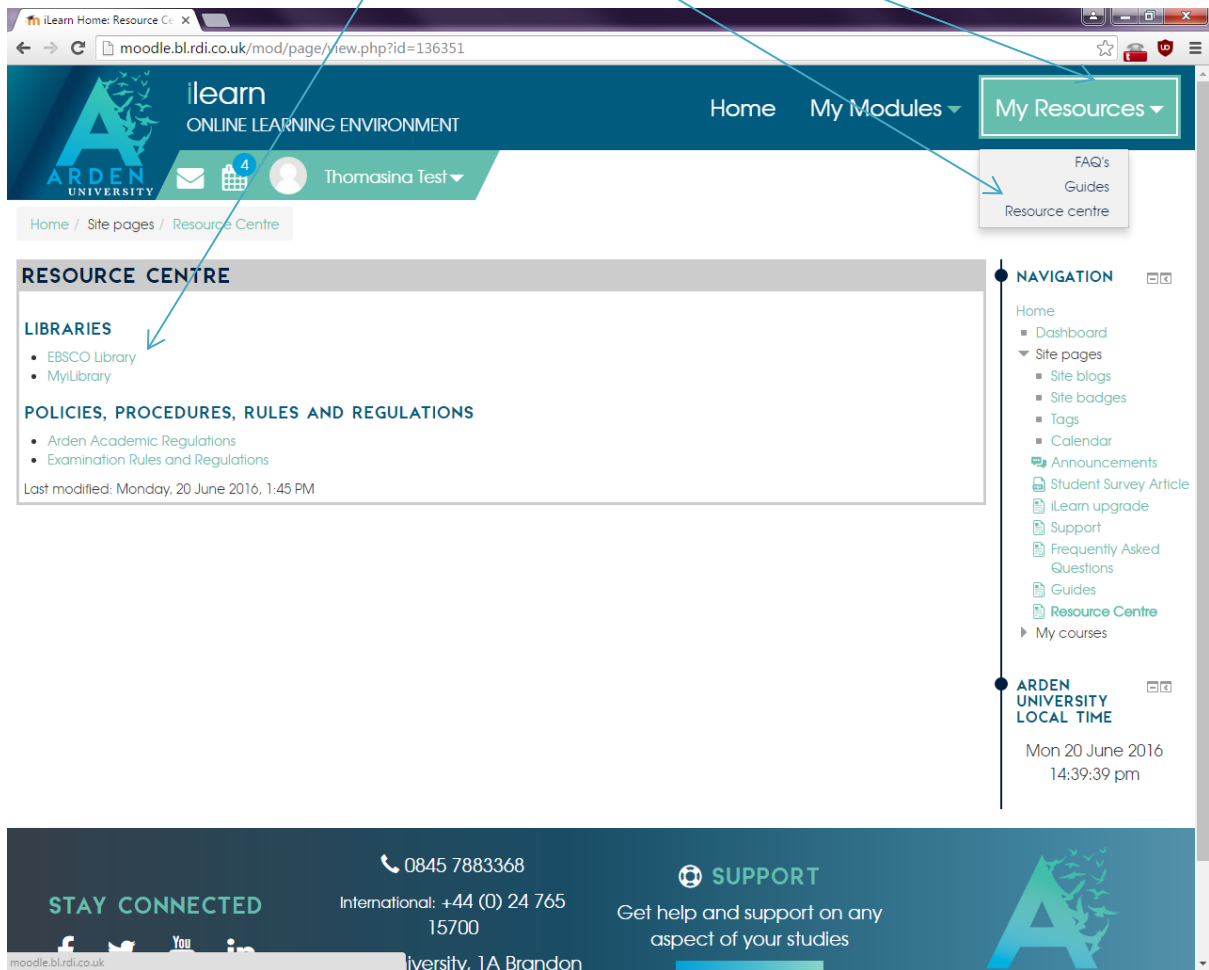


EBSCO Library User Guide

To access the EBSCO Library

1. Click 'My Resources'
2. Select 'Resource centre'
3. Click the link 'EBSCO Library'



The screenshot shows the iLearn Moodle interface. The top navigation bar includes 'Home', 'My Modules', and 'My Resources'. The 'My Resources' dropdown menu is open, showing 'FAQ's', 'Guides', and 'Resource centre'. The 'Resource centre' link is highlighted. Below the navigation bar, the 'RESOURCE CENTRE' section is visible. Under the 'LIBRARIES' heading, the 'EBSCO Library' link is highlighted. The 'POLICIES, PROCEDURES, RULES AND REGULATIONS' section lists 'Arden Academic Regulations' and 'Examination Rules and Regulations'. The footer contains contact information, a support link, and social media icons.

Home / Site pages / Resource Centre

RESOURCE CENTRE

LIBRARIES

- EBSCO Library
- MyLibrary

POLICIES, PROCEDURES, RULES AND REGULATIONS

- Arden Academic Regulations
- Examination Rules and Regulations

Last modified: Monday, 20 June 2016, 1:45 PM

NAVIGATION

- Home
- Dashboard
- ▼ Site pages
 - Site blogs
 - Site badges
 - Tags
 - Calendar
- Announcements
- Student Survey Article
- iLearn upgrade
- Support
- Frequently Asked Questions
- Guides
- Resource Centre
- My courses

ARDEN UNIVERSITY LOCAL TIME

Mon 20 June 2016
14:39:39 pm

STAY CONNECTED

0845 7883368
International: +44 (0) 24 765 15700

SUPPORT
Get help and support on any aspect of your studies

iversity, 1A Brandon

You will then see the screen below. This will give you access to all Arden online resources (both journals and eBooks) provided via EBSCO, separated into three search tabs. This screen conducts a **Basic Search**, and the dropdown list lets you specify whether you are searching for a keyword, title, or author. You also have the option to conduct an **Advanced Search**.

The screenshot displays the Arden University EBSCO search interface. At the top, there is a navigation bar with links: [New Search](#), [Multimedia](#), [Home](#), [Publications](#), [Sign In](#), [Folder](#), [Preferences](#), [Language](#), [Ask-A-Librarian](#), and [Help](#). Below this is a large blue banner with the Arden University logo on the left and a stylized bird graphic on the right. The main search area features three tabs: [Search Everything](#), [Search Journal Articles](#), and [Search EBooks](#). Below these tabs, the text "Searching: [All Resources](#)" is displayed. A dropdown menu is open, showing "Keyword" selected. The search bar contains the text "Searching: All Resources to article level". To the right of the search bar is a "Search" button with a help icon. Below the search bar are links for [Basic Search](#), [Advanced Search](#), and [Search History](#). At the bottom of the page, there is a footer with links: [Top of Page](#), [Mobile Site](#), [EBSCO Support Site](#), [Privacy Policy](#), [Terms of Use](#), [Copyright](#), and [Contact Us](#). The footer also includes the EBSCO logo and the text "powered by EBSCOhost" and "© 2018 EBSCO Industries, Inc. All rights reserved."

There is a **'Help'** link in the top right hand corner which will open the window below. Here you can find or search for support including tutorials on particular subjects.



eBooks

Searches will return both relevant eBooks and journal articles provided via EBSCO. You can view the contents of a book online or download the book for a specific period of time. We would recommend that you view the book online as there is limited borrowing facility; viewing online will give students more opportunities to view the required material.

Most books are available on a 'one book, one user' basis. This means that the book is available as a 'short term library loan'. Should you wish to download a book, you will need to create your EBSCOhost account. To view a book online, you will not need to log in.

New Search Multimedia Home Publications Sign In Folder Preferences Language Help

Searching: Discovery Service for Arden University

Keyword Search

Basic Search Advanced Search Search History

Refine Results

Current Search

Find all my search terms: **marketing mix**

Expanders

Also search within the full text of the articles ☒

Apply equivalent subjects ☒

Source Types ☒

eBooks

Limit To

☐ Full Text

☐ Available in Library Collection

☐ Peer Reviewed

Search Results: 1 - 50 of 519

Relevance Page Options Share

1. **The 20 Ps of Marketing : A Complete Guide to Marketing Strategy**

By: Pearson, David. London : Kogan Page. 2014. eBook., Database: eBook Collection (EBSCOhost)

Subjects: BUSINESS & ECONOMICS / E-Commerce / Internet Marketing; BUSINESS & ECONOMICS / Marketing / General; BUSINESS & ECONOMICS / Marketing / Direct; Marketing; Marketing--Management

PDF Full Text EPUB Full Text **Download (Offline)**

Table of Contents Most Relevant Pages From This eBook

2. **Marketing in Travel and Tourism**

By: Middleton, Victor T. C.; Fyall, Alan; Morgan, Michael. Edition: 4th ed. Amsterdam : Routledge. 2009. eBook., Database: eBook Collection (EBSCOhost)

Subjects: BUSINESS & ECONOMICS / Management; BUSINESS & ECONOMICS / Industries / Hospitality, Travel & Tourism; Tourism--Marketing

PDF Full Text EPUB Full Text **Download (Offline)** PlumX Metrics

Table of Contents Most Relevant Pages From This eBook

Once you click on **'Download (Offline)'** you will be given options to either **Sign In to My EBSCOhost** or to **Create a new Account** if you don't already have one.

Search Results: 1 - 50 of 519

Please sign in to your My EBSCOhost account to check availability and download.

[Sign In to My EBSCOhost](#) [Create a new Account](#)

New Search Multimedia Home Publications Sign In Folder Preferences Language Help

Sign In to My EBSCOhost

Back

Create a new account - Personal Account

First Name

Last Name

E-mail Address

User Name 254 character maximum

Password Password strength:

Retype Password

Secret Question

Include digits/symbols or make your password longer and more random. ?

To **'Create a new Account'** simply click on the link and you will be taken to the page on the left.

Fill in the required fields and click 'Save Changes'.

Any issues when creating your password please click on **question icon** for more details.

IMPORTANT: You must set up an EBSCO account (separate to Arden University and iLearn) if you wish to access saved files in future. **This folder is within the EBSCO Discovery service and NOT iLearn, i.e. it is an external resource.** Once you set an account up, any files you save will remain in your EBSCO folder unless you do not access it for 18 months.

Good to know...

We also provide eBooks via the Ebook Central link which is located in the Resource Centre on iLearn.

[Home](#) / [Site pages](#) / [Resource Centre](#)

RESOURCE CENTRE

LIBRARIES

 [Launch the EBSCO Library](#)

 [Launch Ebook Central Library](#)

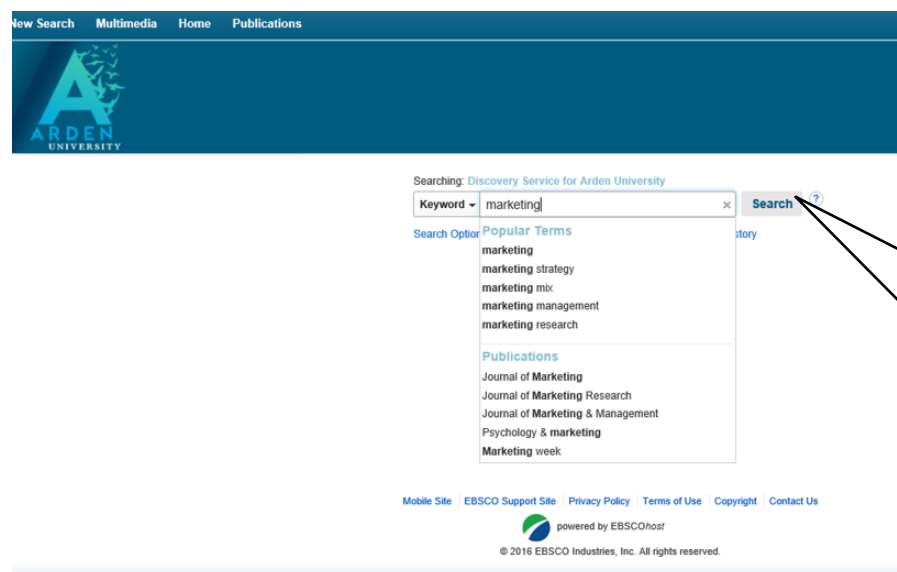
Journals

Arden University subscribes to a number of journal providers via EBSCO. Journals must be viewed on-line, but there is the facility to either print the journal or email a copy to yourself for future reference. Some articles can be accessed in audio format.

Tips and Guidance

Searching

There is a **basic** or **advanced** search option. When typing in the search box (below) – suggestions will appear below categorised under 'Popular (search) Terms' or 'Publications'. You can select either. You can also change the 'Keyword' option to either 'Title' or 'Author'.



The screenshot shows the Arden University Discovery Service search interface. At the top, there is a navigation bar with links: New Search, Multimedia, Home, and Publications. Below this is the Arden University logo. The main search area has a 'Keyword' dropdown set to 'marketing' and a 'Search' button. A dropdown menu is open, showing 'Popular Terms' and 'Publications' suggestions. A callout box points to the 'Search' button with the text: 'Basic Search' and 'Allows you to search keywords and limit your search accordingly'.

Searching: Discovery Service for Arden University

Keyword: marketing Search

Search Option: Popular Terms

- marketing
- marketing strategy
- marketing mix
- marketing management
- marketing research

Publications

- Journal of Marketing
- Journal of Marketing Research
- Journal of Marketing & Management
- Psychology & marketing
- Marketing week

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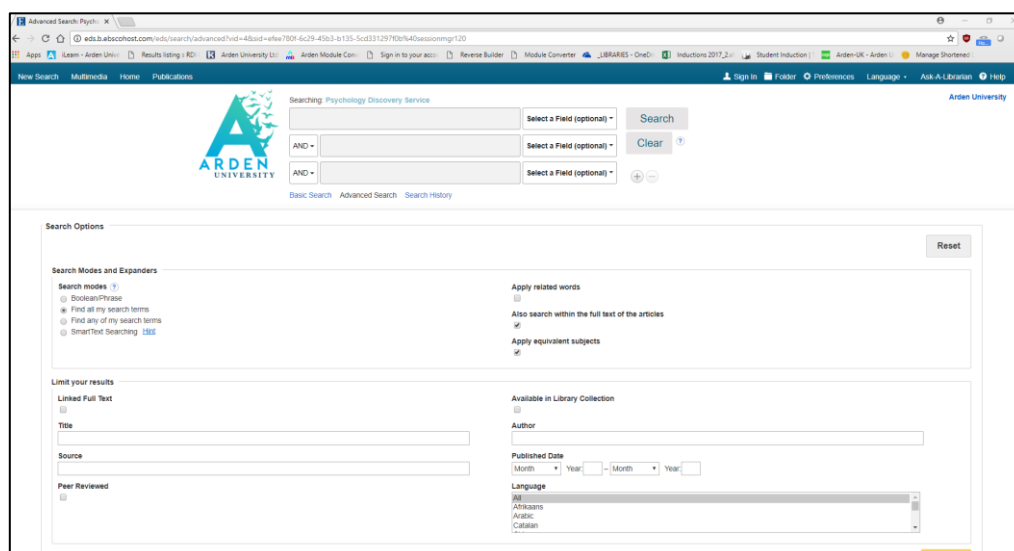
powered by EBSCOhost

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Basic Search

Allows you to search keywords and limit your search accordingly

An **Advanced Search** will narrow down your search results by published date, language, and various other categories. Clicking on this will take you to the screen below:



The screenshot shows the Arden University Discovery Service Advanced Search interface. At the top, there is a navigation bar with links: New Search, Multimedia, Home, and Publications. Below this is the Arden University logo. The main search area has a 'Keyword' dropdown set to 'marketing' and a 'Search' button. A dropdown menu is open, showing 'Popular Terms' and 'Publications' suggestions. A callout box points to the 'Search' button with the text: 'Basic Search' and 'Allows you to search keywords and limit your search accordingly'.

Advanced Search Psychology Discovery Service

Search: [] Select a Field (optional) Search

AND [] Select a Field (optional) Clear

AND [] Select a Field (optional) +

Basic Search Advanced Search Search History

Search Options

Search Modes and Expanders

- Search Modes
- BooleanPhrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching

Limit your results

Linked Full Text

Title []

Source []

Peer Reviewed []

Apply related words

Also search within the full text of the articles

Apply equivalent subjects

Available in Library Collection

Author []

Published Date

Month [] Year [] Month [] Year []

Language

All

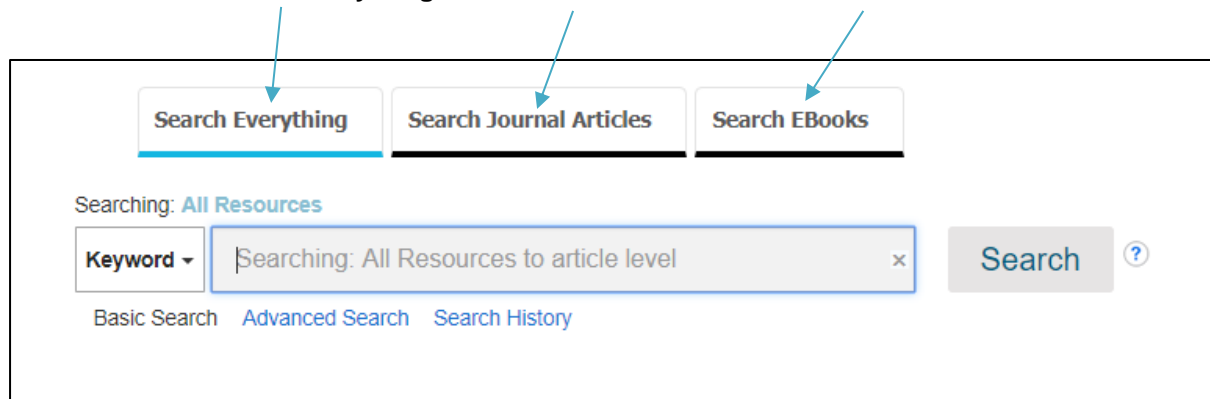
Afrikaans

Arabic

Catalan

Search Tabs

We have recently introduced the new Search Tabs function for EBSCO, which divides your search options to create quick, easily navigated results to help you find the resource you require. These tabs are divided into '**Search Everything**', '**Search Journal Articles**', and '**Search EBooks**'.



The screenshot shows the top of the EBSCO search interface. At the top, there are three tabs: 'Search Everything', 'Search Journal Articles', and 'Search EBooks'. The 'Search Everything' tab is highlighted with a blue underline. Below the tabs, the text 'Searching: All Resources' is displayed. A search input field contains the text 'Searching: All Resources to article level'. To the right of the input field is a 'Search' button with a help icon. Below the input field, there are links for 'Basic Search', 'Advanced Search', and 'Search History'.

Search Everything

When searching for EBSCO content under this tab, you will be searching through EBSCO's entire database, including journal articles, ebooks, and various external content. You can modify your results within the **Refine Results** options on the right-hand side of your results page, which is explained further below.

Search Journal Articles

This tab will only show results for journal articles under the search term you enter. Your results will show a combination of articles we have access to which relate to your search terms, and other results which will lead you to an open source site.



The screenshot shows the EBSCO search interface with the 'Search Journal Articles' tab selected and highlighted with a blue underline. The text 'Searching: Searching: journal articles only' is displayed above the search input field. The input field contains the text 'Search Journal Articles'. To the right of the input field is a 'Search' button with a help icon. Below the input field, there are links for 'Basic Search', 'Advanced Search', and 'Search History'.

Search EBooks

This tab will show you results for ebooks we hold in our Arden University library collection. You can refine your results further by searching for an author or title, or alternatively use the keyword search function to find various ebooks relating to your search term.

Search Everything

Search Journal Articles

Search EBooks

Searching: **Ebooks**

Keyword

Search

?

Searching: Ebooks Only

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

Results

Search results will display like the screen below.

The screenshot shows the Arden University search results page. The search bar at the top contains the keyword 'marketing mix'. The results are displayed in a list format, showing the first two results. The first result is 'What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?' by Mintz, Ofar, Currim, and Imran S. The second result is 'SUCCESS STRATEGIES IN ISLAMIC MARKETING MIX' by Abdulah, Johan Bin, Hamali, Jamil Haji, and Abdulah, Firdaus. The left-hand menu is visible, showing options to refine results, including 'Find all my search terms', 'Expanders', 'Limit To', and 'Source Types'. A blue circle highlights the left-hand menu, and a blue arrow points from it to a detailed view of the menu options.

This block shows a detailed view of the search filters menu. It includes sections for 'Current Search', 'Limit To', and 'Source Types'. The 'Current Search' section shows the search terms 'marketing mix' and options to expand the search. The 'Limit To' section includes checkboxes for 'Full Text', 'Available in Library Collection', and 'Peer Reviewed', along with a date range selector from 1903 to 2017. The 'Source Types' section lists various resource types with their respective counts: All Results (229,715), Magazines (134,267), Academic Journals (129,695), News (13,524), and Reviews (11,249).

You are able to **reduce / limit** the results using the left-hand menu

If you are looking for a particular type of resource, e.g. academic journal, eBook, you can select from the **Source Types** menu on the left hand side – to see all options click **Show More** below the Source Types list. A pop up box will appear listing the available options. You can select those you are interested in, then update, and only those types of resources will be listed.

You can **save specific results** by clicking on the 'Save to Folder' icon to the right of each resource listed.

The screenshot shows the Arden University Discovery Service interface. At the top, there's a navigation bar with links like 'New Search', 'Multimedia', 'Home', 'Publications', 'Sign In', 'Folder', 'Preferences', 'Language', and 'Help'. The search bar contains the keyword 'marketing mix'. Below the search bar, the results are displayed. The first result is titled '1. Prioritizing of marketing mix elements effects on patients' tendency to the hospital using analytic hierarchy process.' To the right of this result, there is a 'Save to Folder' icon (a folder with a plus sign). A blue arrow points from the text above to this icon. A tooltip for the icon reads 'To print, e-mail, or save multiple items'.

If you then select the folder icon at the top of any page, you will see what you've saved in the folder (see below).

The screenshot shows the 'Folder Contents' page in the Arden University Discovery Service. The top navigation bar has the 'Folder' icon circled in blue. A blue arrow points from this icon to a 'Folder' button at the bottom right of the page. The main content area shows a list of articles saved in the folder, including '1. What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?'. The 'Folder' button at the bottom right is a blue button with a folder icon and the text 'Folder'.

IMPORTANT: this folder is within the EBSCO Discovery service and NOT iLearn, i.e. it is an external resource. **You must set up an EBSCO account (separate to Arden University and iLearn) if you wish to access these files in future.** Once you set an account up, any files you save will remain in your EBSCO folder unless you do not access it for 18 months.

Email Alerts

EBSCO allows to set up an email alert for new articles in your chosen field.

The screenshot shows the EBSCO Discovery Service interface. At the top, there's a navigation bar with links like 'New Search', 'Multimedia', 'Home', 'Publications', 'Sign In', 'Folder', 'Preferences', 'Language', and 'Help'. The search bar contains 'marketing mix' and a 'Search' button. Below the search bar, there are links for 'Basic Search', 'Advanced Search', and 'Search History'. On the left, there's a 'Refine Results' sidebar with options to 'Find all my search terms', 'Expanders', and 'Limit To'. The main area displays 'Search Results: 1 - 50 of 596,635'. Two search results are visible, each with a title, author, journal, and a 'PDF Full Text' link. A 'Share' button is visible next to the first result, and a 'Create an alert' button is highlighted with a red circle.

The screenshot shows the 'Create Alert' dialog box. It contains the following information:

- Search Alert:** "marketing mix Also search within the full text of the articles; Apply equivalent subjects on 2017-02-20 09:59 AM"
- E-mail:** (You must sign in to send e-mail alerts. [Sign In](#))
- General Settings:**
 - Frequency:** Once a day
 - Articles published within the last:** One Year
 - Results format:** Brief
- RSS Feed:** <http://rss.ebscohost.com/AlertSyndicationService/Syndication.aspx?GetFeed?guid=5110152>
- Buttons:** Save Alert, Cancel Alert

Simply click on 'Share', then 'Email Alert'.

You will then see the screen to your left. There you can alter the articles you will be alerted to.

Viewing your chosen article

Download PDF

Sign In Folder Help

What Drives Managerial Use of Marketing and Financial Metrics and Does Metr...

Ofer Mintz & Imran S. Currim

What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?

To increase marketing's accountability, *Journal of Marketing*, Marketing Science Institute, and the Institute for the Study of Business Markets have advocated development of marketing metrics and linking marketing-mix activities with financial metrics. Although the marketing field has made progress, researchers have paid less attention to what drives managerial use of marketing and financial metrics and whether metric use is associated with marketing-mix performance. The authors propose a conceptual model that links firm strategy, metric orientation, type of marketing-mix activity, and managerial, firm, and environmental characteristics to marketing and financial metric use, which in turn are linked to performance of marketing-mix activities. An analysis of 1287 marketing-mix activities reported by 439 U.S. managers reveals that firm strategy, metric orientation, type of marketing-mix activity, and firm

Table of Contents:

- 1-3: 6-8
- The Effect of In-Sto... 1
- What Drives Manageri... 17
- The Impact of Produc... 41
- Rising from the Ashes... 58
- When Do (and Don't)... 78

Illustrations:

- Choose Another Issue

When you access a resource, you will see the following options on the right hand side:

Print – publishers place restrictions on how much of each eBook can be printed. This varies between books. Journal articles can mostly be printed in their entirety.

Email – use this to email a document. Do not copy and paste the web address bar at the top of the screen as this URL will not work once your session has ended.

Cite – use to assist with your referencing. Ensure you select the correct referencing format for your course (e.g. Harvard, APA etc.). When selecting 'Harvard' be sure to verify against the Arden University Harvard referencing guide making any required changes.

Permalink – create a permalink to the document. Do not copy and paste the web address bar at the top of the screen as this URL will not work once your session has ended.

Share – share via social media.

How to get help

There is a '**Help**' link in the top right hand corner of every page. Here you can find or search for support including tutorials on particular subjects.

Alternatively you can contact EBSCO via the link at the bottom of the page (see below).

