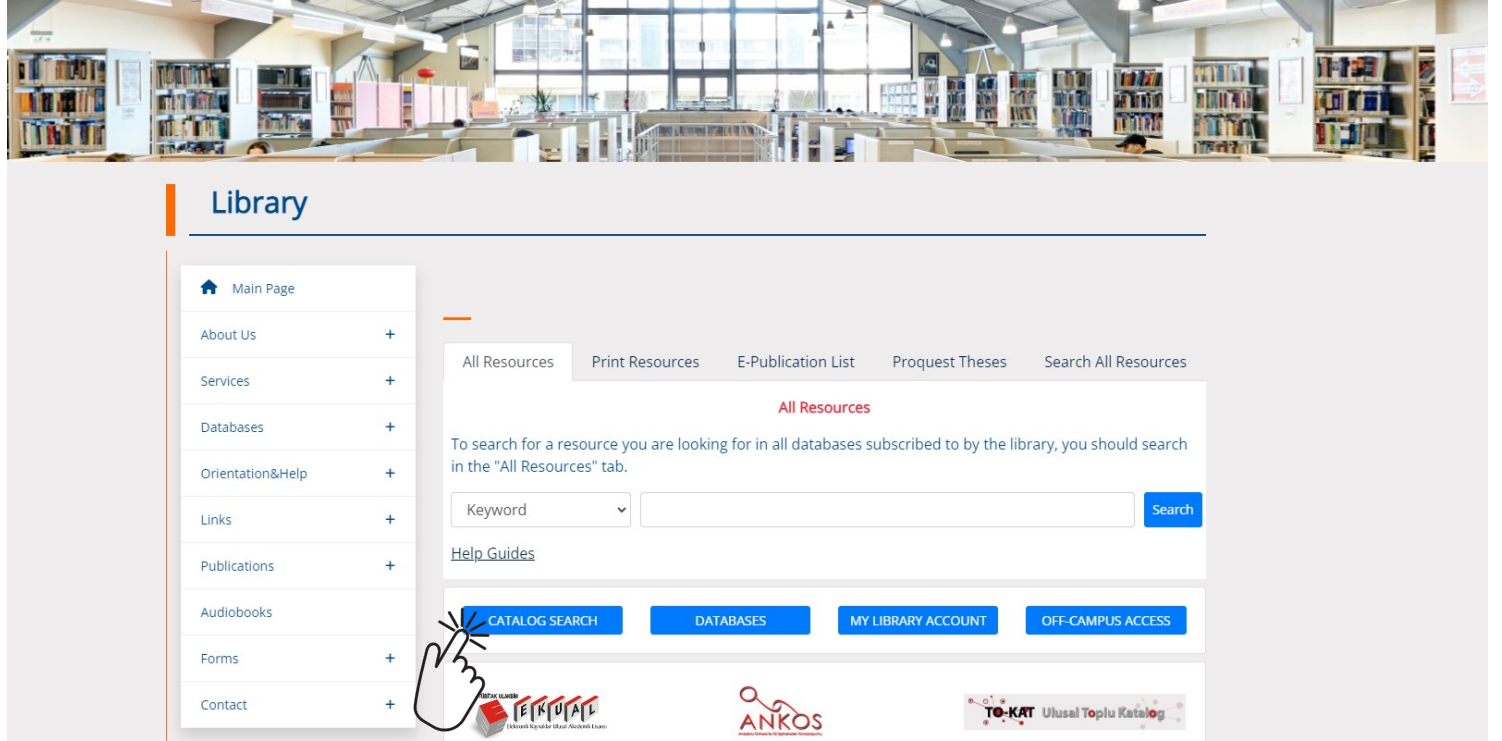


LIBRARY CATALOGUE SEARCH GUIDE

You need to enter Library web page at <http://kutuphane.ieu.edu.tr/> address or use <http://e-library.izmirekonomi.edu.tr/> address directly to access Catalogue Search page in order to search for printed and electronic information sources available at the library.

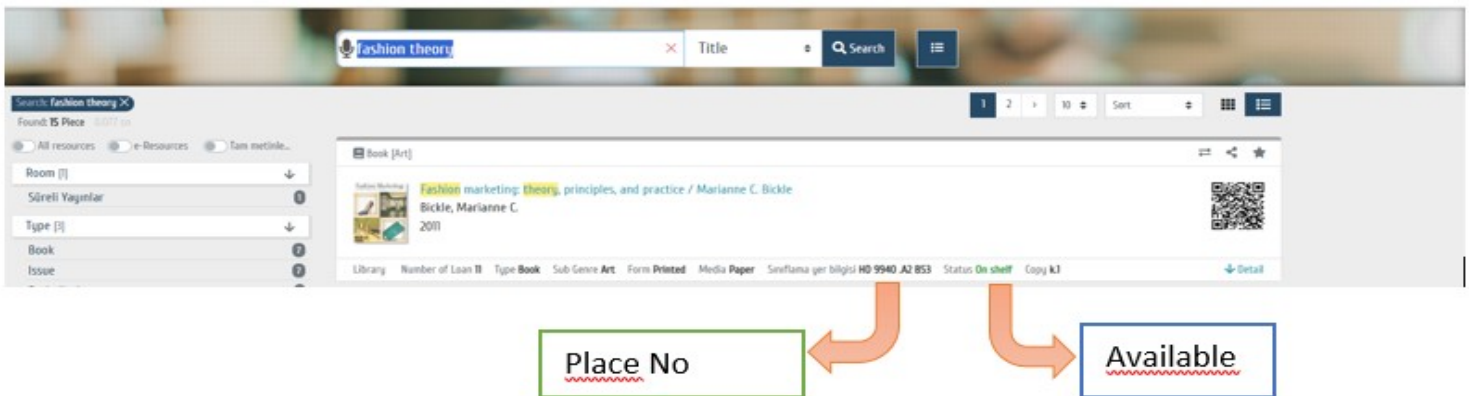
Catalogue Search page enables you to search the title or the author name as well as any other search on information sources.




Example -1:

Below sample catalogue search indicates that the title is entered as “fashion theory” and 8 information sources came up. In order to find the books on shelves, you need to write the “Call Number” (HD 9940 .A2 /J33 2009) seen on the left side. Call Number is the number that indicates the exact location of the information source on the shelf.

Also, you can look at the “Status” information the right side to find out if the book is available for borrowing or not. This part includes information if the information source is “On Shelf”, “Online”, “Binding”, “Borrowed”, or “Not Available”.



In order to see all information about the source you choose, you need to click on the information row for that source, or click on the book cover above. Then you will be able to see the details for the book shown in example.



On shelf

Information

Title

Author

Publisher

Place of Publication

Subject

Language

Contents/Summary

ISBN

Notes

Physical Description

Arrival date

Publication Date

Fashion marketing: theory, principles, and practice

Bicke, Marianne C.

Fairchild Books

New York

Fashion merchandising -- Textbooks

Moda ticareti -- Ders kitapları

English

- The Impact of Fashion
- Branding and Image
- Fashion Marketing
- The Buying Season: Marketing Fashions to Retailers
- Targeting the Fashion Consumer
- Cross Channel Shopping
- Crossing Product Boundaries
- Fashion and Entertainment
- Counterfeit Merchandise, Ethics and Enforcement of the Law
- Marketing Fashions Globally.

978-1-56367-738-0

Prior to the 1970s-1980s, fashion marketing focused heavily (and perhaps solely) on women's fashions. Today, fashion marketing influences all products and the manner of style consumers use products. How products are marketed, when products are marketed, the evolution of products into different sizes, shapes, colors, and uses are all influenced by fashion marketers. Fashion marketing is taken to different levels from branding a person (e.g., Ralph Lauren, the person), line of products (e.g., Lexus luxury cars), or a single product (e.g., Coach handbag). This much needed text introduces new methods and technologies to apply today's principles into future practices of fashion marketing.

xxii, 330 p. : ill. (chiefly col.) ; 23 cm

11.11.2010

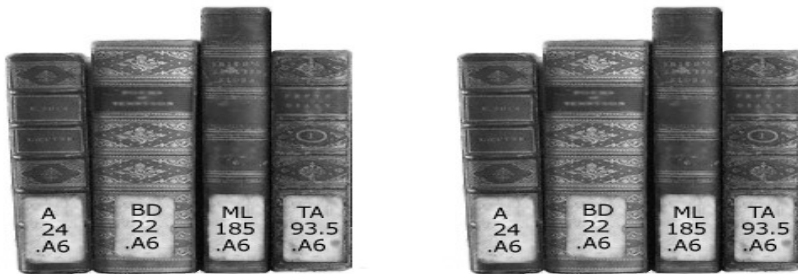
2011

Location Information

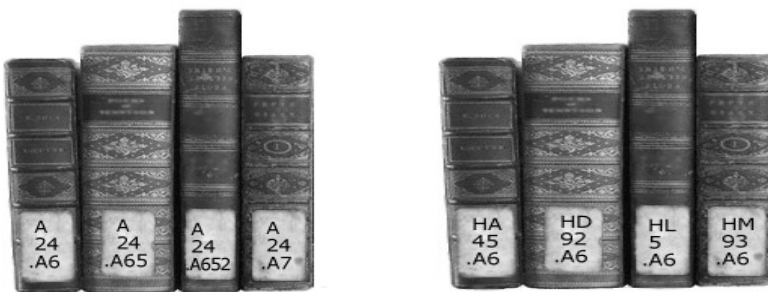
Library	Department	Virtual Department	Collection	Room	Number of Loan	Type	Sub Genre	Form	Media	Location Information	Accession N	Status	Sınıflama yer bilgisi
					11	Book	Art	Printed	Paper		37635	On shelf	HD 9940 .A2 /B53 2011 k.1

How to Locate the Information Sources on Shelf?

The below sample books symbolize books put on the shelves according to LC classification system. As you can see, each book is put in order alphabetically according to the first letter on "Call Number" from left to right.



The location of books on shelves on different subjects



The location of books on shelves on same subjects

How many and for how long can you borrow?

You need to bring the information source you want to borrow (books, magazines, DVDs, CDs) to Circulation Desk and show your University ID Card or if you are an outside reader, show your Library Membership Card to the librarian. The librarian will complete the borrowing procedure and you will be good to go.

The table below provides useful info on borrowing procedure such as the borrowing period, extensions, late fees, etc.

When you want to return the borrowed items, you need to take them to Circulation Desk before due date and wait until the librarian completes the return process. You may have to pay a late fee if the items are past their due date.

Type of Source	Borrowing Period	Number	Late fee (TL)	Extension
Books	21days	Students: 5 Academicians: 10	1.00 daily for each material	2 times
Magazines	14 days	3	1.00 daily for each material	-
Multimedia	14 days	2	1.00 daily for each material	-

For more detailed information, you can visit us at the library, call us at 488 83 89, or send an e-mail library@ieu.edu.tr address.

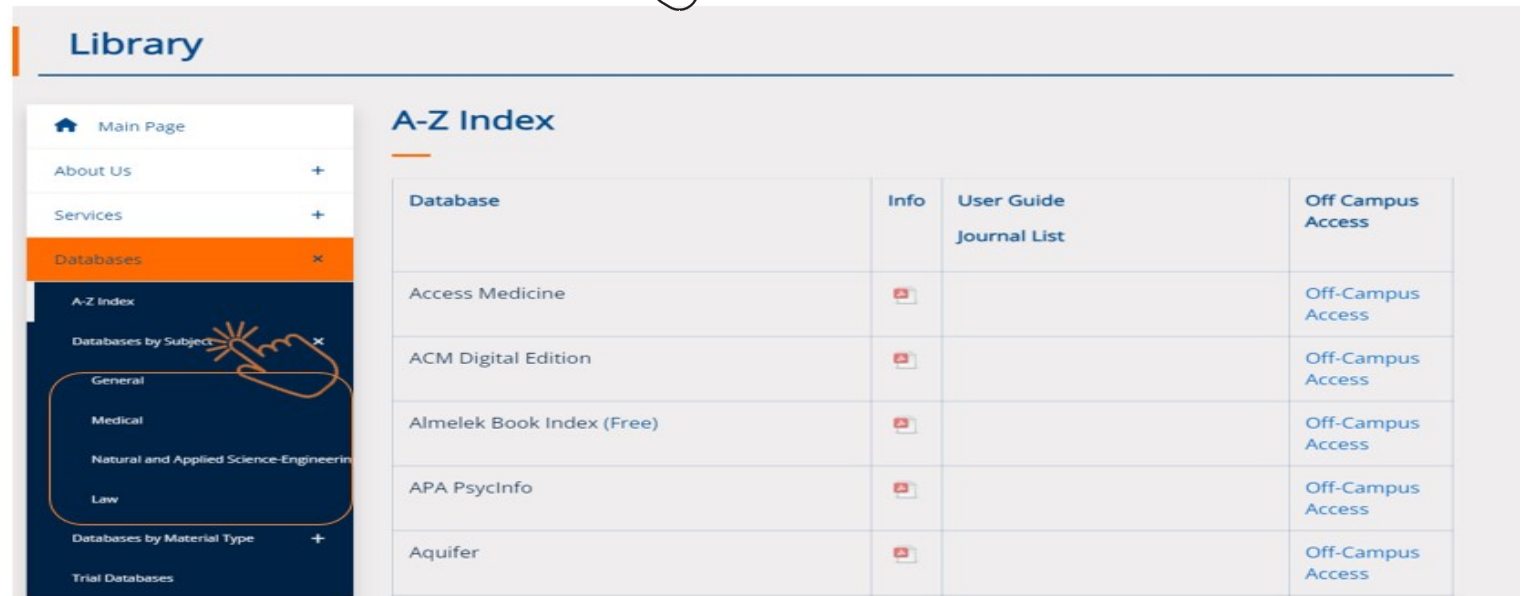
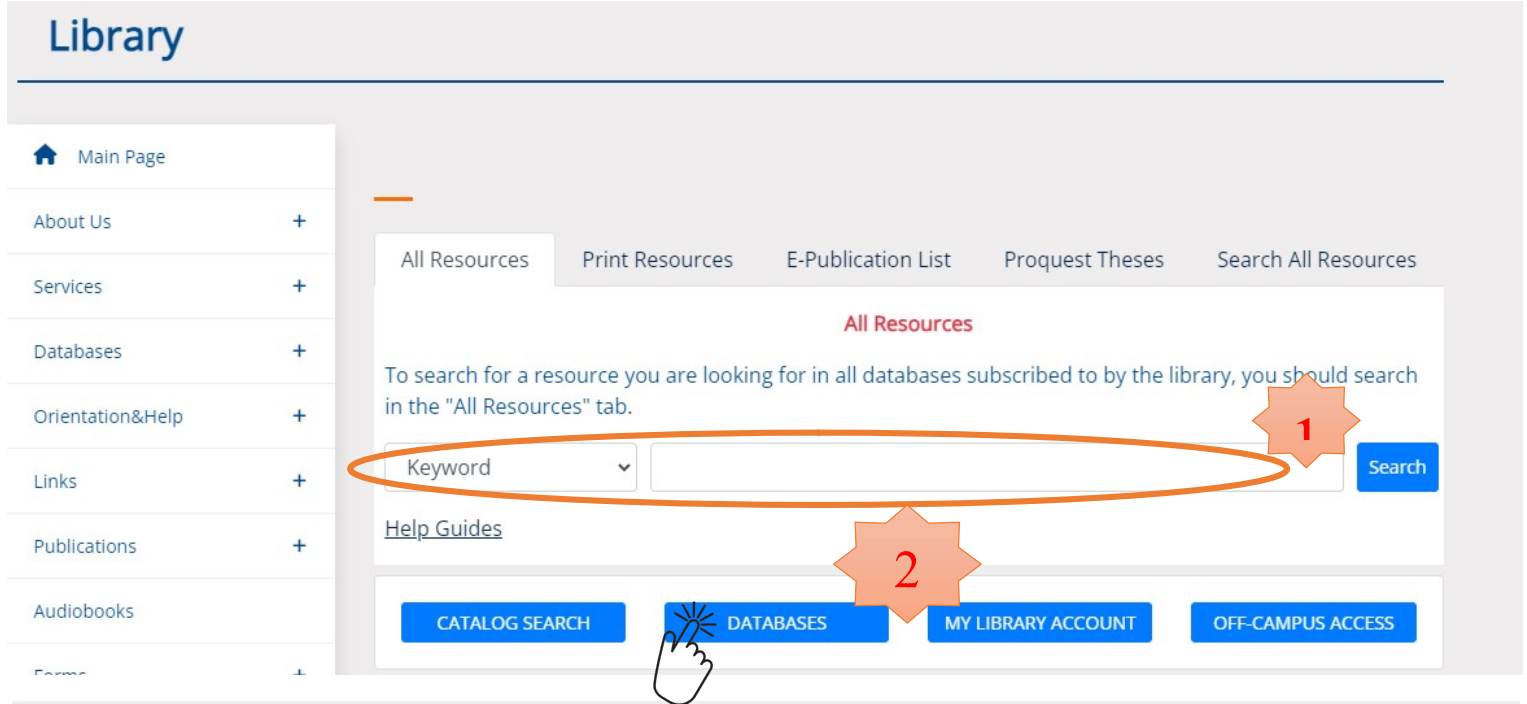
Library Directorate

GUIDE ON HOW TO MAKE A SEARCH OR USE THE DATA BASES

The Library has subscriptions to many online data bases offered by international publishers, and allows access to thousands of academically electronic journals and books.

You need to enter Library web page at <http://kutuphane.ieu.edu.tr/> address in order to search for an article or scan data bases at the library. The screen shown below will pop up. You need to enter the item you are searching for (name of the article, author, subject, key word, etc.) in the area indicated as “1”. All other data bases the library has subscriptions to will be scanned and the results will come up in a long list.

If you want a shorter, more detailed, or a specific database search, this time you need to click on “Online Data Bases” indicated in area “2”.



How to Make a Fast Periodical Search?

Instead of scanning the data bases individually, you can enter the key word in **360 Search** and **360 Core** fields (in the area indicated as “1” above) at the Library main page and make a fast search. Use 360 Search for a search of all printed and electronic sources from a single screen. Use 360 Core to search for journals in the data bases.

For example, let's type in “Advertising and Culture” in 360 Search field and start a search by selecting the article name.

After the scanning is over, a list of results from many data bases will come up. Below you can see the search results for “Advertising and Culture”: When you click on the article name on first row, you will have an access to full article.

How to Make a Periodical Search from a Specific Data Base?

After accessing the Library web page, one can click on the links indicated in areas”2” or “3”. After clicking on “Online Data Base” link, you need to choose from the alphabetically listed data bases. If you do not have any information about the data base, please click on the icon “**about it**” next to the data base in order to see detailed information.

For example, if you were to search Sage Journals data base, when you click on “about it” icon, you will be able to see that it involves almost 600 full text journals on communication, education, management, organization, materials science, health, politics, psychology, sociology, city planning, urban researches, and so on.

When you type in “advertising and culture” in search area and click on “go” icon, you will see ... articles, and you can choose one and click on “Full Text” to have an access to full text version of the article.

The screenshot displays the Sage Journals website interface. At the top, the Sage Journals logo is on the left, and navigation links for "I have access via:", "Izmir University of Economics", "Access/Profile", and "Cart" are on the right. Below the header, there are dropdown menus for "Browse by discipline" and "Information for". A large red banner with the text "Your gateway to world-class research journals" is visible. On the left side, there is a sidebar menu for "IZMİR EKONOMİ UNIVERSİTESİ" with sections for "My dashboard" (Overview, Projects, Saved, Searches, Viewed, Holds & checkouts) and "Research tools" (General search, Publications, Concept map, Supplemental sources). The main content area shows search results for the query "Paramedic nursing". The search bar includes filters for "All filters (1)", "Peer reviewed", "All time", and "Source type". The results are sorted by "Relevance". The first result is titled "Attachment and empathy in Australian undergraduate paramedic, nursing and occupational therapy students: A cross-sectional study", published in the College of December 2017, in the ScienceDirect database, by Williams, Brett; Brown, Ted; McKenna, Lisa; Beovich, Bronwyn; Etherington, Jamie. The second result is titled "Lessons learned developing and piloting interprofessional handover simulations for paramedic, nursing, and physiotherapy students", published in the Journal of Interprofessional Care, 2 January 2017, in the Scopus database, by Stow, J.; Morphet, J.; Griffiths, D.; Huggins, C.; Morgan, P. Both results have "Access options" and "View details" buttons, and a "Full Text Finder" button is also present.

Search results

Article type

Research article	86873
Other	11320
Review article	4785
Book review	4353
Abstract	1138

View more (20)

Publication date

Subjects

Social Sciences & Humanities	30035
Communication & Media Studies	8023
Environmental Studies	5613
Education	5479
Health Sciences	4439

Articles

Save search

1-10 of 112216 results for 'advertising and culture'

☐ Select all Export selected citations [Edit search](#) Sort by: Relevance

☐ Available access Book review First published Nov 15, 2013
[Chris Wharton \(ed.\), Advertising and Culture](#)

European Journal of Communication

PDF / EPUB


☐ Restricted access Research article First published Sep 1, 1975
[The Relationship of Advertising and Culture in the Philippines](#)

F.T. Marquez

Journalism Quarterly

GET ACCESS



How to Search for Journals in Data Base?

You can use the “Browse” icon to search for journals. Please click on “**journal by title**” to search by titles, and “**journal by discipline**” to search by subjects.

Sage Journals

Browse by discipline

Information for

Select discipline: All disciplines

Select subject: All subjects

BROWSE JOURNALS

Alternatively, you can explore our Disciplines Hubs, including:

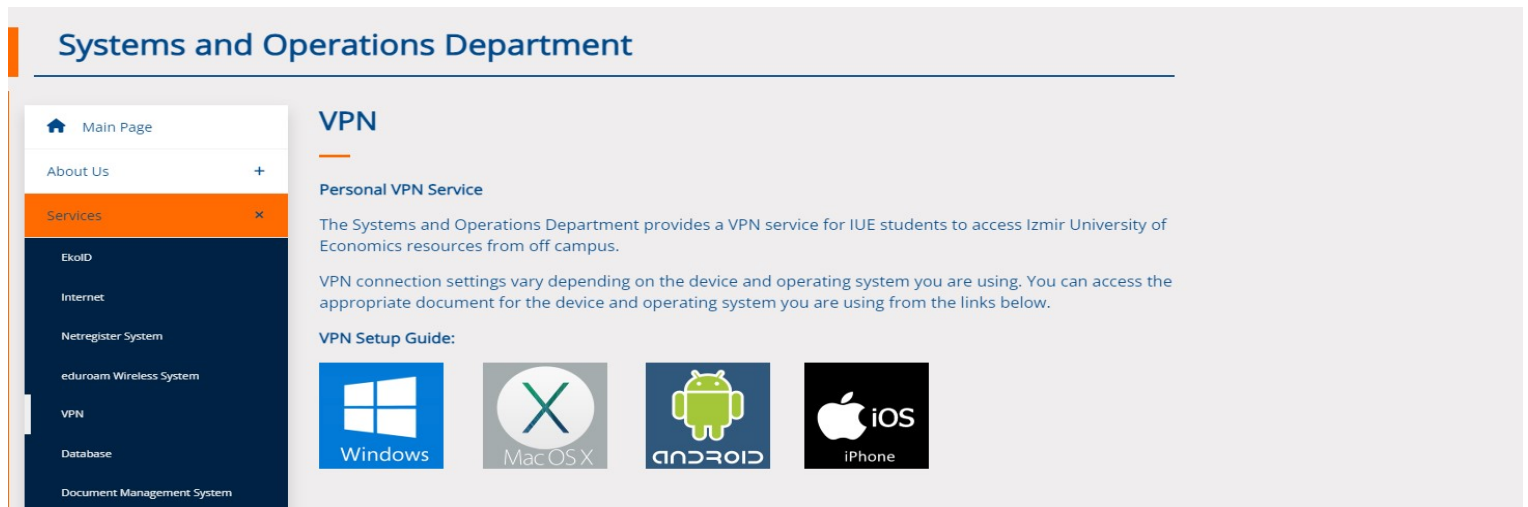
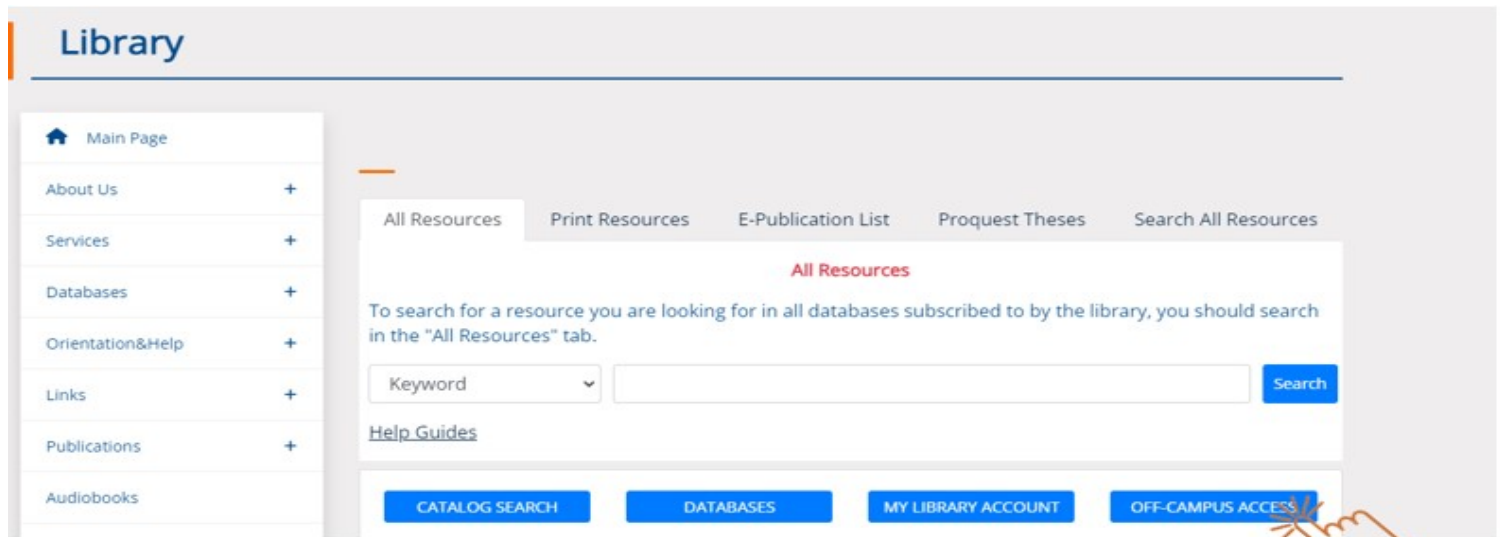
- Journal portfolios in each of our subject areas.
- Links to Books and Digital Library content from across Sage.

VIEW DISCIPLINE HUBS

How to Access Data Bases off Campus?

The University members are eligible to have access to existing electronic services both on and off campus. You need to click on **how to access library from outside the campus** icon or http://comp.ieu.edu.tr/bimeko/web/kv_kampus_disi_erisim.PDF document in order to have access to data bases off campus.

For more detailed information, you can visit us at the library, call us at 488 83 89, or send an e-mail library@ieu.edu.tr address.



Library Directorate