost Searching: [Academic Search Elite](#), [Show all](#) | [Choose Databases](#) Knjižnica Celje

Field Codes
brand management strategy Search

[Basic Search](#) [Advanced Search](#) [Search History](#)

Refine Results Search Results: 1 - 30 of 9,432 Relevance Page Options Share

Current Search
Find all my search terms:
brand management strategy
Expanders
Apply equivalent subjects
Limiters
Full Text

Limit To
 Full Text
 Peer Reviewed
 Image Quick View
From: 1985 To: 2023
Publication Date
Show More
Options set
Source Types
 All Results
 Trade Publications (3,070)
 News (1,227)
 Magazines (829)
 Academic Journals (394)
 Reports (48)

1. **New Paradigm in Evolving Brand Management Strategy.**
By: Sarkar, A. N.; Singh, Jagjit. *Journal of Management Research* (09725814), Aug2005, Vol. 5 Issue 2, p80-90. 11p. , Database: Business Source Main Edition
Subjects: MANAGEMENT; ECONOMIC competition; GLOBALIZATION; NONTARIFF trade barriers; PRODUCT management
Academic Journal PDF Full Text (108KB)

2. **Design and Communication of City Brand Image Based on Big Data and Personalized Recommendation System.**
By: Lin, Yan; Hu, Guofeng. *Journal of Function Spaces*. 9/14/2022, p1-10. 10p. DOI: 10.1155/2022/9378800. , Database: Academic Search Elite
Subjects: BRAND image; BIG data; RECOMMENDER systems; DESTINATION image (Tourism); BRANDING (Marketing); URBAN tourism; TOURISM websites
Academic Journal HTML Full Text PDF Full Text (613KB) ← Full text access

3. **Branding Higher Education: An Exploration of the Role of Internal Branding on Middle Management in a University Rebrand**
By: Clark, Paul; Chapleo, Chris; Suomi, Kati. *Tertiary Education and Management*, v26 n2 p131-149 Jun 2020. (EJ1258393), Database: ERIC
Subjects: Marketing; Higher Education; Role; Middle Management; Deans; Administrators; Foreign Countries; Canada
Academic Journal Full Text from ERIC

4. **School Brand Management: The Policies, Practices, and Perceptions of Branding and Marketing in New York City's Public High Schools**
By: DiMartino, Catherine; Jessen, Sarah Butler. *Urban Education*, v51 n5 p447-475 Jun 2016. (EJ1099966), Database: ERIC
Subjects: High Schools; Public Schools; Institutional Advancement; Educational Practices; Educational Policy; Case Studies; Urban Schools; Commercialization; School Choice; Educational Change; Program Effectiveness; Access to Education; Equal Education; Interviews; Parent Attitudes; Counselor Attitudes; Coordinators; Change Strategies; Student Experience; New York
Academic Journal Full Text from ERIC

Filters
to refine
search