MARKETING

Looking to make the best of the library’s resources for your particular subject? Here we will introduce you to the library online guides most relevant for your particular subject area

http://libguides.ncirl.ie/

1. An introduction to the marketing subject guide can be found under this url

http://libguides.ncirl.ie/marketing

2. A selection of key subject book numbers and eBooks can be found here

http://libguides.ncirl.ie/marketing/booksandebooks

3. Links and user guides to the key databases for your subject can be found here; there is also a listing of key journal titles

http://libguides.ncirl.ie/marketing/databasesandjournals

4. A listing of some relevant external websites can be found here

http://libguides.ncirl.ie/marketing/websites
5. Advice on referencing can be found here

http://libguides.ncirl.ie/marketing/referencing

6. Information on using the library search engine Discovery to connect to databases and journals is available here

http://libguides.ncirl.ie/marketing/discovery

7. Further information on individual databases and user guides can be found here

http://libguides.ncirl.ie/databases

8. Further information on eBooks can be found here

http://libguides.ncirl.ie/ebooks

9. An overall view of using the library services can be found here

http://libguides.ncirl.ie/basics