



**"An authoritative
voice on
business &
management"**

Mandated by AICTE Approval Process Handbook 2012-13

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➤ e-learning ➤ online resources ➤ training resources

Cyber Info Syndicate
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Research you can use

Emerald Management First is an award-winning online library featuring the latest ideas from some of the world's top companies and business schools. It brings a wealth of resources – including over 120 Journals, 600 articles, 1,000 case studies, 350 interviews and over 250,000 article reviews – direct to your desktop.

Designed for today's needs, the latest international research and practice is translated into an easy-to-digest, accessible set of resources that can be applied to everyday business learning.

Unique to Emerald, this is an essential management tool for organizations and individuals seeking competitive advantage through informed decision making. The website currently receives 1 million hits each month.



An award-winning resource

The leading publication for the information industry, *Information World Review*, awarded Emerald Management First the prestigious "Smart Choice" accolade for business:

"A well-produced online business resource. The commentary is slick, interesting and informative ... 5/5 for information depth."

Subject areas

Featuring innovative and quality assured content, Emerald Management First translates Emerald's management insight and research into an easy to use practical resource. The site is structured around nine subjects covering popular areas of business management:

- Management and Leadership
- Sales and Marketing
- Change Management and Innovation
- Strategy and International Business
- Human Resources and Training
- Knowledge Management
- Health Care Management
- Accounting, Finance and E-Business
- Operations, Logistics and Quality

Emerald is used at the leading Business Schools of the world.

Over 90 of the *FT* top 100 business schools worldwide are Emerald customers

We have authors from all of the *FT* top 100 business schools worldwide

In 2010 the *FT* top 100 business schools worldwide downloaded Emerald articles 1.4m times – an average of 14,000 per school!

Over 90% of the *THES* top 200 universities worldwide are Emerald customers

We have authors from 199 of the *THES* top 200 universities worldwide

In 2010 the *THES* top 200 universities worldwide downloaded Emerald articles 3m times – that's 15,000 per school!

"It's important to provide a resource which offers good coverage of key management topics across different industries, sufficiently succinctly to allow students to clearly grasp new ideas and management practices which they can apply to the workplace. Emerald fulfils that."

Cecilia Lee, Manager of Library and Information Services, U21 Global



Sample content

Journals

Emerald has a strong commitment to innovation and quality in journals publishing, and prides itself on being at the leading edge of business and management research. Emerald Management First 120 collection features 120 journals, across 21 subject areas of Business and Management.

Articles

1,000 to 1,500 word article summaries repurposed by Emerald editors to bring you knowledge you can apply in the workplace. Examples include:

- Financial strategy: lessons from the US sub-prime crisis
- Singapore Airlines: managing human resources
- In from the cold: how Apple blossomed

Interviews

Over 350 interviews with today's most prominent and influential business figures on how to deal with everyday business challenges. Examples include:

- A sense of urgency: an interview with John Kotter
- The financial crisis: an interview with Hugh Hendry
- Interview with Sir Tim Berners-Lee: inventor of the World Wide Web

Management Briefings

Over 40 article bundles bringing managers up to date on hot topics, from Building a Brand through to Asset Protection.

Case Studies

A library of over 1,000 case study examples:

- Renault helps drive down process: "no frills" economy challenge
- Co-creating value through customers' experiences: the Nike case
- Retail internationalization: Marks & Spencer in Hong Kong

Management Reviews

A database of 250,000 reviews of articles in every one of the top 300 management publications.

Editors' picks

Chosen by our in-house team, Editors' Picks showcases a selection of the most outstanding interviews and articles from the site.

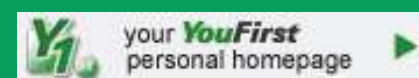
Resource centre

Additional resources keeping you up to date on what is happening in the business world including our RSS feeds and international events.

A single gateway to business intelligence

Personalize your experience

Use the personalization features to create easy access to business information which supports pitches, proposals, presentations, and personal development.



The You First Feature is an innovative way of personalizing your experience. Use it to combine the information you are interested in with content from other business websites to create a single gateway to the best business material on the Web. Save your favourite interviews, articles, case studies and searches.

We also offer you the option to personalize the homepage with your organization's logo, information or banner.

Key benefits

- **Stay up to date** – the latest thinking, practice, and expert advice which draws on content built up over 40 years from the world's top scholarly publisher of business and management research.
- **Learn from thought-leaders** – guidance on how to succeed and avoid failure through lessons learned by leading industry figures and corporations such as Shell, BMW and Hewlett Packard.
- **Save time and resources** – cut through masses of information on the internet to find distilled content, advice, case studies and practical ideas that can be readily applied to the workplace.
- **Find relevant information quickly** – use the intuitive design and state-of-the-art features, utilize the fast and reliable search engine, browse by subject or content, save your favourites, and subscribe to business feeds.
- **Information on the move** – our content is available for your mobile phone, allowing you to prepare for meetings, presentations and client visits whilst on the go.

About Emerald

Founded in 1967, Emerald is a leading independent publisher of global research with impact in business, society, public policy and education. Our publishing philosophy is "research you can use," which ensures that the information within each resource makes a significant contribution to practice and bridges the gap between the scholarly and practitioner worlds.

Contact us

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Susan Wald Berkman,
CEO of Research-Ability, USA

Other Emerald products and services



Emerald Management eJournals

Comprehensive journal collections covering business and management.



Emerald Backfiles

68,000 articles from over 120 journals dating back to the nineteenth century.



Emerald Subject Collections

Subject-specific collections of journals and book series.



Emerald eBook Series Collections

Book series titles in two subjects: Business Management and Economics and Social Sciences.



Emerald Emerging Markets Case Studies

A virtual library of teaching cases spotlighting the world's emerging economies.



Emerald Abstracts

Abstracting and indexing databases that provide a gateway to essential readings.

For more information, visit: www.emeraldinsight.com/products