

Emerald **ManagementFirst**

Focus on business



**An award-winning
information
library for
managers**



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 600 articles, 1,000 case studies, 350 interviews and over 250,000 article reviews – direct to your desktop.

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

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.

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 Management First Public Sector Zone

A resource dedicated to supporting managers within public sector and government bodies with both their daily responsibilities and long-term personal CPD. Key areas covered include:



HR Planning & Leadership

Discover the answer to issues such as how to measure the ROI on HR, what is the role of social capital, and what are the crucial factors in leadership development.



Benchmarking & Performance Improvement

Explore major topics such as performance measures, systems, approaches and techniques.



Social & Welfare Issues

Determine the key issues in health education as well as how to develop leaders in public services. Plus what you need to know about social exclusion.



Information, Data & Knowledge Management

Learn about privacy in personal data management, public sector information, knowledge management, and technological innovation.



Financial Management & Cost Reduction

Expert commentary on financial strategy, managing costs, public sector accounting practices, and financial reporting methods.



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."

"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

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.

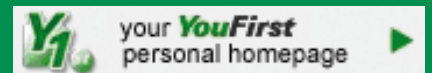
Resource centre

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.

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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.

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"If your library supports the business world ... Emerald Management First should be on your list of resources. I recommend this product to supplement your general databases."

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

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Emerald Emerging Markets Case Studies

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