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- 由一群教授學者於1967年創立於英國
(Bradford, West Yorkshire, UK)
- 累積四十多年的出版經驗
- 以商業管理學科及圖書資訊學科方面
之學術性刊物為核心，現更延伸發展
社會學、工程學與公共政策領域研究



Emerald研究的影響層面



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- **Emerging Markets Case Studies**新興市場研究
 - **2011**年推出
 - 超過**300**個研究個案
- **Backfiles**過刊(與大英博物館合作,20世紀初內容)
 - 回溯至 **Volume.1 issue 1**



Financial Times <英國金融時報> Top 100 Business Schools



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Management



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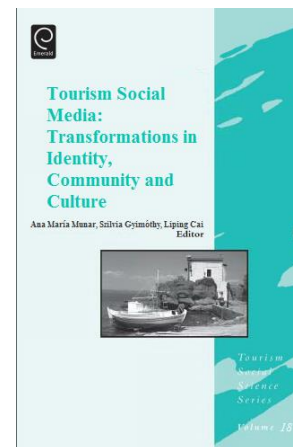
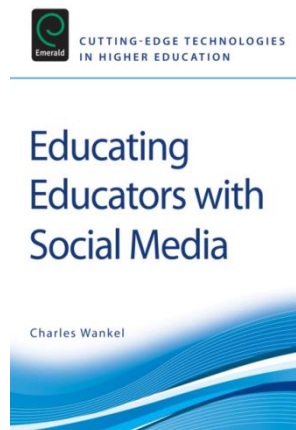
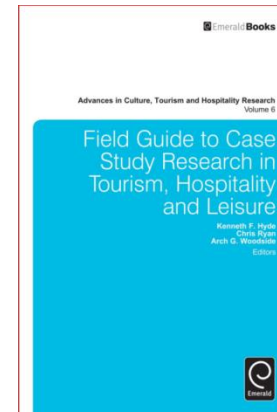
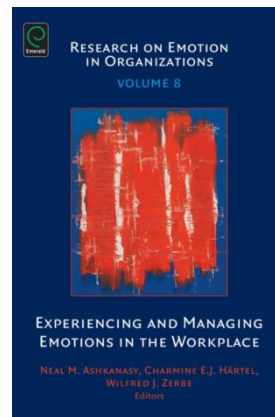
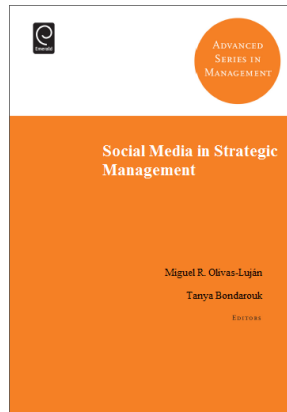


Library
Studies



TAEBDC 2014 Top 5 eBooks

熱門主題:社群媒體、餐飲管理..等等



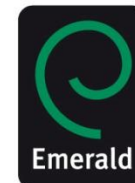


The Banyan Tree: branding the intangible



- **Case overview** – Banyan Tree Hotels and Resorts had become a leading player in the luxury resorts and spa market in Asia. As part of its growth strategy, Banyan Tree had launched new brands and brand extensions that included resorts, spas, retail outlets, and even museum shops. Now, the company had to contemplate how to manage its brand portfolio and expand its business while preserving the distinctive identity and strong brand image of Banyan Tree, its flagship brand.

中興大學採購範例



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 - 150 cases
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- The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study
- Supply Chain Management: More Than a New Name for Logistics
- A Service Quality Model and its Marketing Implications
- The professionalization of accountancy: a history of protecting the public interest in a self-interested way

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- Journal of Chinese Human Resource Management

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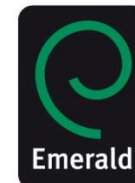
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☐ Accounting Research Journal	☒	1030-9616	Journal
☐ Accounting, Auditing & Accountability Journal	☒	0951-3574	Journal
☐ Advanced Series in Management	☒	1877-6361	Book Series
☐ Advances in Accounting Behavioral Research	☒	1475-1488	Book Series
☐ Advances in Accounting Education	☒	1085-4622	Book Series
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- + Management Science & Operations
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 -  Advertising & promotion
 - Direct mail
 - Corporate communications
 - + Distribution channels & markets
 - International marketing
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 - + Marketing strategy/methods
 - Pricing
 - + Product management
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- + Sociology
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- + Tourism & Hospitality
- + Transport

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How leaders influence employees' innovative behaviour

What the hare can teach the tortoise about make-buy strategies for radical innovations

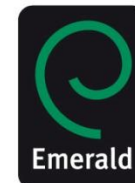
McDonald's: "think global, act local" – the marketing mix

Customer loyalty and customer loyalty programs

Journals of the Week



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Q | marketing in: Articles and Chapters Articles and Chapters Case studies Search

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- > Marketing
- > Property Management & Built Environment
- > Tourism & Hospitality
- > Transport

可選擇

1. Articles and Chapters
2. Case studies

Articles/Chapters (144522)

Case Studies (353)

Order results by: ☒ Relevancy ☐ Newest First ☐ Oldest First

Results: 1-20 of 144522

1 2 3 4 5

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選擇排序方式

Icon key: ☒ You have access ☒ Partial access ☒ Backfile ☒ Earlycite ☒ Abstract only

☐ Select all

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B

☐ Marketable improvements

Type: Research paper

Ian Griffith

The TQM Magazine, Volume: 5 Issue: 2, 1993

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精準檢索範圍

☐ The art of the entrepreneurial marketer

Type: Conceptual Paper

Ian Fillis

Journal of Research in Marketing and Entrepreneurship

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☐ Ethnography for Marketers

Type: Review

Philly Desai

Qualitative Market Research: An International Journal, Volume: 11 Issue: 4, 2008

[Abstract](#) | [HTML](#) | [Reprints and Permissions](#)

☐ The Accidental Library Marketer

Type: Review

Ann Folkman

Program, Volume: 45 Issue: 2, 2011

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Ann Folkman
Program, Volume: 45 Issue: 2, 2011
Abstract | HTML | Reprints and Permissions

The Bank Manager: Marketer, Sales
Type: Research paper
P.W. Turnbull, C.D. Wootton
European Journal of Marketing, Volume: 14 Issue: 6, 1980
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Good marketers know the score
Type: Viewpoint
Malcolm McDonald
Marketing Intelligence & Planning, Volume: 24 Issue: 2, 2006
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Philip Mullen
Library Management, Volume: 32 Issue: 3, 2011
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The Relationship Marketer: Rethinking Strategic Relationship Marketing
Type: Review
Mark Glynn
Journal of Product & Brand Management, Volume: 20 Issue: 1, 2011
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MARKET ANALYSIS — THE HOLISTIC APPROACH TO MARKETING
Type: General review
John Whitehead

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Publication Date出版年
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United Kingdom (3880)
Consumer behaviour (3207)
Internet (2661)
Innovation (2613)
+More

Type

Research paper (48303)
General review (36536)
Secondary article (16551)
Case study (9121)
+More

Publication Date

Last Year (7496)
Last 6 Months (4512)
Last 3 Months (2503)
Last Month (1193)

Subject

Management science & operations (18601)
Marketing (16659)
HR & organizational behaviour (15956)
Engineering (15898)
+More

Publication

Aircraft Eng & Aerospace Tech (3295)
Pigment & Resin Technology (3051)
Journal of Management History (2723)

Search Results

Articles/Chapters (3207)

Case Studies (3)

Order results by: ☐ Relevancy ☒ Newest First ☐ Oldest First

Results: 1-20 of 3207

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Icon key: You have access Partial access Backfile Earlycite Abstract only

☐ Select all

For selected items Please select ▾

- 1 ☐ Investigating determinants of youth's intentions of seeking microcredit in the post-conflict era
Type: Research paper
Charles Jebarajakirthy , Antonio C. Lobo , Chandana Hewege
Asia Pacific Journal of Marketing and Logistics, Volume: 26 Issue: 4, 2014
[▼ Preview](#) | [Abstract](#) | [HTML](#) | [PDF \(236 KB\)](#) | [References](#) | [Reprints and Permissions](#)

- 2 ☐ Consumers' willingness to pay for ethical attributes
Type: Research paper
Li-Wei Mai
Marketing Intelligence & Planning, Volume: 32 Issue: 6, 2014
[▼ Preview](#) | [Abstract](#) | [HTML](#) | [PDF \(203 KB\)](#) | [References](#) | [Reprints and Permissions](#)

- 3 ☐ Consumer trust in banking relationships in Europe
Type: Research paper
Raija Anneli Järvinen
International Journal of Bank Marketing, Volume: 32 Issue: 6, 2014
[▼ Preview](#) | [Abstract](#) | [HTML](#) | [PDF \(180 KB\)](#) | [References](#) | [Reprints and Permissions](#)

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Anywhere ▾

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• [Anywhere: marketing] AND [Keyword: Consumer behaviour] (Articles/Chapters - 2207)

• [Anywhere: marketing] (Articles/Chapters - 4522)

• [Anywhere: marketing] (Articles/Chapters - 522)*

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marketing
+
Keyword:
Consumer behaviour

▼ Preview | Abstract | HTML | PDF (246 KB) | References | Reprints and Permissions

- ☐ Artificial neural networks: a tool for understanding green consumer behavior
Type: Research paper
Prajita Chowdhury , Mercy S. Samuel
Marketing Intelligence & Planning, Volume: 32 Issue: 5, 2014
▼ Preview | Abstract | HTML | PDF (260 KB) | References | Reprints and Permissions

- ☐ Impact of country of origin and word of mouth on brand equity
Type: Research paper
Sri Murtiasih , Sucherly Sucherly , Hotniar Siringoringo
Marketing Intelligence & Planning, Volume: 32 Issue: 5, 2014
▼ Preview | Abstract | HTML | PDF (204 KB) | References | Reprints and Permissions

- ☐ Are young adult Chinese status and fashion clothing brand conscious?
Type: Research paper
Aron O' Cass , Vida Siahtiri
Journal of Fashion Marketing and Management: An International Journal, Volume: 18 Issue: 3, 2014

Last Month (5)

Subject

Marketing (2155)
Marketing strategy/methods (1396)
Management science & operations (500)
Market research/consumer behaviour (411)
Public policy & environmental management (297)
Logistics (270)
Food & nutrition (260)
Distribution channels & markets (250)
Distribution management & systems (249)
Retailing (240)
Brand management/equity (191)
Product management (191)
Services marketing (156)
Strategy (123)
Information & knowledge management (118)
Tourism & hospitality (109)
International marketing (96)
Regional marketing (87)
Qualitative marketing research (87)
Information communications technology (86)

再限定於
Subject為
Tourism & hospitality
搜尋

Search Results

Articles/Chapters (109) Case Studies (0)

Order results by ☐ Relevancy ☒ Newest First ☐ Oldest First

Results: 1-20 of 109 1 2 3 4 5 6 Next >

Items per page 20 ▾

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1 ☒ Causal relationships between table game players' perceptions of perceived winning, and game spending: Moderating effects of factors
Type: Research paper
Sang Mi Jeon, Vincent P. Magnini, Insin Kim, Sunghyup Sean Hyun
International Journal of Contemporary Hospitality Management, 2013
▼ Preview

2 ☐ Internet
Type: Res
Semih S.
Journal of
▼ Preview

3 ☒ The new
consumer
Type: Conceptual Paper
Martha Anne Coussement, Thomas J. Teague
Journal of Hospitality and Tourism Technology, Volume: 4 Issue: 2, 2013
▼ Preview | Abstract | HTML | PDF (118 KB) | References | Reprints and Permissions

4 ☒ "Like" and "Check-in": how hotels utilize Facebook as an effective marketing tool
Type: Research paper
Kelly Virginia Phelan, Hsiang-Ting Chen, Matthew Haney

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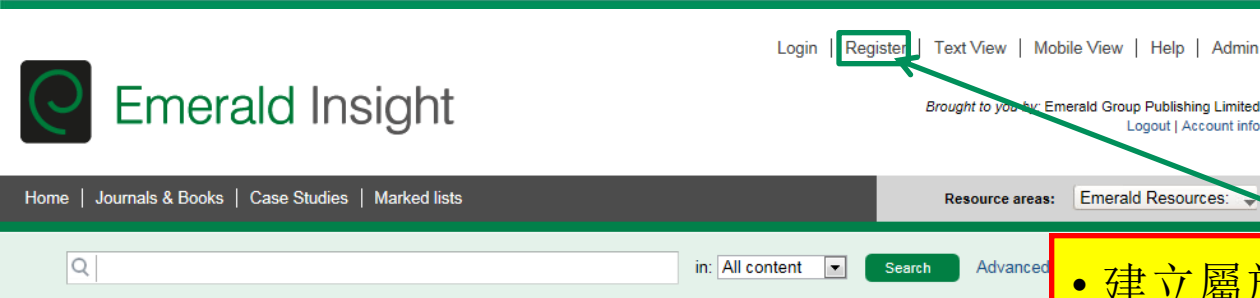
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- Anywhere: marketing (Articles/Chapters - 144522)*

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Evidence of managerial opportunism in Australia

Executive hubris: the case of a bank CEO

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☒	The new customer-facing technology: mobile and the constantly-connected consumer	Journal of Hospitality and Tourism Technology, Volume 4, Issue 2, pp. 177-187	10 Nov 2013
☒	"Like" and "Check-in": how hotels utilize Facebook as an effective marketing tool	Journal of Hospitality and Tourism Technology, Volume 4, Issue 2, pp. 134-154	10 Nov 2013

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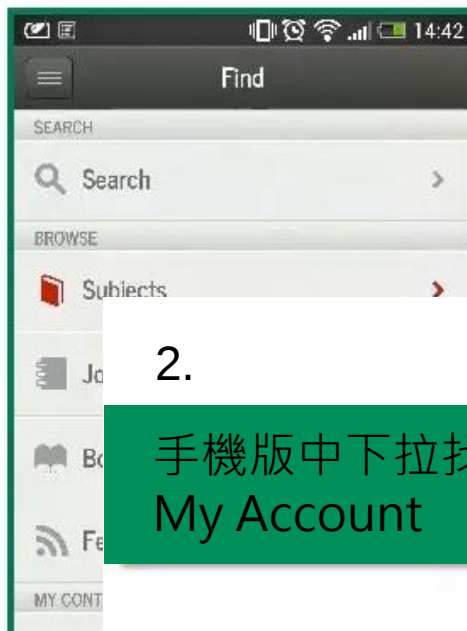


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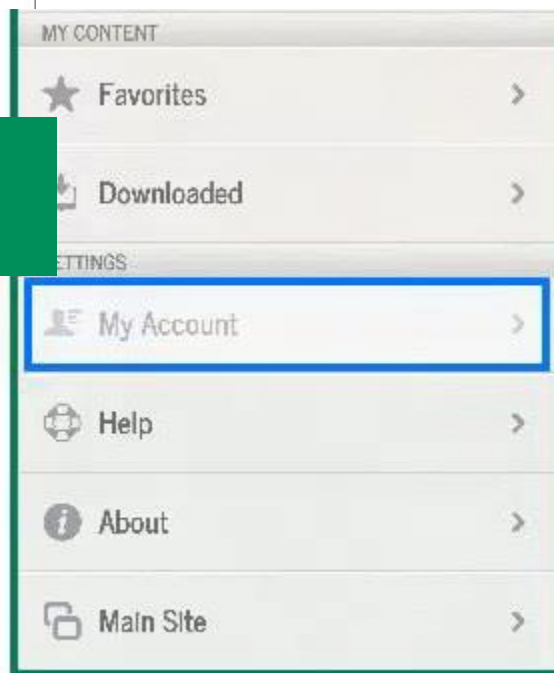
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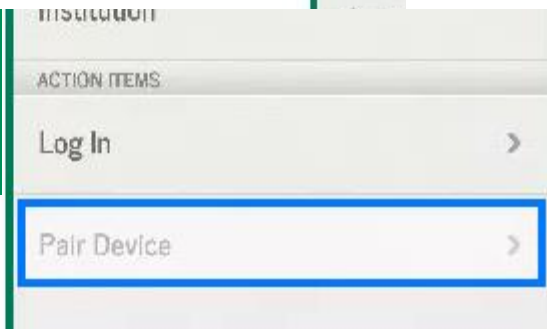
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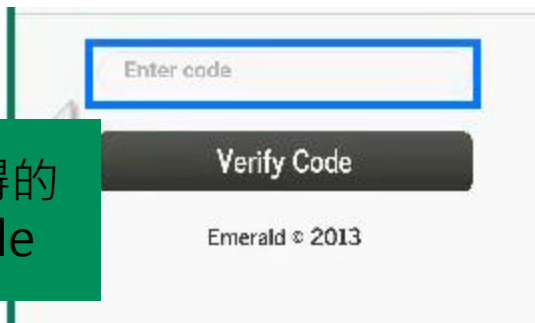
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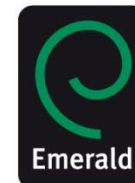
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