

搜尋

快速精確的搜尋科技，
可協助您順利找到所需的內容。

搜尋時

請在搜尋框中輸入您的字詞，再按一下「Search (搜尋)」

Start your search here...

Search by title, author, keyword, ISBN, DOI and more | [Advanced Search](#)

搜尋結果

以相關性回傳，並顯示文章／章節／案例標題等資料：

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

- 1**: Search Results 1-10 of over 400
- 2**: Case study
- 3**: It's a New Day: Microsoft's Office 2007 Launch Campaign
- 4**: Microsoft's Office team was developing the marketing communication plan for its new product, Office 2007. Office was a very mature product and several versions of the...
- 5**: Author: Sammey, and Jackson, Craig
- 6**: PDF icon
- 7**: View summary and detail

- 1 顯示搜尋結果
- 2 內容類型 (文章、書籍部份或案例研究)
- 3 摘要起始
- 4 作者
- 5 出版日期

6 連結全文 (PDF 、ePub 、OpenURL  OpenURL >

7 顯示訂閱狀態 (有訂閱  / 無存取權 、Open Access) 

縮小搜尋結果

使用頁面控制元件檢視並滾動搜尋結果：

Search Results 1 - 10 of over 4000

PREVIOUS **1** 2 3 ... 50 NEXT

PER PAGE **10** 20 50

利用畫面右邊的選項進一步縮小您的搜尋範圍。

- 1** 分類條件：
 - 相關性
 - 最新／最舊
- 2** 存取條件：
 - 只限您的機構可存取的內容
 - 只限開放存取內容如果您需要的內容顯示無資料，請向您的圖書館員反應，可能有其他存取選項。
- 3** 年份：
 - 以出版日期縮小內容
- 4** 內容類型(來源)：
 - 期刊文章
 - 書籍部份
 - Earlycite (出版前) 文章
 - 案例研究

- 1** Sorted by relevance
- 2** Access
 - Only content I have access to
 - Only open access
- 3** Year
 - Last week (32)
 - Last month (91)
 - Last 3 months (294)
 - Last 6 months (427)
 - Last 12 months (869)
 - All dates (4287)From To
- 4** Content type
 - Article (3156)
 - Book part (818)
 - Earlycite article (167)
 - Case study (146)

預覽內容

點擊「View summary and detail (檢視摘錄與詳細資料)」按鈕，便會出現放大檢視畫面，包括：

- 1** 完整摘要
- 2** 出版詳細資料
- 3** 關鍵字。點擊任一關鍵字可再次搜尋

Article

Implications of the selfie for **marketing** management practice in the era of celebrity

The purpose of this paper is to explore the implications of the selfie for **marketing** management in the era of celebrity. The purpose is to show that the facilitation of...

Chris Hooley, Rungtapa Amy Hickey and Dina H. Bassoum
Publication date: 5 February 2018

Abstract 1

Purpose
The purpose of this paper is to explore the implications of the selfie for **marketing** management in the era of celebrity. The purpose is to show that the facilitation of the creative performance of consumer identity is a key element of the **marketing** management task for the media convergence era.

Design/methodology/approach
The paper uses the selfie, the picture of oneself taken by oneself, as a metaphor to develop a conceptual exploration of the nature of **marketing** in the light of the dominance of celebrity and entertainment in contemporary media and entertainment.

Details 2

Marketing Intelligence & Planning, vol. 35 no. 1
Type: Research Article
DOI: <https://doi.org/10.1108/MIP-07-2017-0124>
ISSN: 0263-4503

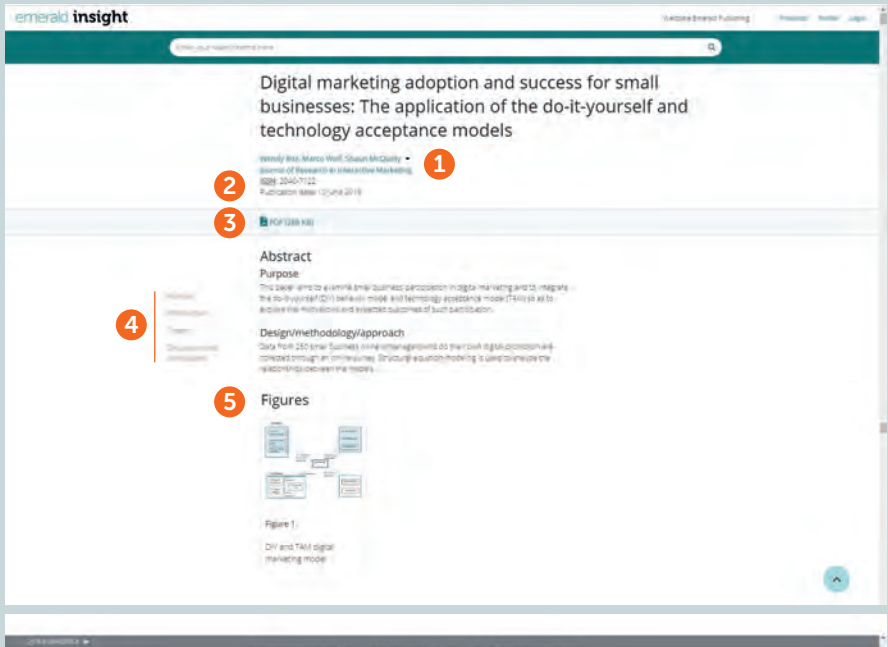
Keywords 3

Identity | Celebrity | Convergence | Selfie

Branded content

存取內容

點擊標題將在瀏覽器顯示內容：



- 1 檢視完整作者與所屬單位詳細資料
- 2 前往期刊或書籍的完整內容頁面
- 3 以其他可用格式下載
- 4 跳至文章區
- 5 點擊內容所含圖示或插圖可放大檢視

拒絕存取

如果您的機構無法存取特定內容，

您將看到這個訊息。請向您的圖書館員詢問是否有其他存取選項。

Turnaway

This is a turnaway page, and you do not have access to this content.

Advanced search

The screenshot shows the 'Advanced Search' interface. At the top, there is a search bar with the placeholder text 'Enter your search terms here' and a magnifying glass icon. Below the search bar, the 'Advanced Search' section is visible. It includes a navigation bar with options: 'All Emerald content', 'Journal articles', 'Book part', 'Case studies', and 'Earlycite'. The main search area contains several fields: a text input field with 'digital marketing campaigns', a dropdown menu for 'All Fields', a dropdown menu for 'AND' with 'Enter your search terms here', an 'Add row' button, a 'Date Range' section with 'From' and 'To' fields, and an 'Access Type' dropdown menu with 'All Content'. A 'Search' button is located at the bottom right. Red numbered callouts (1-8) are placed over the interface to highlight specific features.

- 1 在搜尋列選擇「Advanced search (進階搜尋)」
- 2 選擇要搜尋的內容類型 (全部、期刊、書目、個案、Earlycite)
- 3 輸入字詞。您可以包括萬用字元「*」與「?」。詞組應置於英文雙引號中 (例如 “clean air” 與 “clean air legislation”)
- 4 選擇想要搜尋的欄位 (All (全部)、Title (標題)、Abstract (摘要)、Contributor (投稿者)、DOI), 便能縮小您的搜尋範圍
- 5 點選「Add row (新增一列)」以便新增更多搜尋詞語
- 6 使用下拉選項以選用布林運算子: 「AND (與)」、「OR (或)」、「NOT (不含)」
- 7 使用「Date Range (日期範圍)」或「Access Type (存取類型)」篩選條件, 便能進一步縮減您的搜尋結果 (for all content, subscribed or Open Access)
- 8 執行搜尋後, 選用的搜尋字串會出現在搜尋列, 可在該處或用第 1 頁顯示的其他縮小範圍篩選條件來縮小範圍。

The screenshot shows the search bar with the search string 'title:"management" AND (title:"business")' and a magnifying glass icon. To the right of the search bar, there is a 'Save this search' button with a plus sign icon. A red numbered callout (9) is placed over the 'Save this search' button.

儲存搜尋結果

- 9 點選「Save this search (儲存此次搜尋結果)」連結, 便能儲存任何搜尋結果。使用最上方導覽列的「Saved searches (已儲存的搜尋結果)」, 便能檢索管理搜尋結果。

Insight 指南

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