

## MBS Library Service

### ABI Inform: Management Literature

#### Introduction

*ABI Inform* is a comprehensive database of business and management literature, produced by the *ProQuest* company. In-depth coverage is provided for more than 3,000 publications offering the latest business and financial literature for researchers at all levels. Subjects covered include:

Management Theories & Techniques	Corporate Strategies	Marketing
Business Trends	Economic Conditions	Product Development

Full-text of articles are available from over 2,300 publications. These include:

- **Academic journals:** *ABI Inform* provides exclusive access to content from a number of top-rated peer-reviewed publications. These include the *Academy of Management Journal*, *Journal of Marketing* and *Sloan Management Review*. Content from leading publishers such as *Springer*, *Macmillan* and *Oxford University Press* is also available.
- **ProQuest Business Dissertations:** The database also provides access to over 18,000 (mainly U.S.) full text doctoral dissertations and master's theses.
- **Other non-periodical content:** *EIU ViewsWire* (Coverage of worldwide economic events) – *Author Profiles* (Broad range of author and institution information with links to articles) - *Business Cases* (over 5,200 documents available from publishers such as *Ivey* and *Thunderbird*)

#### How can ABI Inform help me?

Use *ABI Inform* to find articles on a range of subjects such as business trends and conditions, management theories and practice, corporate strategy and tactics, and competitive landscape. The database contains complete runs of key business and management journals (such as the *Sloan Management Review*), providing you with a unique historical perspective on hundreds of topics.

These articles, together with all the other content available (dissertations, reports etc) can be used to great effect within your essays / literature reviews, and will demonstrate that you have thoroughly researched and engaged with your subject material.

#### Accessing ABI Inform

ABI Inform can be accessed via the **eResources** section of the MBS Library Website: <http://www.mbs.ac.uk/library>

- Select "**Databases - Management Literature – E-journals & journals databases**"
- Select "**ABI Inform (Proquest)**" from the list
- Click on the link to "**ABI / Inform Global**"

*Note: Your University "Central" username and password is required for off-campus access*

## Searching ABI Inform

Search options are listed at the top of the screen. The highlighted tabs provide you with a range of useful options for searching the database. The default option “**Search**” (shown below) allows you to enter basic search terms into the search box (matching suggestions will be displayed as you type), and also provides you with some basic options to limit results. To conduct a thorough search however the “**Advanced Search**” option is recommended:

ProQuest **ABI/INFORM Global**  
 Search | Advanced | Data & Reports | Publications | Browse | About

Modify search | Advanced search | Recent searches

change management

Full text  Peer reviewed  Scholarly journals

Set up alert  Create RSS feed  Save search

Search tips

**Use these check-boxes to limit results**

- **Advanced Search:** See the next page of this guide for a detailed section on using this feature.
- **Data & Reports:** Allows you to target your search to locate reports and other materials with data on companies, industries and markets.
- **Publications:** Allows you to search for publications by name. You can then link to an archive of past and present issues
- **Browse:** You can choose from a range of useful options here. The **Country Reports** section links you to country information from EIU amongst others. The **Topic Paths** allows you to select a subject category which matches your requirements (and then view all the articles which have been placed into that category). The **More Featured Content** section is shown below, and allows you to search for Dissertations and Theses and working papers.

< ProQuest Home | Business Home

ProQuest **ABI/INFORM Global**  
 Search | Advanced | Data & Reports | Publications | Browse | About

**Browse Featured Content**

**Industry and Market Research**  
 Browse reports on industries and markets:  
 • Just-Series Market Research Reports

**Country Reports**  
 Browse reports on business conditions in different countries:  
 • Economist Intelligence Unit (EIU) ViewsWire  
 • Oxford Analytica Country Profiles  
 • Oxford Analytica Daily Brief Service  
 • Oxford Economic Country Briefings

**More Featured Content**  
 • Business Dissertations and Theses  
 • SSRN Working Papers

**Topic Paths**  
 Select a topic path below to find readings and targeted searches:  
 • Business & Industry  
 • Economics & Trade  
 • Computers & Internet  
 • Environment  
 • Government & Law  
 • Social Issues & Policy

**ProQuest Business Dissertations and Theses**

Browse by Subject | Browse by Location

Find marketing

All 0-9 A B C D E F G H I J K L M N O P Q

**A**  
 academic marketing View 1 document  
 ▲ Back to top

**B**  
 bank marketing View 5 documents  
 ▲ Back to top

**D**  
 data base marketing View 2 documents  
 direct marketing View 16 documents  
 ▲ Back to top

**E**  
 e-mail marketing View 2 documents  
 ▲ Back to top

**After selecting “Dissertations and Theses”, you can then enter keywords of your choice. The database will highlight dissertations which have been placed into categories matching your search terms. Click on “View documents” to access the full-text**

## Advanced Search options:

<< ProQuest Home | Business Home  
**ProQuest** **ABI/INFORM Global**  
 Search | Advanced ▾ | Data & Reports | Publications | Browse | About

### Advanced Search

Other search options: Look Up Citation | Command Line | More ▾ Recent searches

1 brand\* or advertising      3 Abstract – AB  
 AND ▾ ( marketing or )      Subject heading (all) – SU  
 AND ▾ 2      All fields + text Look up Subjects

Add a row | Remove a row Search Clear form 6

Limit to:

Full text    Peer reviewed    Scholarly journals      4

Date range: All dates ▾

▲ More options

Company/organization:      Look up Company/organization

Persons:      Look up Persons

Location:      Look up Locations      5

Classification codes:      Look up Classification codes

Product name(s):

Show more fields

Source type:      Document type:  
 Select all | Clear all      Select all | Clear all

1. Use “or” within an individual search field if you want to include synonyms or related terms. You can also add “\*” to a search term to include multiple word endings. In this case the search will include “brand”, “brands”, “branding” etc.
2. The operators (AND / OR / NOT) are used to link your search terms together and allow you to expand, restrict or make your searches more specific. In this case we are making the search more specific by requesting articles on “brand\* or advertising” AND marketing.
3. Use these drop down menus to specify where the database should search for the term. By selecting “Abstract” in the first field we ensure that only articles which include “brand\* or advertising” within their abstract (a short description of content) will be returned. There are a range of other choices. By selecting “Subject” in the second field, we further limit results, to include only those which have been allocated to the “Marketing” subject category.
4. Further options to limit results are given underneath – These are the most commonly used and allow you to restrict your searches by date, or by publication type
5. Use these extra options to restrict your results to a certain country or company etc (if needed).
6. Click on “Search” to run the search.

*N.B. Using operators and limiters correctly will help you to retrieve a manageable number of results.*

## Viewing / Downloading results

The screenshot shows a search results interface with the following elements:

- 1:** Article title: "For Marketing Managers Only: The 'Five-Pack' for Effective Marketing Communications".
- 2:** Checkboxes on the left of each article title.
- 3:** "FindIt@JRUL" button for the first article.
- 4:** "Suggested subjects" section at the top.
- 5:** "Narrow results by" sidebar with "Source type" expanded.
- 6:** "Company/Organization" filter in the sidebar.
- 7:** A bar chart showing the distribution of articles by decade (1971-2011).

1. Click on the article title to be taken directly to the abstract. From this page you will be able print, download or email the article. You are also given the option to export the article details to a bibliographic management software package such as *Endnote*.
2. Use the checkboxes to the left of the titles to mark multiple items. Once finished, click on the "View Selected Items" or "Save to My Research"\* option (highlighted in red) This will allow you to bulk download, export or print the articles.
3. The purple **FindIt@JRUL** icon will appear if the article is not available on ABI Inform in full text. Click this button to see if a full-text version is available on another of the library's databases.
4. The **Suggested subjects** headings, are taken from the databases own indexing system, and are matched as closely as possible to your original search. Click on one of these headings to see a list of articles allocated to this subject category.
5. **Source Type** allows you to list only articles which appear in a particular publication type (e.g. Scholarly journal).
6. You can Expand any of these headings to list the most prevalent results from each of the listed categories.
7. The graph illustrates which decade the various articles were printed in. click on one of the columns to only display articles from that decade.

\*You will need to register to access the My Research feature.

You are searching: 1 database (See list | Change >>) 5 selected items | My Research | Sign in

Search | << Back to results Preferences | English | Help

ProQuest

Selected items

5 selected items: Save to My Research Delete

Check all on page Email Print Cite Export Save as file

Tip

When you have a My Research account, you can save items in ProQuest for future use by clicking "Save to My Research." Learn more

1  [A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector](#) Preview  
Kim, Ji-Hern; Hyun, Yong J. Industrial Marketing Management 40. 3 (Apr 2011): 424.  
Citation/Abstract Findit@RUL  
Save to My Research Delete

2  [REDISCOVER MARKETING'S LOST ROLE](#)  
Shaw, Robert; Mitchell, Vincent-Wayne. Marketing Management 2  
Citation/Abstract Findit@RUL  
Save to My Research Delete

3  [The Codvelopment of Trademark Law and the Concept of United States before 1946](#)  
Petty, Ross D. Journal of Macromarketing 31. 1 (Mar 2011): 85.  
Citation/Abstract Findit@RUL  
Save to My Research Delete

4  [When is social marketing not social marketing?](#) Preview  
Hastings, Gerard; Angus, Kathryn. Journal of Social Marketing 1. 1 (2011): 45-53.  
Citation/Abstract Full text Full text - PDF (80 kb)  
Save to My Research Delete

Once you have marked results from the list and clicked on "View Selected Items" you will see this screen.

"Check All" for bulk actions or use the individual checkboxes to email, print, download or export to Endnote.

## Research support & contact details

### Further Support

A full research and enquiry service is available across the Eddie Davies Library & Precinct Library during core hours. You can contact us in person, or alternatively by telephone or email.

#### Eddie Davies Library

Manchester Business School (West)  
Booth St. West.  
Manchester  
M15 6PB  
Telephone: +44 (0)161 275 6507

#### Precinct Library

Manchester Business School (Crawford House)  
Oxford Rd.  
Manchester  
M13 9QS  
Telephone: +44 (0)161 306 3200

Email: [libdesk@mbs.ac.uk](mailto:libdesk@mbs.ac.uk)

Web: <http://www.mbs.ac.uk/library>

Alternatively try our **Business Answers 24/7**, a searchable database of frequently asked questions, providing guidance on the library databases or our **Business Research Plus** blog providing useful tips on business research topics.

**Manchester Business Answers 24/7:** <http://www.mbs.ac.uk/bizlib247>

**Business Research Plus:** <http://bizlib247.wordpress.com>



Keep up to date with the latest library news via Twitter - <http://twitter.com/MBSLibrary>

<http://www.mbs.ac.uk/library>