Marketing of eBooks the CEMS Team Experience

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20 September 2013
What is Marketing

- Ongoing conversation
- Target audience
- Promotion (Launch)
- Publicity (Article)
- Public Relations (Celebrity)
- Advertising (online poster)
Decide on your goals

Promotional activities

Set objectives

Segment your market

Research your market

Measurement

Evaluation

Modification
Your Information Partner

- Branding
- Conversation
- Compelling
- Competition
- Caring
- Connected
- Infrastructure
The Role of Librarians

- Talk/Tweed/Chat/email/Train
- Add Value
- New Technologies
- Expertise
- Develop New Services
- We want to be your preferred information partner
Explain the Benefits of eBooks

- You can carry more eBooks
- Benefits of eBooks
- Available quicker
- Adjust font size
- Access whenever and wherever you are
- Searchable
- Interactive
- Additional information
- Notes
- Bonus material
Our users are on the run busy with research, studies and academic work and it is difficult to stop them and get their attention.

We need to catch them before they complete their race.
We can help them to successfully complete their race.
ONE-SIZE FITS ALL
STORE
SALE
# New Books

## New Library Material added to the Collections recently (21 entries)

<table>
<thead>
<tr>
<th>Broad Subject Categories</th>
<th>Number of Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Accounting, Auditing &amp; Taxation</td>
<td>66</td>
</tr>
<tr>
<td>2 Agricultural Sciences</td>
<td>725</td>
</tr>
<tr>
<td>3 Archaeology &amp; History</td>
<td>351</td>
</tr>
<tr>
<td>4 Art and Music</td>
<td>138</td>
</tr>
<tr>
<td>5 Astronomy, Chemistry, Mathematics and Physics</td>
<td>630</td>
</tr>
<tr>
<td>6 Business &amp; Management Science</td>
<td>725</td>
</tr>
<tr>
<td>7 Communication, Computing &amp; Information Sciences</td>
<td>964</td>
</tr>
<tr>
<td>8 Criminology &amp; Policing</td>
<td>257</td>
</tr>
<tr>
<td>9 Economics, Tourism &amp; Transportation</td>
<td>643</td>
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<tr>
<td>10 Education</td>
<td>777</td>
</tr>
<tr>
<td>11 Engineering &amp; Mining</td>
<td>659</td>
</tr>
<tr>
<td>12 Environmental Sciences, Geography &amp; Life Sciences</td>
<td>303</td>
</tr>
</tbody>
</table>
Social Media
FACEBOOK

Unisa Library

You are welcome to join us!

University of South Africa

The Library Technology Showcase
17 - 20 September 2013

Unisa Library shared a link.
September 11, near Pretoria

Exciting new board added to the Library's Pinterest, "Useful Library apps" board offers a useful list of free Apps that make it easy for you to connect with your favourite books and more... Follow the Library on Pinterest and do remember to share the link http://pinterest.com/unisalibrary/useful-library-apps/

Unisa Library
September 2

Attention all staff and students!

Casual Day 2013
6 September @ 12:00 in the Library Foyer
Show your support for persons with disabilities

Let your imagination run wild
Corporate governance, ethics, and CSR
Simpson, Justine.
London ; Philadelphia : Kogan Page, 2013 2013
Website
Items LOCATION SHELF NO STATUS
Electronic Books

Regulating corporate governance in the EU towards a marketization of corporate control
Horns, Laura. 1998
Website
Items LOCATION SHELF NO STATUS
Electronic Books

German corporate governance in International and European context
Heidelberg ; New York : Springer-Verlag Berlin Heidelberg, c2012. c2012
Website
Items LOCATION SHELF NO STATUS
Electronic Books

New corporate governance successful board management tools
Hilb, Martin.
Berlin ; New York : Springer, c2012. c2012
Website
Items LOCATION SHELF NO STATUS
Electronic Books
E-BOOKS FOR CEMS

Read books online:
- Wiley Digital Library
- Cambridge Books Online
- Ebsco
- Emerald
- E-Books on EBOOKHOST
- MScLib
- St - Global E-Books
- Oxford Scholarship Online
- Palgrave Connect E-Books
- SAGE Business A Text Books Online: SageSight E-Books
- Sagehire: Business & Economics E-Books
- Taylor and Francis eBooks
- Wiley Online Books

E-REFERENCE SOURCES FOR CEMS

- Blackwell Encyclopedias of Management
- EIU Country Reports (Economist Intelligence Unit)
- Ecopedia
- Economist Passport GMIID
- Europa World Plus
- Gale Virtual Reference Library
- IBR: Global Reference Books
- Oxford Reference Online
- Palgrave Dictionary of Economics Online
- Sage Knowledge
- Sage Research Methods Online
- SAGE Directory online
- OECD Library
- World Competitiveness Online
It's a library, honey--kind of an early version of the World Wide Web.