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Sophia Jiang
Training Specialist, EBSCO



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课程内容

第一部分： 数据库内容介绍Introduction of Database Content

第二部分： 上机操作演示 Demonstration

- 布尔逻辑和检索技巧，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

第三部分： 在线帮助及参与网络课程Q&A

第一部分：数据库内容介绍

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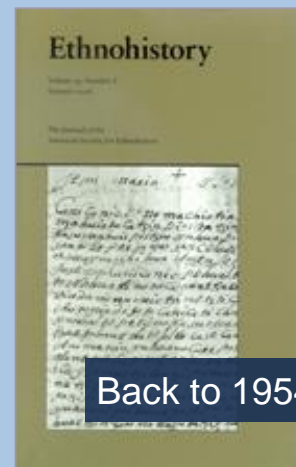
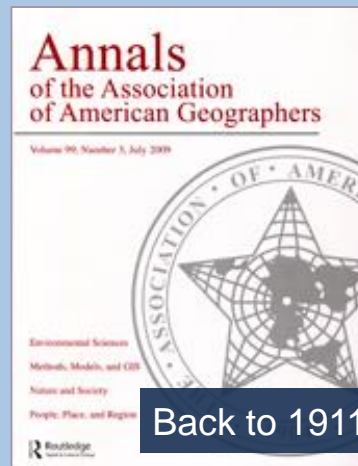
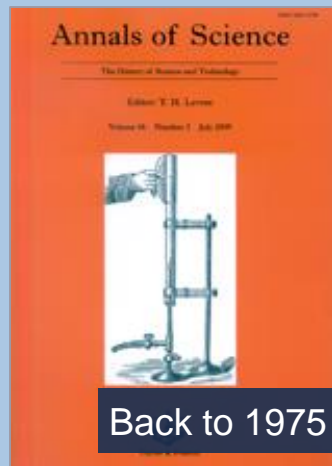
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Study by Coe & Weinstock from *Academy of Management Journal*

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2	<i>Academy of Management Journal</i>	1958 to present
3	<i>Harvard Business Review</i>	1922 to present
4	<i>Management Science</i>	1954 to present (Embargoed)
5	<i>Operations Research</i>	1952 to present (Embargoed)
6	<i>Academy of Management Review</i>	1976 to present
7	<i>Industrial & Labor Relations Review</i>	1947 to present
8	<i>California Management Review</i>	1958 to present

Top Marketing Journals in Doctoral Institutions

Study by Hult, Neese and Bashaw from *Journal of Marketing Education*

Rank	Journal Name	EBSCO
1	<i>Journal of Marketing</i>	1936 to present
2	<i>Journal of Marketing Research (JMR)</i>	1964 to present
3	<i>Journal of Consumer Research</i>	1974 to present

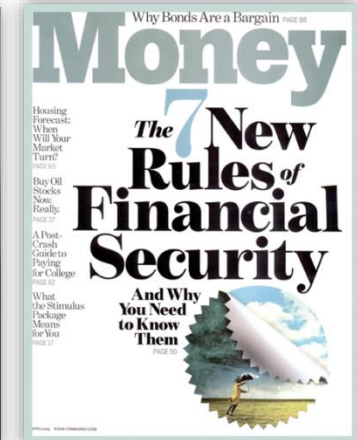
Finance Journals Ranked

Study by Mabry & Sharplin, "Conclusions, a Final Ranking of Finance Journals", *The Journal of Financial Research*

Rank	Journal Name	EBSCO
1	<i>Journal of Finance</i>	1946 to present (Embargoed)
2	<i>Journal of Financial & Quantitative Analysis</i>	1966 to present
3	<i>Journal of Money, Credit & Banking</i>	1969 to present (Embargoed)

Top Five General Business Magazines

Magazine Name	EBSCO
<i>Bloomberg Businessweek</i>	1996 to present
<i>Forbes</i>	1990 to present
<i>Fortune</i>	1992 to present
<i>Harvard Business Review</i>	1922 to present
<i>Money</i>	1978 to present





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- Organizational Development
- Sales & Marketing
- Social Enterprise
- Strategy
- Technology & Operations

第二部分： 上机操作演示

- 布尔逻辑和检索技巧 Boolean Operator
- 高级检索： 搜寻不只是关键词 Advance search
- 文件夹的建立与利用 My EBSCO *host* Folder Account
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第一小节

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"intellectual property" 选择一个字段(可□□□) 搜索 清除 ?

AND protect* 选择一个字段(可选)

AND legal cases 选择一个字段(可选) (+) (-)

基本检索 高级检索 搜索历史记录

高级检索案例：知识产权保护法律案件

精确搜索结果

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布尔逻辑/词组:

"intellectual property" AND protect* AND legal cases

限制

- 全文
- 有参考
- 学术 (同行评审) 期刊

1998 出版日期 2016

检索结果: 1 - 10 (共 89 个)

相关性 页面选项 共享

1. Trade Secrets in the Legal Studies Curriculum--A Case Study



学术期刊

By: Evans, Michelle. Journal of Legal Studies Education, v29 n1 p1-25 Win-Spr 2012. (EJ981430), 数据库: ERIC
 Trade secrets can be a valuable company asset because of their potential to last forever. Unfortunately, along with such a significant benefit, there is also a significant risk--the risk that the...

主题: Intellectual Property; Disclosure; Confidentiality; Business Administration Education; Law Related Education; Case Method (Teaching Technique); College Instruction; Experiential Learning; Models; Behavioral Objectives; Federal Legislation; Discussion (Teaching Technique)

2. DUMB STARBUCKS: PARODY OR CLEVER MARKETING PLOY? A TEACHING CASE.



By: Jones, Ida M.; Forsythe, Lynn M.; Kemp, Deborah J. Journal of the International Academy for Case Studies. 2015, Vol. 21 Issue 6, p337-352. 16p. 1 Color Photograph, 2 Black and White Photographs. , 数据库: Business Source Premier
 The article presents guidance for business management and marketing instructors on a case study that concerns the

布尔逻辑运算符

- **AND** 用于缩小检索范围，类似于“交集”概念
- “*legal case*”**and** “*civil rights*” 会检索到的结果中既包含“法律案件”也包含“民事权利”。
- **OR** 用于扩大检索范围，类似于“并集”概念
- *college* **or** *university* 会检索的结果中或者包含college，或者包含university
- **NOT** 用于排除检索结果中不需要的项，类似于“非”的概念
- *Cookies* **not** *computer* 会检索的结果只包含和烘焙曲奇相关，不包含和计算机浏览历史记录相关的结果。

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- 截词符号(*)用于检索变形体，单复数
 - Protect*可以检索到protecting, protected, protection 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 obehavior or obehaviour
- 短语检索（“”）用于检索固定短语
 - “intellectual property” 可以检索到固定格式的词组，位置顺序保持不变。



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The article presents guidance for business management and marketing instructors on a case study that concerns the

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Boolean/Phrase:

student* and "learning
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Limiters

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References Available

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2001 Publication Date 2015



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1. Der Lerntyp macht den Unterschied -- Zusammenhang von Kolbs Lerntypen mit psychischen Befunden von Medizinstudierenden im vorklinischen Studienabschnitt am Hochschulstandort Erlangen. (German)



Academic
Journal

The **learning** type makes the difference -- the interrelation of Kolb's **learning** styles and psychological status of preclinical medical **students** at the University of Erlangen. (English). By: Burger, Pascal H.; Scholz, Michael. *GMS Zeitschrift für Medizinische Ausbildung*. 2014, Vol. 31 Issue 4, p1-15. 15p. Language: German. , Database: Academic Search Complete

Theories on **learning** styles and types have been integral to discussions on the basics of teaching for nearly 40 years. The **learning** style typology of adult learners into four groups (Diver...

Subjects: LEARNING; RESEARCH; COGNITION -- Research; MEDICAL **students**; BURNOUT (Psychology) -- Research; EMOTIONS (Psychology) -- Research

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利用限制条件来缩小范围，精确搜索结果

2. Investigating Applications of Speech-to-Text Recognition to Assist Learning in Online and Traditional Classrooms.



Academic
Journal

By: Shadiev, Rustam; Hwang, Wu-Yuin; Huang, Yueh-Min. *Journal of Humanities & Arts Computing: A Journal of Digital Humanities*. Mar2014 Supplement 1, p179-189. 11p. DOI: 10.3366/ijhac.2014.0106. , Database: Academic Search Complete

This study applied Speech-to-Text Recognition (STR) technology during teaching and **learning** activities to assist **learning**. Two experiments were conducted. In the first experiment,...

Subjects: SPEECH-to-text systems; LEARNING; COMPUTER network resources; LEARNING -- Social aspects; WEB-based instruction; EXPERIMENTAL RESEARCH; PERCEPTION; **STUDENTS** -- Research

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3. The Effects of Using a Program Applying Self-Regulation in Combination with Teacher's Social Support on Learning Behaviors of Underachieving Primary Students.



By: Thummaphan, Phonraphee; Yoelao, Dusadee; Suwanmonkha, Siriparn; Damsuwan, Winai. *International Journal of Behavioral Science*. 2013, Vol. 3 Issue 1, p16-21. 16p. , Database: Academic Search Complete

Intellectual Property Rights and Antitrust Law: Their Uneasy Coexistence.

作者: Taylor, Robert P.¹

来源: Computer & Internet Lawyer. Oct2014, Vol. 31 Issue 10, p1-24. 24p.

文献类型: Article

主题语: *ANTITRUST law
*INTELLECTUAL property
*RESTRAINT of trade
*ACTIONS & defenses (Law)
UNITED States

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公司/实体: UNITED States. Sherman Act
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NAICS/行业代码: 922110 Courts
926110 Administration of General Economic Programs

摘要: The article discusses the conceptual inconsistencies and tensions that various America courts have encountered when dealing with the basic objectives of U.S. antitrust law and the exclusivity mechanisms of **intellectual property protection**, focusing on consumer welfare and prohibitions against restraints on trade in the U.S. The nation's Sherman Act and a joint report from the U.S. Department of Justice and America's Federal Trade Commission are examined. Several legal cases

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ABNT 参考文献
(巴西国家标准) PHILLIPS, A. Pre-diabetes and capturing opportunities to raise awareness. *British Journal of Nursing*. 23, 10, 505-508, May 22, 2014. ISSN: 0966-0461.

AMA 参考列表
(American Medical Assoc.) Phillips A. Pre-diabetes and capturing opportunities to raise awareness. *British Journal Of Nursing* [serial online]. May 22, 2014;23 (10):505-508. Available from: CINAHL Complete, Ipswich, MA. Accessed January 14, 2015.

APA 参考文献
(American Psychological Assoc.) Phillips A. (2014). Pre-diabetes and capturing opportunities to raise awareness. *British Journal Of Nursing*, 23(10), 505-508.

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摘要: This article reports that the regions of the Earth that have contributed least to **global warming**, most notably Africa, are the most vulnerable to its harmful effects. The article also explores the health dangers associated with climate change in cities and on coastal populations. Large cities experience "urban heat island effect," which can cause health problems. Coastal flooding as a result of storm surges will affect up to 200 million people by 2080. The highest risk coastlines are along the Pacific and Indian Oceans and in sub-Saharan Africa. The article also discusses the need of fast growing economies like **China** and India to develop sources of sustainable energy.

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翻译

全文字数: 406

ISSN: 0013-9157

入藏编号: 19859587

数据库: Academic Search Premier

英语/简体中文

翻译

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CLIMATE CHANGE AND DISEASE

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部分:

SPECTRUM

The places that have contributed the least to **warming** the Earth are the most vulnerable to the death and disease higher temperatures can bring, according to a 16 November report in Nature. Health and climate scientists at the University of Wisconsin-Madison and the World Health Organization (WHO) have shown that the growing health impacts of climate change affect different regions in markedly different ways.

Africa has among the lowest per capita emissions of greenhouse gases, yet regions of the continent are at an increased risk for **warming**-related disease. Many of the most important diseases in poor countries, from malaria to diarrhea and malnutrition, are highly sensitive to climate," says coauthor Diarmid Campbell-Lendrum, a scientist at the WHO Department for Protection of the Human Environment. "The health sector is already struggling to control these diseases, and climate change threatens to undermine these efforts.

Large cities that experience the "urban heat island effect" are also susceptible to temperature-related health problems. Flooding as a result of coastal storm surges will affect the lives of up to 200 million people

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1968 出版日期 2016



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1. Rethinking Additive Manufacturing and Intellectual Property Protection.



学术期刊

By: Kurfess, Thomas; Cass, William J. *Research Technology Management*. Sep/Oct2014, Vol. 57 Issue 5, p35-42. 8p. DOI: 10.5437/08956308X5705256. , 数据库: Business Source Premier

As 3D printers become more widely available, additive manufacturing will challenge the traditional forms of **intellectual property (IP)** protection in a significant way. This paper presents an inte...

主题: **INTELLECTUAL property**; **INTANGIBLE property**; **INTERNATIONAL cooperation**; Lessors of Nonfinancial Intangible Assets (except Copyrighted Works); **THREE-dimensional printing**; **UNITED States**

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2. PROTECT YOUR IDEAS.



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By: Morrone, Jim. *Entrepreneur*. Feb2016, Vol. 44 Issue 2, p53-55. 3p. 1 Color Photograph. , 数据库: Business Source Premier

The author discusses ways to protect and enhance **intellectual property (IP)**. Topcis disussed include the need of IP assignment agreement for employees and third-party service providers before st...

主题: **INTELLECTUAL property**; **CONTRACTS for work & labor**; **COVENANTS not to compete**; **NONDISPARAGEMENT agreements**; **LICENSE agreements**; **PATENTS**; Lessors of Nonfinancial Intangible Assets (except Copyrighted Works); **Offices of Lawyers**; **All Other Legal Services**

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1. The New Names Selected For the \$5, \$10 and \$20 Bills.



新闻

By: DAVIS, JULIE HIRSCHFELD; SMITH, JADA F. *New York Times*. 4/21/2016, Vol. 165 Issue 57209, pA22-A22. 1/4p. , 数据库: Academic Search Premier

The article reports on the plan of the U.S. Treasury Department to incorporate women and **civil rights** leaders into new designs of some bills, including Harriet Tubman, Marian Anderson and Eleanor...

主题: DOLLAR (United States currency); **CIVIL rights** workers -- United States; UNITED States. Dept. of the Treasury; Public Finance Activities

2. Civil rights leader discusses plans for 'seeking justice' in Craven case



新闻

By: Biles, Dede. *Aiken Standard (SC)*. 04/21/2016. , 数据库: Newspaper Source

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3. Knox poodle breeder claiming civil-rights violations in dog seizure



By: Satterfield, Jamie. *Knoxville News-Sentinel, The (TN)*. 04/19/2016. , 数据库: Newspaper Source

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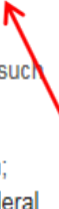
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1. Trade Secrets in the Legal Studies Curriculum
By: Evans, Michelle. Journal of Legal Studies Education, v29 n1 p1-25 Win-Spr 2012. (EJ981480), 数据库: ERIC
Trade secrets can be a valuable company asset because of their potential to last forever. Unfortunately, along with such a significant benefit, there is also a significant risk--the risk that the...
主题: Intellectual Property; Disclosure; Confidentiality; Business Administration Education; Law Related Education; Case Method (Teaching Technique); College Instruction; Experiential Learning; Models; Behavioral Objectives; Federal Legislation; Discussion (Teaching Technique)



2. DUMB STARBUCKS: PARODY OR CLEVER MARKETING PLOY? A TEACHING CASE.



By: Jones, Ida M.; Forsythe, Lynn M.; Kemp, Deborah J. Journal of the International Academy for Case Studies. 2015, Vol. 21 Issue 6, p337-352. 16p. 1 Color Photograph, 2 Black and White Photographs. 数据库: Business Source Premier
The article presents guidance for business management and marketing instructors on a case study that concerns the



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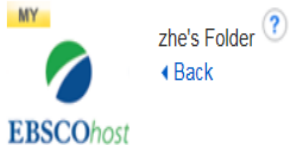
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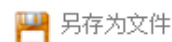
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By: Zhang, Lei; Li, Tim. Journal of Climate. Nov2014, Vol. 27 Issue 22, p8413-8421. 9p. 1 Chart, 9 Graphs. DOI: 10.1175/JCLI-D-14-00346.1. , 数据库: Academic Search Premier

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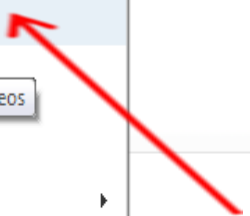
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Professor Sunil Gupta leads a discussion on digital marketing and new media. He discusses the impact of the Internet on marketing and commerce, selective advertising, pricing of items available o...

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课程状态： 未开始
课程日期： 2015年7月28日
开始时间： 13:30, 中国时间（北京，GMT+08:00）
持续时间： 30 分钟
主讲者： Sophia Jiang
描述： 内容概要：课程密码ebSCO01
EBSCO英语学习中心ELL介绍
ELL重点功能演示,在线翻译和跟读功能
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主持人姓名： Sophia Jiang
主持人电子邮件： sjiang@ebSCO.com
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