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课程内容

- 第一部分：数据库介绍
- 第二部分：上机操作演示
- 第三部分：支持网站&问答

第一部分：数据库介绍

ASC: <https://www.ebsco.com/products/research-databases/academic-search-complete>

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Subjects Include

- Animal science
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- Chemistry
- Engineering
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- General science
- Geography
- Geology
- Law
- Mathematics
- Music
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- Physics
- Psychology
- Religion and philosophy
- Science and technology
- Veterinary science
- Women's studies
- Zoology

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Elite	1,440	1,177	519	1,071
Premier	2,981	2,590	1,035	2,203
Complete	6,180	5,521	3,595	3,884
ULTIMATE*	10,630	9,631	6,875	5,854

*Expected figures by June 30, 2017

Topical Video Content

Business Source Complete offers access to video content from the Associated Press, the world's leading news agency. Videos relevant to the search terms will appear in a carousel in the result list. With footage from 1930 to the present and updated monthly, this collection of more than 60,000 videos covers a wide variety of topics.

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Business Source Complete 资源类型及资源量

	<i>Business Source Complete</i>
Author Profiles	40,159
Books & Monographs	823
Case Studies	15,242
Company Profiles / Information Records	1.15 million+
Conference Papers / Proceedings Collections	70
Country Economic Reports	1,276
Faculty Seminars (Videos)	57
Industry Reports	8,134
Interviews (Executive & Analyst)	10,596
Market Research Reports	2,511
Peer-Reviewed Journals	1,966
SWOT Analyses	4,236
Trade Journals & General Business Magazines	1,832
Working Papers Collections	30

Figures as of January 2017

Business Source 不同版本

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Elite	606	357	179	316
Premier	1,194	695	299	591
Complete	2,258	1,337	792	873
ULTIMATE*	3,508	2,087	1,392	1,043

*Expected figures by June 30, 2017

经济学领域许多重量级期刊都收录在BSC中

Management Journals Ranked

Rank	Journal Name	EBSCO
1	<i>Administrative Science Quarterly</i>	Active Full Text NO Embargo
2	<i>Academy of Management Journal</i>	Active Full Text NO Embargo
3	<i>Harvard Business Review</i>	Active Full Text NO Embargo
4	<i>Management Science</i>	Embargoed Full Text
5	<i>Operations Research</i>	Embargoed Full Text
6	<i>Academy of Management Review</i>	Active Full Text NO Embargo

持续出版，无延迟

全文有延迟

Figures as of January 2017

Top Marketing Journals in Doctoral Institutions

Rank	Journal Name	EBSCO
1	<i>Journal of Marketing</i>	Full Text with NO Embargo
2	<i>Journal of Marketing Research (JMR)</i>	Full Text with NO Embargo
3	<i>Journal of Consumer Research</i>	Full Text with NO Embargo

Top Marketing Journals in Non-Doctoral Institutions

Rank	Journal Name	EBSCO
1	<i>Journal of Marketing</i>	Full Text with NO Embargo
2	<i>Journal of Marketing Research (JMR)</i>	Full Text with NO Embargo
3	<i>Journal of Consumer Research</i>	Full Text with NO Embargo

Figures as of January 2017

MIS Journals Ranked

Rank	Journal Name	EBSCO
1	<i>MIS Quarterly</i>	Full Text with NO Embargo
2	<i>Communications of the ACM</i>	Full Text with NO Embargo
3	<i>Information Systems Research</i>	Embargoed Full Text
4	<i>Journal of Management Information Systems</i>	Full Text with NO Embargo

Finance Journals Ranked

Rank	Journal Name	EBSCO
1	<i>Journal of Finance</i>	Embargoed Full Text
2	<i>Journal of Financial Economics</i>	Indexed
3	<i>Journal of Financial & Quantitative Analysis</i>	Full Text with NO Embargo
4	<i>Journal of Money, Credit & Banking</i>	Embargoed Full Text

Top Accounting Journals

Rank	Journal Name	EBSCO
A	<i>Accounting Review</i>	Full Text NO Embargo
A	<i>Contemporary Accounting Research</i>	Embargoed Full Text
A	<i>Journal of Accounting & Economics</i>	Indexed
A	<i>Journal of Accounting Research</i>	Embargoed Full Text
A	<i>Review of Accounting Studies</i>	Embargoed Full Text
A-	<i>Accounting Horizons</i>	Full Text NO Embargo
A-	<i>Auditing: A Journal of Practice & Theory</i>	Full Text NO Embargo
A-	<i>Behavioral Research in Accounting</i>	Full Text NO Embargo
A-	<i>Journal of Accounting & Public Policy</i>	Indexed
A-	<i>Journal of Accounting, Auditing & Finance</i>	Full Text NO Embargo
A-	<i>Journal of Management Accounting Research</i>	Full Text NO Embargo
A-	<i>Journal of the American Taxation Association</i>	Full Text NO Embargo

Figures as of January 2017

Top Ten Academic Business Journals

Rank	Journal Name	EBSCO Full Text Coverage
1	<i>Academy of Management Journal</i>	Active Full Text NO Embargo
2	<i>Journal of Management</i>	Active Full Text NO Embargo
3	<i>Strategic Management Journal</i>	Embargoed Full Text
4	<i>Journal of Marketing Research (JMR)</i>	Active Full Text NO Embargo
5	<i>Academy of Management Review</i>	Active Full Text NO Embargo
6	<i>Journal of Business Ethics</i>	Active Full Text NO Embargo
7	<i>Journal of Marketing</i>	Active Full Text NO Embargo
8	<i>Journal of Consumer Research</i>	Active Full Text NO Embargo
9	<i>Journal of Management Studies</i>	Embargoed Full Text
10	<i>Marketing Science</i>	Embargoed Full Text

Figures as of January 2017

Top Five General Business Magazines

Magazine Name	EBSCO Full Text Coverage
<i>Business Week</i>	Active Full Text NO Embargo
<i>Forbes</i>	Active Full Text NO Embargo
<i>Fortune</i>	Active Full Text NO Embargo
<i>Harvard Business Review</i>	Active Full Text NO Embargo
<i>Money</i>	Active Full Text NO Embargo



第二部分：上机操作演示

- 基本检索&高级检索
- 布尔逻辑和检索技巧
- 新建文件夹
- 出版物检索&设置期刊提醒
- 辞典
- 公司概况（ BSC/BSU）
- 公司信息（ BSC/BSU）
- 哈佛商学院视频（ BSC/BSU）

如何进入EBSCO

一般在图书馆中找到点击“电子资源数据库”，找到EBSCO，点击链接即可进入选择数据页面，或者直接进入检索页面



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To search within a single database, click the database name listed below. To select more than one database to search, check the boxes next to the databases and click *Continue*.

Continue

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Title List More Information

Business Source Complete

Business Source Complete is the world's definitive scholarly business database, providing the leading collection of bibliographic and full text content. As part of the comprehensive coverage offered by this database, indexing and abstracts for the most important scholarly business journals back as far as 1886 are included. In addition, searchable cited references are provided for more than 1,300 journals.

Title List More Information

Academic Search Ultimate

Academic Search Ultimate offers students an unprecedented collection of peer-reviewed, full-text journals, including many journals indexed in leading citation indexes. The combination of academic journals, magazines, periodicals, reports, books and videos meets the needs of scholars in virtually every discipline ranging from astronomy, anthropology, biomedicine, engineering, health, law and literacy to mathematics,



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检索选项 基本检索 高级检索 搜索历史记录

输入关键词即可进行检索

高级检索



正在检索: Business Source Complete, 显示全部 选择数据库

选择一个字段(可选) 搜索 清除 ?

AND 选择一个字段(可选)

AND 选择一个字段(可选) + -

查看帮助

添加检索框, 最多12个

逻辑运算符

- AND
- OR
- NOT

字段限制

- TX 所有文本
- AU 作者
- TI 标题
- SU 主题语
- SO 来源
- AB 摘要
- IS ISSN
- IB ISBN

检索选项

检索模式和扩展条件

- 检索模式 ?
- 布尔逻辑/词组
 - 查找全部检索词语
 - 查找任何检索词语
 - 智能文本检索 [提示](#)

限制结果

- 全文
- 学术(同行评审)期刊
- 出版物

重新设置

- 运用相关词语
- 同时在文章全文范围内搜索
- 应用对等科目

- 有参考
- 出版日期
月 年 - 月 年
- 图像快速查看

检索举例：金融危机对中国的影响



正在检索: Business Source Complete, 显示全部 选择数据库

"financ* crisis"	选择一个字段(可选)	搜索	清除
AND impact or effect or influence	选择一个字段(可选)		
AND china	选择一个字段(可选)		

+ -

注意“*”和*的作用

基本检索 高级检索 搜索历史记录

精确搜索结果

当前检索

布尔逻辑/词组:

"financ* crisis" AND (impact or effect or influence) AND china

限制

- 全文
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- 学术 (同行评审) 期刊

1997 出版日期 2017

+

显示更多

检索结果: 1 - 10 (共 952 个) 相关性 页面选项 共享

1. Why does skewness and the fat-tail **effect influence** value-at-risk estimates? Evidence from alternative capital markets.

By: Su, Jung-Bin; Lee, Ming-Chih; Chiu, Chien-Liang. International Review of Economics & Finance. May2014, Vol. 31, p59-85. 27p. DOI: 10.1016/j.iref.2013.12.001. , 数据库: Business Source Complete

Abstract: In this study, the generalized autoregressive conditional heteroskedasticity (GARCH) model involving skewed generalized error distribution (SGED) was used to estimate the corresponding ...

主题: Value at risk; Capital market; Volatility (**Finance**); Assets (Accounting); Skewness (Probability theory); GARCH model

2. Office and Home Office Furniture Market Report - UK 2015-2019 Analysis

Home-Office-Furniture By: PR Newswire. PR Newswire US. 01/20/2016. , 数据库: Regional Business News

LONDON, Jan. 20, 2016 /PRNewswire/ -- AMA Research have published the 2nd edition of the report 'Office and Home Office Furniture Market Report – UK 2015-2019 Analysis'. This report combines the ...

主题: England

HTML 全文

3. Steering Market by Type, Component, EPS, Vehicle Type, Region, and Passenger Car Power

检索技巧

- 截词符号(*)用于检索变形体, 单复数
 - econ* 可以检索到economy, economic, economically, 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
 - “global warming” 可以检索到固定格式的词组, 位置顺序保持不变。

检索举例：金融危机对中国的影响



正在检索: Business Source Complete, 显示全部 选择数据库

"financ* crisis" TI 标题 搜索 清除 ?

AND impact or effect or influence 选择一个字段(可选)

AND china 选择一个字段(可选)

检索字段的利用 - 按标题检索

基本检索 高级检索 搜索历史记录

精确搜索结果

当前检索

布尔逻辑/词组:

TI "financ* crisis" AND (impact or effect or influence) AND chi...

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有参考

学术 (同行评审) 期刊

1998 出版日期 2017

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检索结果: 1 - 10 (共 85 个)

相关性 页面选项 共享

1. IMPACT OF THE GLOBAL FINANCIAL CRISIS IN RURAL CHINA: GENDER, OFF-FARM EMPLOYMENT, AND WAGES.

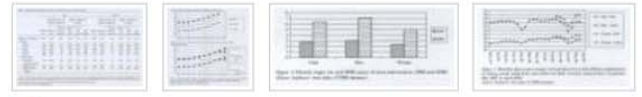


By: Huayong Zhi; Zhurong Huang; Jikun Huang; Rozelle, Scott D.; Mason, Andrew D. Feminist Economics. Jul2013, Vol. 19 Issue 3, p238-266. 29p. 4 Charts, 5 Graphs. DOI: 10.1080/13545701.2013.809137. , 数据库: Business Source Complete

This contribution documents the **effect** of the global **financial crisis** on women's off-farm employment in **China's** rural labor force. It begins by comparing the difference between the actual off-far...

主题: Global **Financial Crisis**, 2008-2009; Feminist economics; Gender inequality; Employment (Economic theory) -- **China**; Rural geography -- **China**; Labor supply -- **China**

显示全部 9 图像



PDF 全文 (16MB)

2. Financial Crisis, Virtual Carbon in Global Value Chains, and the Importance of Linkage Effects. The Spain-China Case.

检索举例：金融危机对中国的影响



正在检索: Business Source Complete, 显示全部 | 选择数据库

TI 标题	"financ* crisis"	搜索	清除
AND	impact or effect or influence	选择一个字段(可选)	
AND	china	选择一个字段(可选)	
AND	SINGH, AMANJOT	AU 作者	

基本检索 高级检索 搜索历史记录

检索字段的利用-按作者检索

精确搜索结果

当前检索

布尔逻辑/词组:

TI "financ* crisis" AND (impact or effect or influence) AND chi...

限制

- 全文
- 有参考
- 学术 (同行评审) 期刊

检索结果: 1 - 1 (共 1 个)

相关性 页面选项 共享

1. Investigating the Leverage Effect and Volatility in the BRIC Countries' Equity Markets After the U.S. Financial Crisis.



学术期刊

By: KAUR, PARNEET; SINGH, AMANJOT. Journal of Wealth Management. Spring2015, Vol. 17 Issue 4, p93-100. 8p. , 数据库: Business Source Complete
The article investigates the leverage effect (LE) and volatility of equity markets in the BRIC countries including Brazil and China since the 2007-2009 financial crisis using the Generalized Auto...

主题: Financial leverage; Volatility (Securities); Stock exchanges; Stock price indexes; BRICS countries; Securities and Commodity Exchanges; GARCH model

PDF 全文 (5.3MB)

页: 1

公司

Enter company nan

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精确搜索结果

当前检索

筛选检索结果

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- 全文
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1997 出版日期 2017

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来源类型

- 所有结果
- 期刊 (440)
- 学术理论期刊 (440)
- 杂志 (210)
- 贸易出版物 (161)
- 新闻 (68)

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主题

出版物

出版者

公司

语言

地理学

NAICS/行业

数据库

- 所有数据库
- Business Source Complete (886)
- Regional Business News (66)

检索结果: 1 - 10 (共 952 个)

相关性 页面选项 共享

公司

Enter company name

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1. Why does skewness and the fat-tail effect influence value-at-risk estimates? Evidence from alternative capital markets.



学术期刊

By: Su, Jung-Bin; Lee, Ming-Chih; Chiu, Chien-Liang. International Review of Economics & Finance. May2014, Vol. 31, p59-85. 27p. DOI: 10.1016/j.iref.2013.12.001. , 数据库: Business Source Complete

Abstract: In this study, the generalized autoregressive conditional heteroskedasticity (GARCH) model involving skewed generalized error distribution (SGED) was used to estimate the corresponding ...

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2. Office Furniture Market Report - UK 2015-2019 Analysis



新闻

PR Newswire. PR Newswire US. 01/20/2016. , 数据库: Regional Business News

PR Newswire/ -- AMA Research have published the 2nd edition of the report 'Office and Home Office Furniture Market Report - UK 2015-2019 Analysis' which combines the ...

主题: England

HTML 全文

3. Steering Market by Type, Component, EPS, Vehicle Type, Region, and Passenger Car Power Steering Aftermarket - Global Forecast to 2021



新闻

PR Newswire. PR Newswire US. 01/09/2017. , 数据库: Regional Business News

PR Newswire/ -- "Increasing demand for comfort and reliability, stringent fuel economy norms, and increasing vehicle ownership are driving the growth of the global steering ma...

4. Vietnam Textile and Garment Comprehensive Report Q2/2016



新闻

RPT-Vietnam-Textiles By: PR Newswire. PR Newswire US. 11/16/2016. , 数据库: Regional Business News

NEW YORK, Nov. 16, 2016 /PRNewswire/ -- A severe decline of textile industry in 2009 caused by the global crisis has brought both advantages and disadvantages for Vietnam. Hence, this report come...

主题: New York; Vietnam

5. Connector Industry Forecast



新闻

ReportBuyer By: PR Newswire. PR Newswire US. 01/30/2017. , 数据库: Regional Business News

LONDON, Jan. 30, 2017 /PRNewswire/ -- 2016 Connector Industry Forecast- How has the connector industry performed in 2016?- How is the connector industry anticipated to perform in 2017 and beyond?...

主题: England

HTML 全文

6. Slowdown Continues For China In Factories.



新闻

By: GOUGH, NEIL. New York Times. 10/1/2015, Vol. 165 Issue 57006, pB4-B4. 1/7p. , 数据库: Regional Business News

The article reports on the decline in the manufacturing sector in China and include topics on the effects of the global financial crises, the housing industry in China, and the oil and gas indust...

主题: MANUFACTURING industries -- China; GLOBAL Financial Crisis, 2008-2009; HOUSING -- China

勾选复选框, 重新筛选结果

按来源类型 筛选

其他筛选条件

精确搜索结果

当前检索

布尔逻辑
“financ”
or effect
china

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- Business Source Complete (886)
- Regional Business News (66)

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By: Su, Jung-Bin; Lee, Ming-Chih; Chiu, Chien-Liang. International Review of Financial Analysis, May 2014, Vol. 31, pp. 59-85. 27p. DOI: 10.1016/j.iref.2013.12.001. 数据库: Business Source Complete
Abstract: In this study, the generalized autoregressive conditional heteroskedasticity (GARCH) model involving skewed generalized error distribution (SGED) was used to estimate the corresponding ...
主题: Value at risk; Capital market
2. Office and Home Office Furniture
Home-Office-Furniture By: PR Newswire. LONDON, Jan. 20, 2016 /PRNewswire. UK 2015-2019 Analysis'. This report
主题: England
HTML 全文
3. Steering Market by Type, Component Steering Aftermarket - Global Forecast
NY-Reportlinker By: PR Newswire. NEW YORK, Jan. 9, 2017 /PRNewswire. production to fuel the growth of the
主题: New York
HTML 全文
4. Vietnam Textile and Garment Clothing
RPT-Vietnam-Textiles By: PR Newswire. NEW YORK, Nov. 16, 2016 /PRNewswire. disadvantages for Vietnam. Hence
主题: New York; Vietnam
HTML 全文
5. Connector Industry Forecast
ReportBuyer By: PR Newswire. LONDON, Jan. 30, 2017 /PRNewswire. industry anticipated to perform in 2017
主题: England
HTML 全文
6. Slowdown Continues For China In Factories.
By: GOUGH, NEIL. New York Times. 10/1/2015, Vol. 165 Issue 57006, pB4-B4. 1/7p. 数据库: Regional Business News
The article reports on the decline in the manufacturing sector in China and include topics on the effects of the global financial crises, the housing industry in China, and the oil and gas indust...
主题: MANUFACTURING industries -- China; GLOBAL Financial Crisis, 2008-2009; HOUSING -- China

结果排序

控制页面显示方式

结果格式:

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"financ* crisis" AND (impact or effect or influence) AND china

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1997 出版日期 2017

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- Business Source Complete (886)
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相关性 页面选项 共享

公司

1. Why does skewness and the fat-tail effect influence value-at-risk estimates? Evidence from alternative capital markets.



By: Su, Jung-Bin; Lee, Ming-Chih; Hsu, Chien-Liang. International Review of Economics & Finance. May2014, Vol. 31, pp. 1-10. 10.1016/j.iref.2013.12.001. 数据库: Business Source Complete
Abstract: In this study, the generalised autoregressive conditional heteroskedasticity (SGED) was used to estimate the responding ...
主题: Value at risk; Capital market volatility (Finance); Assets (Accounting); Skewness

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2. Office and Home Office Furniture Market Report - UK 2015-2019 Analysis



Home-Office Furniture Market Report - UK 2015-2019 Analysis. PR Newswire US. 01/20/2016. 数据库: Regional Business News
LONDON, Jan. 20, 2016 /PRNewswire/ -- A Research have published the 2nd edition of the report 'Office and Home Office Furniture Market Report - UK 2015-2019 Analysis'.
主题: Furniture
HTML 全文

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3. Steering Market by Type, Component, EPS, Vehicle Type, Region, and Passenger Car Power Steering Aftermarket - Global Forecast to 2021



NY-Reportlinker By: PR Newswire. PR Newswire US. 01/09/2017. 数据库: Regional Business News
NEW YORK, Jan. 9, 2017 /PRNewswire/ -- "Increasing demand for comfort and reliability, stringent fuel economy norms, and increasing vehicle production to fuel the growth of the global steering ma...
主题: New York
HTML 全文

4. Vietnam Textile and Garment Comprehensive Report Q2/2016



RPT-Vietnam-Textiles By: PR Newswire. PR Newswire US. 11/16/2016. 数据库: Regional Business News
NEW YORK, Nov. 16, 2016 /PRNewswire/ -- A severe decline of textile industry in 2009 caused by the global crisis has brought both advantages and disadvantages for Vietnam. Hence, this report come...
主题: New York, Vietnam
HTML 全文

5. Connector Industry Forecast



ReportBuyer By: PR Newswire. PR Newswire US. 01/30/2017. 数据库: Regional Business News
LONDON, Jan. 30, 2017 /PRNewswire/ -- 2016 Connector Industry Forecast- How has the connector industry performed in 2016?- How is the connector industry anticipated to perform in 2017 and beyond?...
主题: England
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6. Slowdown Continues For China In Factories.



By: GOUGH, NEIL. New York Times. 10/1/2015, Vol. 165 Issue 57006, pB4-B4. 1/7p. 数据库: Regional Business News
The article reports on the decline in the manufacturing sector in China and include topics on the effects of the global financial crises, the housing industry in China, and the oil and gas indust...
主题: MANUFACTURING industries -- China, GLOBAL Financial Crisis, 2008-2009; HOUSING -- China

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Will Asia's **financial crisis** sink the US stock market?

作者: Sivy, Michael
来源: Money, Jul98, Vol. 27 Issue 7, p35. 2p. 2 Color Photographs, 1 Graph.
文献类型: Article
主题语: *FINANCIAL crises

选择语种 翻译

标题: Will Asia's financial crisis sink the US stock market? 依据: Sivy, Michael, Money, 01494953, Jul98, 卷 27, 发行 7
数据库: Business Source Premier

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- global financial crisis, 2008-2009 (5,165)
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- recessions (697)
- capitalists & financiers (550)

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相关性 ▾ 页面选项 ▾

1. 10 THINGS THE FINANCIAL CRISIS TAUGHT US.



期刊

By: Lim, Paul J.; Tepper, Taylor. Money. Jan/Feb2017, Vol. 46 Issue 1, p46-55. 10p. 19 Color Photographs, 5 Diagrams.

The article lists 10 **financial** tips resulting from the 2008 global **financial crisis**, including the use of stocks as long-term investments over 15-year periods, the tendency for stocks to recover ...

主题: INVESTMENTS; **FINANCIAL** planning; GLOBAL **Financial Crisis**, 2008-2009; Investment Advice; Miscellaneous **Financial** Investment Activities

2. An Option for Lemons? The Fair Value Option for Liabilities During the Financial Crisis.



学术期刊

By: Wu, Wei; Thibodeau, Nicole; Couch, Robert. Journal of Accounting and Finance. 2011, Vol. 31 Issue 4, p441-482. 42p. 1 Diagram, 10 Charts. DOI: 10.1177/0148558X11416000

We test for the presence of adverse selection among firms adopting the new Statement of **Financial** Accounting Standards (SFAS) 159 during the 2008-2009 **financial crisis**. We find that firms with high leverage and low profitability are more likely to adopt SFAS 159. Our results suggest that the **financial crisis** may have led to an increase in the use of the fair value option for liabilities, which in turn may have led to an increase in the use of the fair value option for liabilities.

主题: FAIR value accounting; LIABILITIES (Accounting); **FINANCIAL** crisis; ADVERSE selection (Commerce); **FINANCIAL** statements

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参考文献: (65)

3. Business Aviation Productivity Play.



期刊

By: VELOCCI, TONY. Forbes. 10/20/2014, Vol. 194 Issue 5, p117-122. 4p. 5 Color Photographs, 1 Graph.

The article focuses on the economic growth within the U.S. business aviation sector in 2014. Topics include the demand for business jets in 2014, the impact of the global **financial crisis** on the b...

主题: AEROSPACE industries; GLOBAL **Financial Crisis**, 2008-2009; INDUSTRIAL productivity; BUSINESS airplanes; CESSNA Aircraft Co.; Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing; Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing; Guided Missile and Space Vehicle Manufacturing; Other Aircraft Parts and Auxiliary Equipment Manufacturing; Aircraft Engine and Engine Parts Manufacturing; Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing; Aircraft Manufacturing; ECONOMIC aspects

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1. Higher Education Distance Learning and e-Learning in Prisons in Portugal.

La educación superior a distancia y el e-Learning en las prisiones en Portugal. By: Moreira, José-António; Reis-Monteiro, Angélica; Machado, Ana. Comunicar. 4/1/2017, Vol. 25 Issue 51, p39-49. 11p. 5 Diagrams, 3 Tables. Academic Search Complete. C51-2017-04. 数据库: Academic Search Complete

主题: HIGHER education; DISTANCE education; WEB-based instruction; e-Learning; PROFESSIONAL education; Administration of Education Programs; All Other Miscellaneous Schools and Instructional Programs; EUROPE

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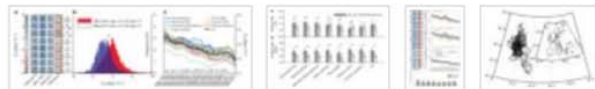
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2. Declining global warming effects on the phenology of spring leaf unfolding.

Declining global warming effects on the phenology of spring leaf unfolding. Yongshuo H.; Zhao, Hongfang; Piao, Shilong; Peaucelle, Marc; Peng, Shushi; Zhou, Guiyun; Ciais, Philippe; Huang, Mengtian; Menzel, Annette; Josep, Josep; Song, Yang; Vitasse, Yann; Zeng, Zhenzhong; Janssens, Ivan A. Nature. 10/1/2015, Vol. 526 Issue 7571, p104-107. 4p. 12 Graphs, 1 Map. Academic Search Complete. 0.1038/nature15402. 数据库: Academic Search Complete

主题: GLOBAL warming & the environment; LEAF development; DECIDUOUS plants; PLANT phenology; SPRING; CLIMATE change

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United States of America

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1. How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?



学术期刊

By: Datta, Hannes; Ailawadi, Kusum L.; van Heerde, Harald J. **Journal of Marketing**. May2017, Vol. 81 Issue 3, p1-20. 20p. 1 Diagram, 7 Charts, 4 Graphs. DOI: 10.1509/jm.15.0340. , 数据库: Business Source Complete

主题: Brand equity; **Marketing**; Sales; Consumer psychology; Elasticity (Economics); Market share; **Marketing** Consulting Services

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2. The Joint Effects of Ex Ante Contractual Completeness and Ex Post Governance on Compliance in Franchised Marketing Channels.



学术期刊

By: Kashyap, Vishal; Murtha, Brian R. **Journal of Marketing**. May2017, Vol. 81 Issue 3, p130-153. 24p. 1 Diagram, 8 Charts, 1 Graph. DOI: 10.1509/jm.14.0089. , 数据库: Business Source Complete

主题: Contracts; **MARKETING**; Compliance; Customer satisfaction; Police Protection; Other Justice, Public Order, and Safety Activities; Franchises (Retail trade); Law enforcement

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<input type="checkbox"/>	ONLINE shopping	<input type="checkbox"/>
<input type="checkbox"/>	SHOPPING mobile apps	
	ONLINE shopping mobile apps Use SHOPPING mobile apps	
<input type="checkbox"/>	OPEN & closed shop (Labor unions)	
<input type="checkbox"/>	BEAUTY shops	<input type="checkbox"/>
<input type="checkbox"/>	ONLINE information services	<input type="checkbox"/>
<input type="checkbox"/>	ONLINE business networks (Social networks)	
<input type="checkbox"/>	ELECTRONIC discussion groups	
<input type="checkbox"/>	MUSEUM stores	
<input type="checkbox"/>	CRAFT shops	<input type="checkbox"/>
<input type="checkbox"/>	AUTOMOBILE repair shops	
<input type="checkbox"/>	ONLINE computer technical support	
<input type="checkbox"/>	ELECTRONIC trading of securities	<input type="checkbox"/>

其他相关词汇

浏览: Business Thesaurus

Online shopping

词语的开始字母 词语包含 相关性排序

[返回至列表](#)

选择词语, 然后添加以进行检索

添加时使用:

OR

可多选, 用
and、or或
not连接进
行检索

ONLINE shopping

Scope Note

Here are entered works about consumer activity related to the purchase of goods and services via telecommunications systems, including television and computers. Works specifically addressing television programs selling goods and services are entered under "Home shopping television programs." [EPC]

Broader Terms

SHOPPING

Narrower Terms

TELECOMMUNICATION systems

Related Terms

CYBER Monday (Retail trade)

Used for

HOME shopping television programs

ELECTRONIC commerce

ELECTRONIC services

SHOPPING mobile apps

CYBERSHOPPING

ELECTRONIC shopping

HOME shopping, Electronic

INTERNET -- Shopping services

INTERNET shopping

SHOPPING -- Internet resources

出现词语解
释, 上位词,
下位词, 相
关词等



正在检索: **Business Source Premier** | [选择数据库](#)

DE "CYBER Monday (Retail trade)" AND DE "ELECTRONIC commerce"

搜索

[基本检索](#) [高级检索](#) [搜索历史记录](#)

[科目](#) [地点](#) [人物](#)

浏览: **Business Thesaurus**

Online shopping

词语的开始字母 词语包含 相关性排序

[返回至列表](#)

选择词语，然后添加以进行检索，添加时使用: **AND**

			展开
<input type="checkbox"/>	ONLINE shopping		<input type="checkbox"/>
	Scope Note	Here are entered works about consumer activity related to the purchase of goods and services via telecommunications systems, including television and computers. Works specifically addressing television programs selling goods and services are entered under "Home shopping television programs." [EPC]	
	Broader Terms	<input type="checkbox"/> SHOPPING <input type="checkbox"/> TELECOMMUNICATION systems	<input type="checkbox"/>
	Narrower Terms	<input checked="" type="checkbox"/> CYBER Monday (Retail trade) <input type="checkbox"/> HOME shopping television programs	<input type="checkbox"/>
	Related Terms	<input checked="" type="checkbox"/> ELECTRONIC commerce <input type="checkbox"/> ELECTRONIC services <input type="checkbox"/> SHOPPING mobile apps	

先勾选要检索的内容，选择“and”，点击“添加”，相关内容即出现在检索框中，点击检索，查看相关文献

公司概况 (BSC/BSU)





新检索 辞典 出版物 公司信息 更多

数据库: MarketLine/Medtrack

公司概况

按字母顺序 匹配任意关键字

页: 上一次 | 下一个 | ABCDEFGHIJKLMNOPQRSTUVWXYZ

Company Name	PDF Complete Report	Location	Industry
(Pi) Patient interaction	 Medtrack Report (59K)	United States	CLINICAL TRIALS SERVICES
01 Communique Laboratory Inc.	 MarketLine Report (943K)	Canada	TECHNOLOGY
1 A Pharma GmbH	 Medtrack Report (112K)	Germany	GENERICS
1-800-FLOWERS.COM, Inc.	 MarketLine Report (1011K)	United States of America	RETAIL

按公司字母或关键字查找

我的



数据库: MarketLine Company Profiles Authority 

公司概况




apple

输入公司名称以检索

浏览

按字母顺序 匹配任意关键字


页: 上一次 | 下一个 ▶ ◀ ABCDEFGHIJKLMNOPQRSTUVWXYZ ▶

Company Name	PDF Complete Report	Location	Industry
Apple Inc.	 MarketLine Report (1033K)	United States	TECHNOLOGY
Applebee's International, Inc.	 MarketLine Report (952K)	United States	LEISURE
Appliance Recycling Centers of America, Inc.	 MarketLine Report (952K)	United States	BUSINESS SERVICES

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 [MarketLine Report](#)
(1033K)

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公司概况

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在期刊和其他来源中检索: [Apple Inc.](#)

Apple Inc.

地址: 1 Infinite Loop
Cupertino
California 95014

国家: United States

摘要: Apple Inc. (Apple or "the company") designs, manufactures, and markets mobile communication and media devices, personal computers (PCs), and portable digital music players, and sells a variety of related software, services, peripherals, networking solutions, and third-party digital content and applications. The company primarily operates in the US, Europe and Asia Pacific. It is headquartered in Cupertino, California and employed 92,600 people as of September 27, 2014. The company recorded revenues of \$182,795 million during the financial year ended September 2014 (FY2014), an increase of 7% over FY2013. The operating profit of the company was \$52,503 million in FY2014, an increase of 7.2% over FY2013. The net profit of the company was \$39,510 million in FY2014, an increase of 6.7% over FY2013.

产品/服务: Apple Inc. (Apple or the company) designs, manufactures, and markets mobile communication and media devices, personal computers (PCs), and portable digital music players, and sells a variety of related software, services, peripherals, networking solutions, and third-party digital content and applications. The company's key products and services include the following:
Mobile communication and media devices
Personal computing products
Portable digital music players
Televisions
Peripheral products
Networking solutions
Third-party hardware and software products
Mobile operating systems
Desktop operating systems
Server and application software
Brands:
iPhone
iPad
Mac
iMac
iPod
iTunes
Mac App Store
iCloud
iOS
OS X
iLife
iWork
Apple TV
Apple Watch
Apple Pay
Beats

来源: MarketLine Report

精确搜索结果

当前检索

布尔逻辑/词组:

"Apple Inc."

来源类型

SWOT 分析



限制

- 全文
- 有参考
- 学术 (同行评审) 期刊

2008

出版日期

2016



[显示更多](#)

来源类型

- 所有结果
- SWOT 分析 (19)
- 杂志 (13,353)
- 报纸 (6,285)
- 贸易出版物 (6,039)
- 产品评论 (3,008)

[显示更多](#)

标题: [辞典词语](#)

主题

语言

检索结果: 1 - 10 (共 19 个)

相关性 ▾

页面选项 ▾

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查看SWOT分析
相关的文章

1. Apple Inc. SWOT Analysis.



Apple Inc SWOT Analysis. 10/21/2016, p1-9. 9p.

A SWOT analysis of **Apple Inc** is presented.

主题: HIGH technology industries; SWOT analysis; CUPERTINO (Calif.); **APPLE Inc.**; Household Appliances, Electric Housewares, and Consumer Electronics Merchant Wholesalers; Consumer Electronics and Appliances Rental; Consumer Electronics Repair and Maintenance; Electronics Stores; HOUSEHOLD electronics

[PDF 全文](#) (4.2MB)

2. Apple Inc. SWOT Analysis.



Apple Inc SWOT Analysis. 8/19/2016, p1-10. 10p.

主题: HIGH technology industries; SWOT analysis; CUPERTINO (Calif.); **APPLE Inc.**; Household Appliances, Electric Housewares, and Consumer Electronics Merchant Wholesalers; Consumer Electronics and Appliances Rental; Consumer Electronics Repair and Maintenance; Electronics Stores; HOUSEHOLD electronics

[PDF 全文](#) (4.3MB)

3. Apple Inc. SWOT Analysis.



Apple, Inc. SWOT Analysis. 9/18/2015, p1-10. 10p.

A SWOT analysis of **Apple, Inc.** is presented.

主题: ELECTRONIC industries; SWOT analysis; CUPERTINO (Calif.); **APPLE Inc.**; Other Electronic Component Manufacturing; Semiconductor and other electronic component manufacturing; Appliance, television and other electronics stores

[PDF 全文](#) (1MB)

4. Apple Inc. SWOT Analysis.



Apple, Inc. SWOT Analysis. May2015, p1-10. 10p.

A SWOT analysis of **Apple Inc.** is presented.

主题: ELECTRONIC industries; SWOT analysis; CUPERTINO (Calif.); **APPLE Inc.**; Other Electronic Component Manufacturing; Semiconductor and other electronic component manufacturing; Appliance, television and other electronics stores

[PDF 全文](#) (1MB)



A Progressive Digital Media business

COMPANY PROFILE

Apple Inc.

书签

Company Overview

Key Facts

Business Description

History

Key Employees

Key Employee Biographies

Major Products & Services

一份完整的公司
报告，可下载、
打印、按章节浏
览等

公司信息 (BSC/BSU)

我的



正在检索: Company Information | 选择数据库

公司名称 公司名称

搜索

检索选项

重新设置

检索模式和扩展条件

检索模式

- 布尔逻辑/词组
- 查找全部检索词语
- 查找任何检索词语
- 智能文本检索 [提示](#)

运用相关词语

应用对等科目

限制结果

行政名称

收入

全部
Less than 500,000
500,000 to 1,000,000
1,000,001 to 5,000,000
5,000,001 to 10,000,000



正在检索: Company Information | 选择数据库

关键字检索 oil 搜索

- 公司名称
- 最终母公司
- 股票代码
- 关键字检索
- 公司名称 (股票)

100 共 34,581

页: 1 2 3

选择检索字段

<input type="checkbox"/>	城市	州	国家	收入 (美元)	
<input type="checkbox"/>	1. China Petroleum & Chemical Corp.	Beijing	Beijing	China	\$472,808,81
<input type="checkbox"/>	2. Exxon Mobil Corp. (XOM)	Irving	Texas	USA	\$394,105,00
<input type="checkbox"/>	3. Chevron Corporation (CVX)	San Ramon	California	USA	\$228,848,00
<input type="checkbox"/>	4. Glencore International PLC	Jersey	Channel Islands	England	\$214,436,00
<input type="checkbox"/>	5. Berkshire Hathaway Inc. (BRK.A)	Omaha	Nebraska	USA	\$194,673,00
<input type="checkbox"/>	6. General Electric Co. (GE)	Fairfield	Connecticut	USA	\$148,600,00
<input type="checkbox"/>	7. Cargill Inc.	Wayzata	Minnesota	USA	\$134,872,00
<input type="checkbox"/>	8. Valero Energy Corp. (VLO)	San Antonio	Texas	USA	\$130,844,00
<input type="checkbox"/>	9. E.On Se	Düsseldorf	Nordrhein-Westfalen	Germany	\$129,191,00

<<

详细记录

相关信息

- 学术理论期刊
- 贸易出版物
- 杂志
- 报纸
- 书籍
- SWOT 分析
- 国家报告
- 行业概述
- 市场研究报告
- 产品评论

查找相关公司

- Petroleum Refineries
- Plastics Material and Resin Manufacturin...
- Pipeline Transportation of Crude Oil
- Other Gasoline Stations
- Petroleum Bulk Stations and Terminals

查找相似结果

使用智能文本搜索。

◀ 结果列表 | 精确检索 ▶ 2 共 3,081 ▶

Exxon Mobil Corp.

Related Names: Exxon Corp.

Physical Address: 5959 Las Colinas Boulevard, Irving, Texas 75039 USA

MSA Code: 1920

MSA Name: Dallas, TX

Phone: 9724441000

Fax: 9724441198

Web Site: <http://corporate.exxonmobil.com/>

Revenue: \$394,105,000,000

Doing Business As: EXXONMOBIL CHEMICAL

Line of Business: Exxon Mobil Corporation (Exxon Mobil or the company) is an integrated oil and gas company based in the US. The company is engaged in exploration and production, refining, and marketing of oil and natural gas. It is also engaged in the production of chemicals, commodity petrochemicals, and electricity generation. Exxon Mobil operates globally with major presence in North America and Europe. It is headquartered in Irving, Texas and employed approximately 75,000 people as on December 31, 2013. (Source: MarketLine)

Global Ultimate Parent:
Exxon Mobil Corp.

Domestic Ultimate:
Exxon Mobil Corporation

Headquarter/Parent:
Exxon Mobil Corporation

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- [Subsidiaries](#)
- [Products](#)
- [Executives](#)
- [Industry](#)
- [More](#)

Company Data

[Expand All](#) [Collapse All](#)

Financials

Revenue: \$394,105,000,000

Net Profit: \$26,833,000

Fiscal Year End: December

Public: Yes

Ticker: XOM (NYS)

Symbol/Exchange:

[Top of Page](#)

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数据库: Company Information

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工具

添加至文件夹

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保存

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导出

下载 CSV

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哈佛商学院视频 (BSC/BSU)

The screenshot displays the EBSCOhost search interface. At the top, there is a navigation bar with links for '新检索' (New Search), '辞典' (Dictionary), '出版物' (Publications), '公司信息' (Company Information), and '更多' (More). The '更多' dropdown menu is open, showing options: '图像' (Images), '商业视讯' (Business Video), '公司概况' (Company Overview), '作者简介' (Author Biography), and '索引' (Index). A red arrow points to the '商业视讯' option. Below the navigation bar, the search bar contains the text '正在检索: Business Video' and a search button labeled '搜索'. The search results section is titled '检索选项' (Search Options) and includes '检索模式和扩展条件' (Search Mode and Expansion Conditions) and '限制结果' (Restrict Results). Under '检索模式和扩展条件', there are radio buttons for '布尔逻辑/词组' (Boolean Logic/Phrase), '查找全部检索词语' (Find all search terms), '查找任何检索词语' (Find any search terms), and '智能文本检索 提示' (Smart Text Search Hint). There are also checkboxes for '运用相关词语' (Use related terms) and '应用对等科目' (Apply equivalent subjects). Under '限制结果', there is a checked checkbox for 'Business Videos'.

按关键词检索，可以
点击“Video”查看课程
视频，点击“PDF全文”
查看视频文字内容

精确搜索结果

当前检索

布尔逻辑/词组:

marketing

限制

显示更多

数据库

- Business Videos
- Image Quick View Collection
- Image Collection

检索结果: 1 - 6 (共 6 个)

相关性 页面选项 添加 (1-6)

Harvard FSS: New Media and Digital Marketing



视频记录

Lecturers: Gupta, Sunil. Harvard Business School Faculty Seminar Series; 2010. Duration: 0:54:24. (AN: 1487c), 数据库: 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...

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



PDF全文



Video

Harvard FSS: Entrepreneurial Marketing



视频记录

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

主题: 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

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📄 = PDF 📄 = PowerPoint 📄 = Word 🌐 = Web 📺 = Video

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- 📺 EBSCOhost平台功能介绍小视频
- 📄 在EBSCOhost上执行基本检索
- 📺 EBSCOhost 基本检索使用说明小视频
- 📄 EBSCOhost 高级检索使用说明
- 📺 EBSCOhost 高级检索使用说明小视频
- 📄 创建我的EBSCOhost文件夹
- 📄 EBSCOhost检索结果说明
- 📄 如何在EBSCOhost上创建检索结果快讯
- 📄 如何在EBSCOhost上创建期刊快讯
- 📄 EBSCOhost平台在移动设备(IOS/Android系统)的应用
- 📄 如何使用EBSCOhost移动版页面
- 📄 如何浏览和检索引用的参考文献

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“中文资源”可以查看
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视频和PPT等资料

<https://ebSCO-chinese.webex.com/>

EBSCO Help

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课程信息：轻松上手EBSCO数据库，体验搜寻的美好：基本检索介绍



[简体中文](#) : [北京时间](#)

课程状态： 未开始
课程日期： 2017年7月3日
开始时间： 14:00, 中国时间 (北京, GMT+08:00)
持续时间： 30 分钟
主讲者： Sophia Jiang
描述： EBSCOhost basic search:轻松上手EBSCO数据库，体验搜寻的美好：基本检索介绍 课程密码ebSCO01

这节课为初次使用EBSCO数据库的用户开设，课程将涵盖以下内容：

基本检索：布尔逻辑和检索技巧

基本检索：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

想要了解更多关于EBSCO的检索技巧，请参加高级检索课程。

议程：
课程号： 646 549 562
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

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

您还可以参加
EBSCO免费网络
课程，选择您感
兴趣的课程提前
10分钟点击课程
标题，加入课程。



微信扫一扫

Thank You!

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