

Basic Search and FullText Access from ABI/INFORM Global

Revised since 22/11/2021



NUsearch

Go to <https://nusearch.nottingham.edu.my> and click on 'Sign in'

What are you looking for?



Advanced search

All items ▾ with the words ▾ anywhere in the record ▾

Welcome to NUsearch Malaysia

There have been some changes to library eResources links.

For more information, visit our [news article](#).

Due to scheduled maintenance, NUsearch may be unavailable weekly **from 11pm Saturday to 2am Sunday**.

Where can I get help?

[Need help?](#) is always available from the NUsearch menu, and further help and support can be found on the [Library website](#).

For any enquiries and assistance, please contact libraryservices@nottingham.edu.my

You may also drop-in to our [Chat with your librarian](#) sessions (Monday to Friday, 2pm-5pm) on MS Teams.

News

Free e-resources available during



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Sign in options

University IT account

Community borrowers

Cancel

Select "University IT account"

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News

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Welcome to The University of Nottingham's
Malaysia Campus' Shibboleth IDP Service

Login to NUsearch Malaysia

Username

Password

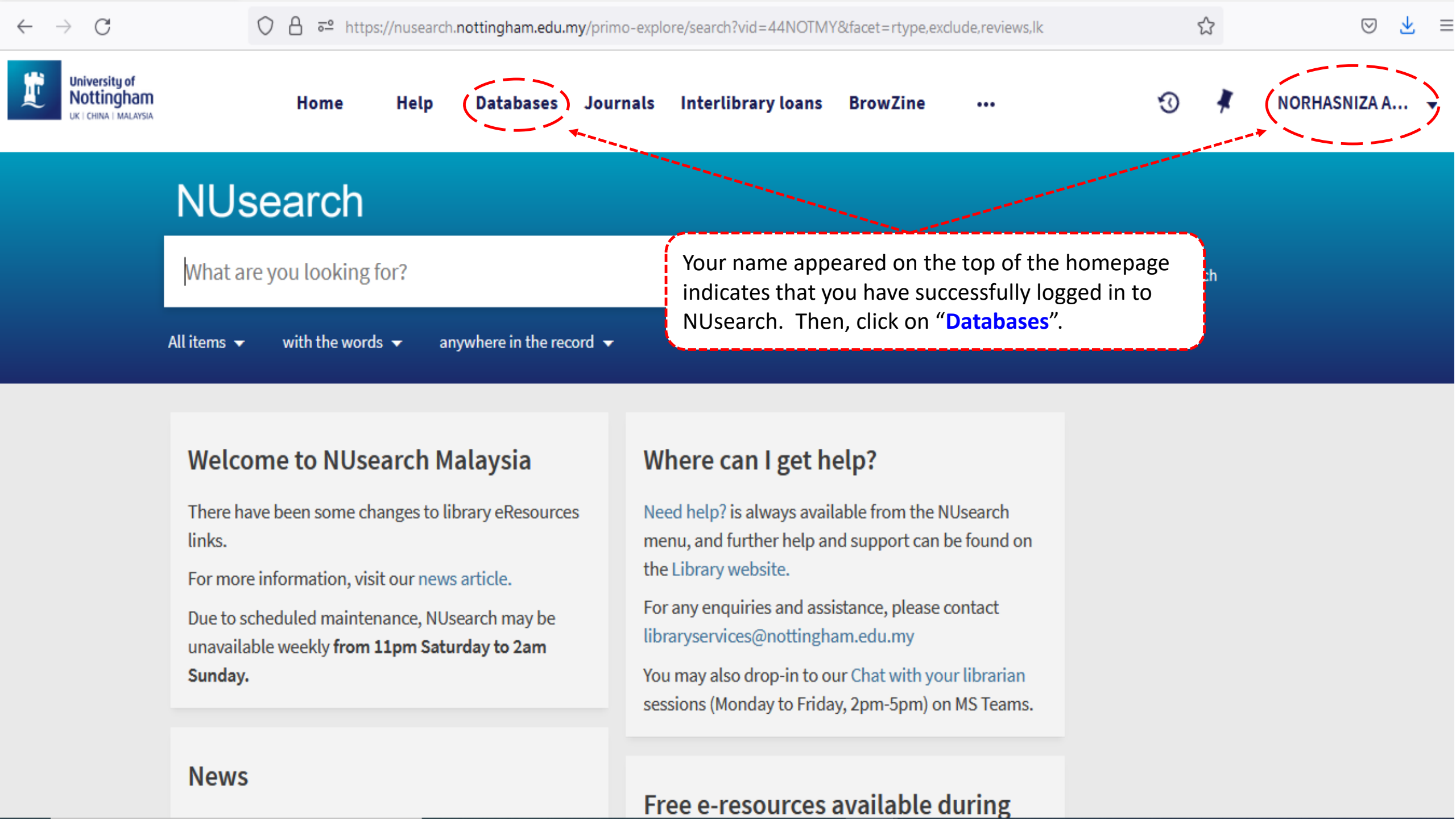
Login



NUsearch Malaysia is the library
search interface offered by the
Malaysia campus at the University of
Nottingham

Type in your **'university username & password'**
and click on **'Login'**

Note: Please ensure that you are at the
authentication page with **Malaysia**
URL link(.edu.my)



NUssearch

What are you looking for?

All items with the words anywhere in the record

Your name appeared on the top of the homepage indicates that you have successfully logged in to NUssearch. Then, click on “Databases”.

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Find databases ABI

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z Other

1 Type in the **full** or **partial name** of the **database** and click on magnifying glass icon to search

1 Results

Databases by category

- > Aerospace engineering
- > Biochemistry
- > Biology
- > Business and management
- > Chemical engineering
- > Chemistry

1 **ABI/INFORM global [electronic resource].**
Ann Arbor, Mich. : ProQuest LLC. 1970
ABI/INFORM Global™ is one of the most comprehensive business databases on the market, offering the latest business and financial information for researchers at all levels. It includes in-depth coverage from 1923 to the present from thousands of publications, most of them in full-text. With ABI/INFORM Global, users can find out about business conditions, management techniques, business trends, management practice and theory, corporate strategy and tactics, and competitive landscape. Included in ABI/INFORM Global is ABI/INFORM Archive™. This retrospective companion to ABI/INFORM provides cover-to-cover, full-images complete with illustrations and advertisements. The database contains complete runs of key business and management journals, providing a unique historical perspective on hundreds of topics, including corporate strategies, management techniques, marketing, product development, and industry co.
[Available online](#)

2 Once the database is found, then click on the **'Available online'** link to access it.

ABI/INFORM Global

Basic Search | Advanced Search | Publications | Browse | About | Change databases

business marketing



☐ Full text ☐ Peer reviewed ⓘ ☐ Exclude Wire Feeds

Recent searches | Search tips

Type in any 'keyword' or 'keyphrase' and click on the magnifying glass icon.

This database is one of the most comprehensive business databases on the market. It includes in-depth coverage for thousands of publications, most of which are available in full text and the latest business and financial information for researchers at all levels.

- [More information](#)
- [View title list](#)

Want to Learn More?

Try one of these options:

- Search the online [Help](#).
- [Discover answers to common](#)



3,595,037 results

[Modify search](#)[Recent searches](#)[Save search/alert](#)

Sorted by

Relevance

☐ Select 1-20

You may select filter options and narrow down your search result

☐ Exclude Wife Feeds☐ Full text☐ Peer reviewed

Source type

Scholarly Journals

(293,984)

Books (104)

Dissertations & Theses

(27,508)

Newspapers (197,840)

Magazines (184,065)

[More >](#)

Publication date

1894 - 2022 (decades)

Scholarly
Journal**BUSINESS-TO-BUSINESS MARKETING: BRAZILIAN SCIENTIFIC PRODUCTION FROM 2008 TO 2018**

Full Text

Alternate title: **Marketing business-to-business**: Análise da produção científica brasileira de 2008 a 2018;**Marketing business-to-business**: Análisis de la producción científica brasileña desde 2008 hasta 2018

Coda, Renato Calhau; De Castro, Gustavo Henrique Carvalho.

Revista de Administração de Empresas, São Paulo Vol. 59, Iss. 4, (Jul/Aug 2019): 258-270.... KEYWORDS | **Business-to-business, business-to-business marketing, customer...**...da literatura brasileira sobre o **marketing business-to-business (B2B)** de 2008 a......**Business-to-business, marketing business-to-business, marketing** de...[Abstract/Details](#) [Full text](#) [Full text - PDF \(286 KB\)](#)[Show Abstract](#)☐ 2Scholarly
Journal**Business-to-business service marketing: How does it differ from business-to-business product marketing?**

Full Text

Gordon, Geoffrey L; Calantone, Roger J; di Benedetto, C Anthony.

The Journal of Business & Industrial Marketing, Santa Barbara Vol. 8, Iss. 1, (1993): 45....**BUSINESS-TO-BUSINESS SERVICES MARKETING** Common misconceptions......can be overstated; the **marketing** strategies developed for **business-to-business**......BE DIFFERENT **Business-to-business marketing** is more complex than...[Abstract/Details](#) [Full text](#) [Full text - PDF \(882 KB\)](#) [Cited by \(8\)](#)

Click on your interested article's title link or 'Full text – PDF' link to access the article

☐ 3**Customer satisfaction in business-to-business marketing: The case of retail organizations and their suppliers: [1]**

Full Text

Schellhase, Ralf; Hardock, Petra; Ohlwein, Martin.

The Journal of Business & Industrial Marketing, Santa Barbara Vol. 15, Iss. 2/3, (2000): 106-121

Books that match your search

**06 - HOW TO SET UP YOUR OWN IMPORT/EXPORT BU ...**

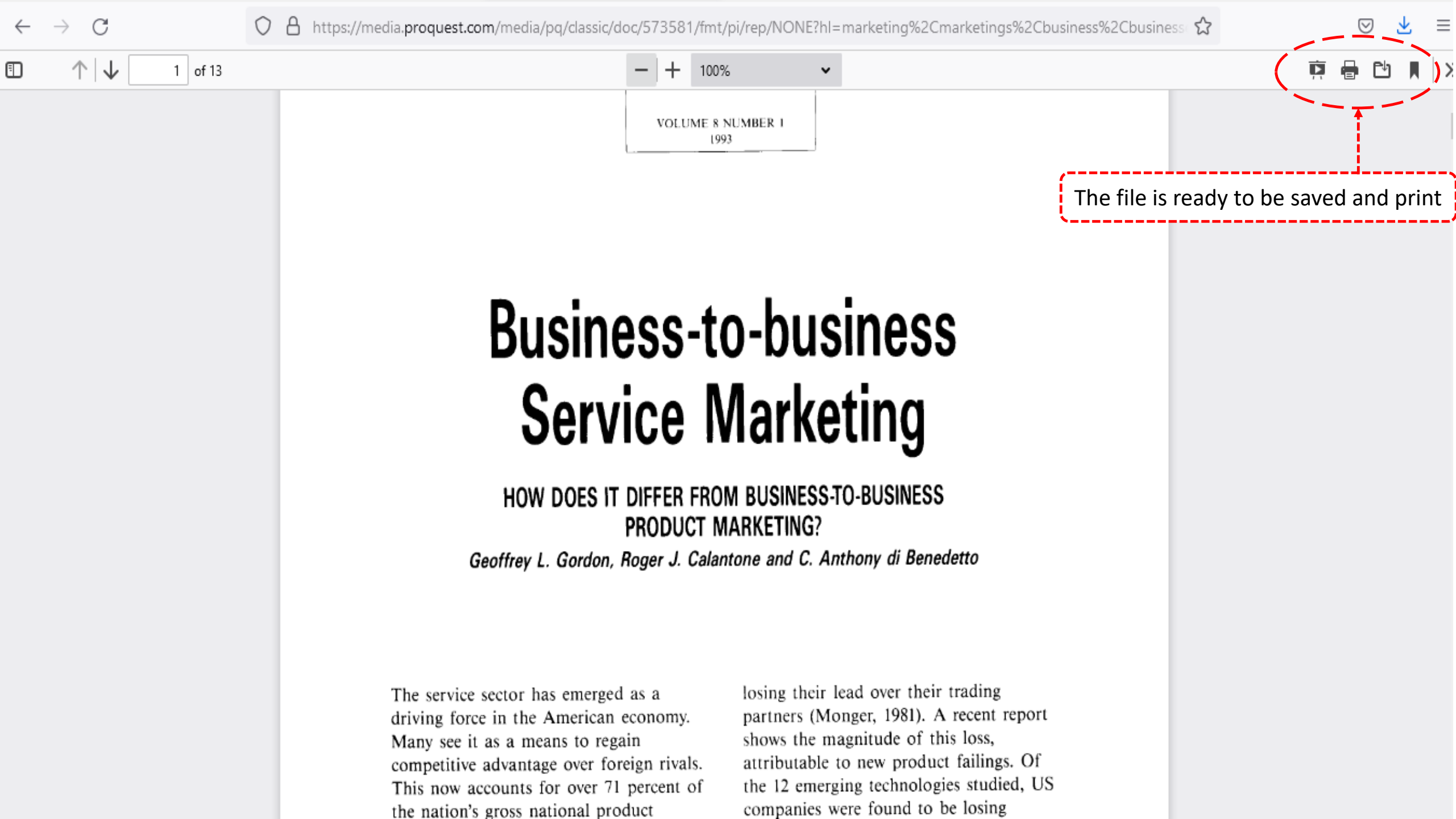
Nelson, Carl A.

*Import Export : How to Take Your **Business** Across Border ...***Network equipment**

Ramahandry, Tana.

Digiworld Yearbook . 38-39.

Montpellier. Institut de l'Audio ...



VOLUME 8 NUMBER 1
1993

Business-to-business Service Marketing

HOW DOES IT DIFFER FROM BUSINESS-TO-BUSINESS
PRODUCT MARKETING?

Geoffrey L. Gordon, Roger J. Calantone and C. Anthony di Benedetto

The service sector has emerged as a driving force in the American economy. Many see it as a means to regain competitive advantage over foreign rivals. This now accounts for over 71 percent of the nation's gross national product

losing their lead over their trading partners (Monger, 1981). A recent report shows the magnitude of this loss, attributable to new product failings. Of the 12 emerging technologies studied, US companies were found to be losing

The file is ready to be saved and print