

Využití e-zdrojů: cesty mechové a cesty trnité

Vladimír Karen
Albertina icome Praha s.r.o.

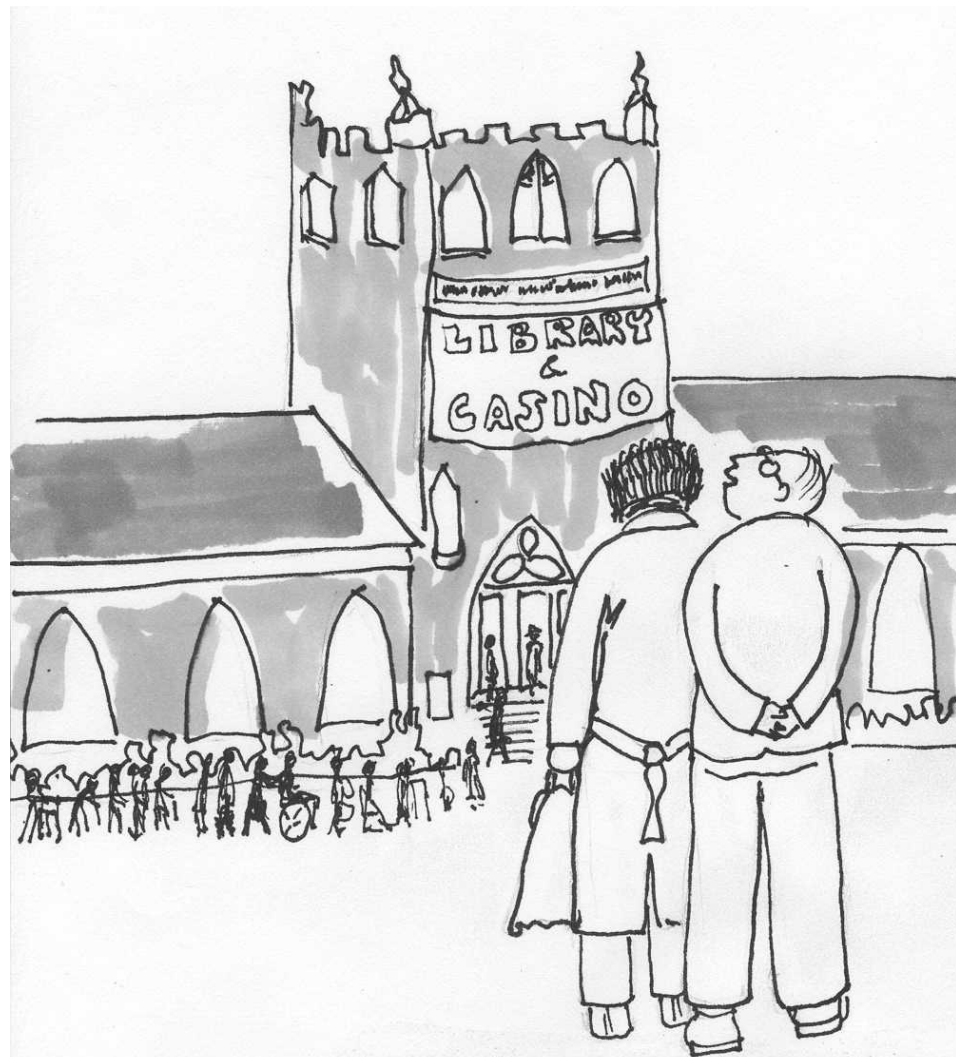
- očekávání informačních pracovníků
- potřeby pocítované a reálné
- motivace uživatelů
- informační gramotnost
- propagace
- strategie
- marketingová komunikace
- technické bariéry
- uživatelský komfort





"I vote we hang the darnn thing upside down and go home!"

Hlasuju, abychom tu zatracenou věc pověsili vzhůru nohama a šli domů!



Well, it HAS solved the budget shortfall.

No, snížený rozpočet to opravdu vyřešilo.

- Strategické plánování
 - Vize a poslání
 - SWOT analýza
 - Stanovení cílů
- Dílčí oblasti
 - Informační gramotnost
 - Marketingová komunikace
 - Propagace
 - Technické bariéry
 - Uživatelský komfort

Out-googling Google: Federated Searching and the Single Search Box

Verne W. Newton & Kathryn Silberger
James A. Cannavino Library
Marist College, Poughkeepsie, NY

13th National ACRL Conference
29.3. – 1.4.2007

Plný text a ukázky jsou k dispozici na
http://library.marist.edu/ACRL/Foxhunt_demo.html

James A. Cannavino Library

Databases

Online Access 24/7

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A B C D E F G H I J L M N O P R S T V W Z	
ABI/INFORM Global	Business, Communications, Information Systems.
Academic Search Elite	All disciplines.
ACM Digital Library	Computer Science, Computer Mathematics.
ACM Guide to Computing Literature	Index to scholarly computer science journal and proceedings articles, books, technical reports and theses.
ACS Publications	Scholarly journals published by the American Chemical Society. 11 titles in current file and archive; 19 titles in archive range only.
Agricola	Strong in environmental sciences, food and human nutrition, forestry and entomology.
America: History and Life	United States and Canadian history from prehistoric times to the present.
American National Biography	Biographic sketches of historic Americans.
Barron's	Stock market-oriented weekly newspaper.
BasicBiosis	Scholarly journals in Biology.
Biology Digest	Indexes 200 life sciences journals and magazines, and selected web sites.
Book Index with Reviews	800,000+ reviews of books in all subject areas.
Business and Company Resource Center	Business, Communications, Company profiles, Industry overviews.
Business Source Premier	Business, Communications, Company profiles, Industry overviews.
Choice Reviews Online	Reviews of books and electronic resources of interest to colleges and universities. Please note: this site disables your browser's "back" button. Use menus to navigate. Close browser window to exit.
Clinical Pharmacology	(1) Technical medical descriptions of drugs and supplements, including mechanism of action and pharmacokinetics. (2) Patient education information distributed with drugs and supplements.
CIAO	Political Science, International Affairs, International business.
Code of Federal Regulations	All US Federal regulations.
ComAbstracts	Communications.
Comm Journals Index	Indexes 60 core communications journals through several decades of backfile.
Communication & Mass Media Complete	Scholarly journals and magazines in broad fields of communications and Mass Media.
Consumer Reports Best Buy Drugs	Information about prescriptions drugs. See the site's mission statement .
CQPRESS In Context	Selected full text documents providing critical background information on current political topics.
	Current social issues. Political Science, Public Administration, Environmental

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History

Online Access 24/7

You Are Here: [Home](#) > [Databases](#) > [History](#)



Fox Hunt

advanced

Powered by Central Search

Use Fox Hunt to search
Core Databases and Google
at the same time

<ul style="list-style-type: none"> • Academic Search Elite • America: History and Life • American National Biography • Ebrary • Encyclopedia Britannica 	<ul style="list-style-type: none"> • Firstgov.gov • Gale Virtual Reference Library (Several History Encyclopedias) • Google • Google Scholar • Historical Abstracts 	<ul style="list-style-type: none"> • History E-Book Project • JStor • Project MUSE • The New York Times (Backfile) • ProQuest Research Library
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Additional Databases

- [American Memory](#)
- [Index to Jewish Periodicals](#)
- [The Perseus Digital Library](#)
- [Collected Works of Abraham Lincoln](#)
- [Public Papers of the Presidents of The United States](#) (Documents from administrations of Hoover through Clinton)
- [Foreign Relations of the United States 1861 - 1960](#) (Most important official documents of American foreign policy 1861 to 1960.)
- [Foreign Relations of the United States 1945 1976](#) (continuation of official documentary histories).
- [University Law Review Project](#)
- [Wilson Select Plus](#)

Journals

- [American Historical Review](#)
- [Journal of American History](#)
- [Journal of Military History](#)
- [Journal of the History of Ideas](#)
- [William & Mary Quarterly](#)
- [More "History" Journals](#)
- [More "History - General" Journals](#)

Faculty Recommended Websites

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[United States History](#)

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- 27 předmětových podstránek




Fox Hunt

Accounting
 Art & Art History
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 Chemistry / Biochemistry
 Computer Science
 Communication
 Criminal Justice

Economics
 Education
 English
 Environmental Science/Policy
 Fashion
 History
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 Political Science
 Psychology
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 Social Work & Sociology

Search **Core Databases** and **Google**
 at the same time



Ebrary

- Meziroční změny ve využití:
 - návštěvnost stránek +13%
 - počet vyhledávání +29%
 - využití PDF dokumentů +63%
 - celkové využití dokumentů +350%
 - *pokles využití u nekompatibilních zdrojů*
- Velmi dobrá zpětná vazba uživatelů
- Vytvořeny virtuální databáze (např. Fashion Design) ze zdrojů na www



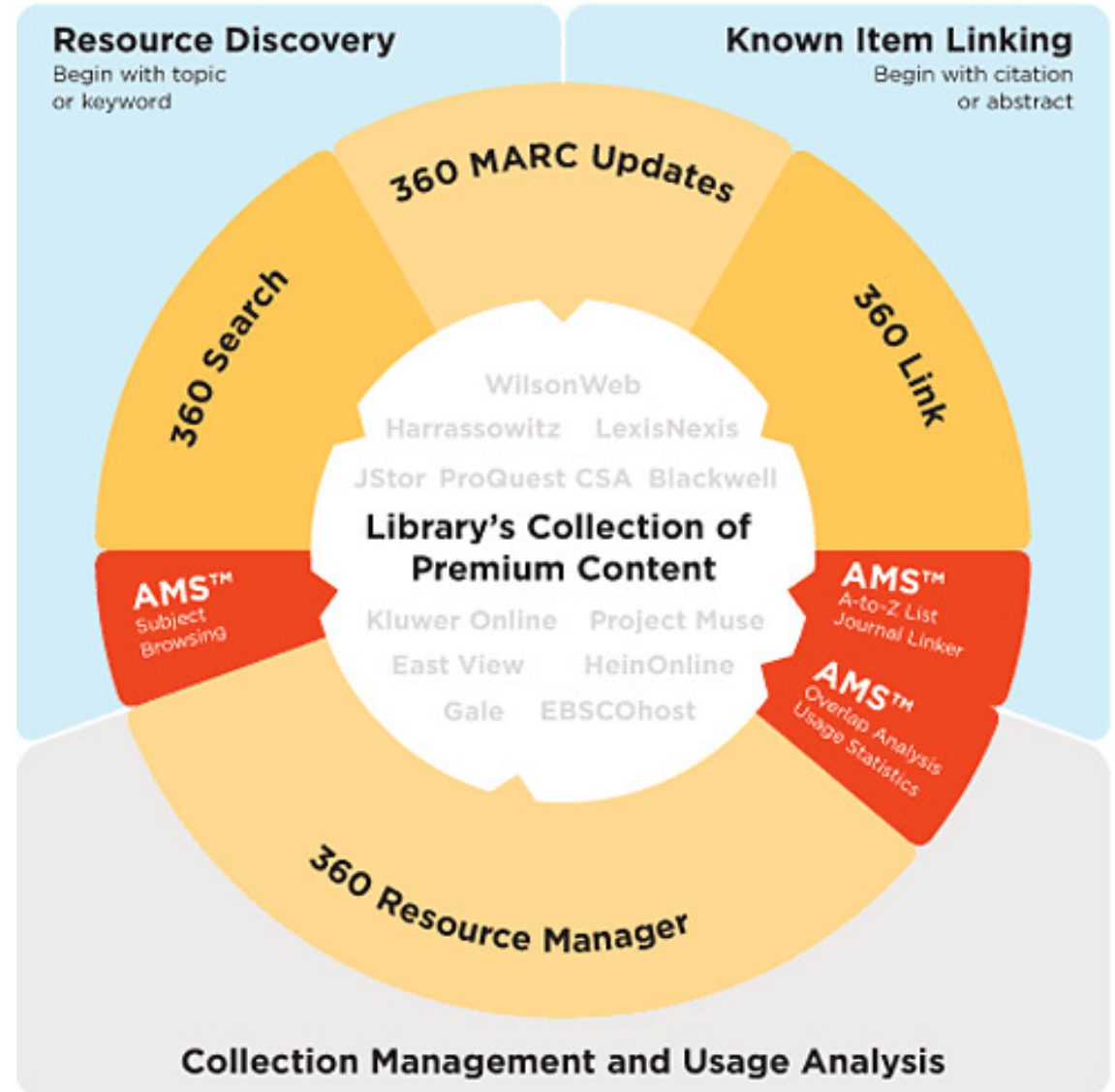
„ERAMS“

- 360 Search
- 360 Link
- 360 MARC Records
- 360 Resource Manager
- AMS

- **vše formou online služby (SaaS)**

Access

Optimize accessibility and usage



Management

Optimize collection and workflow

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Basic Search

Advanced Search

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magellan

Title

Search

- Select All** - Searches all subjects shown below.
- Quick Search**
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- Business**
- Computer Science**
- Criminal Justice**
- Economics**
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- English and Literature**
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Basic Search

Advanced Search

Search tips

Search by subject | Search by database

magellan

And

And

And

Year: (Format: yyyy)

Title

- Title
- Author
- Full Text
- Keyword
- Subject
- Abstract
- ISBN
- ISSN
- Any

- Select All** - Searches all subjects shown below.
- Quick Search**
- Art and the Performing Arts**
- Business**
- Computer Science**
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Topics | **Date** | **Journals** | **Authors**

Clustered Results

- All Topics (1040)**
- Strait Of Magellan (117)
 - Venus, Spacecraft (86)
 - Review, Book (83)
 - Magellan Health Services (81)
 - Fund, Fidelity (78)
 - Image (61)
 - Voyage (56)
 - Magellan Midstream (53)
 - Ferdinand Magellan (49)
 - Magellanic Cloud (38)
 - GPS, Global (27)
 - Program, Providers (26)
 - Telescope (25)
 - Species, Especies (24)
 - Contract (18)
 - [More](#)

Sort Results by: [Date](#) | [Title](#) | [Author](#) | [Source](#)

Filter by:
 Full Text

Results 1-25 of 1477 returned for "title contains magellan" (71135 total)

1 - 2 - 3 - 4 [Get More Results >](#)

Results in "Venus, Spacecraft" Cluster (Clear filters)

- Select all records** :: 0 selected records: [Email](#) or [Export/Save](#)
- [1. In the Footsteps of Explorers Series.](#)
Cutt, Carolyn.
Resource Links (1201-7647)
1 Apr 2006.
Source: [Junior Edition K-12](#)
[Show In Clusters](#)
 - [2. Venus radar 12.6 cm, Magellan synthetic aperture radar \(Art Reproduction\)](#)
Canadian Art (0825-3854)
Spring 1998. Vol. 15, Iss. 1; p. 63
Source: [Art Full Text](#)
[Show In Clusters](#)
360LINK

Results By Source

- ABC-CLIO (48)**
- ARTstor (16)**
- Austin Peay State University Woodward Library (10)**
- Blackwell Synergy (148)**

Topics | Date | Journals | Author

Clustered Results

All Topics (1040)

- ⊕ Strait Of Magellan (117)
- ⊕ Venus, Spacecraft (86)
- ⊕ Review, Book (83)
- ⊕ Magellan Health Services (81)
- ⊕ Fund, Fidelity (78)
- ⊕ Image (61)
- ⊕ Voyage (56)
- ⊕ Magellan Midstream (53)
- ⊕ Ferdinand Magellan (49)
- ⊕ Magellanic Cloud (38)
- ⊕ GPS, Global (27)
- ⊕ Program, Providers (26)
- ⊕ Telescope (25)
- ⊕ Species, Especies (24)
- ⊕ Contract (18)
- ⊕ Lead (18)
- ⊕ Magellan Petroleum (17)
 - Board (15)
- ⊕ Columbus, Rise of the Spanish Empire (15)
 - Named, CEO (14)
- ⊕ Magellan Aerospace (12)
- ⊕ Andean, Rivers (10)
 - Theory, Contributions (10)
- Navigator to Magellan (8)
- Utilities, MUDC (8)
- Habitat, Behaviour (7)
- House (6)
- Nuage (6)
- Refined (6)
- RoadMate (6)
- Atlantic Ocean (5)
- Hard Disk (5)
- Maestro, Devices (5)
- Magellan Finds (5)
- Magellan Launches (5)
- North America (5)
 - SAR data (5)
- Other (266)

Topics | Date | Journals | Author

Clustered Results

All Dates (1040)

- Fall (2)
- C (2)
- ⊕ 2000 and later (509)
- ⊕ 1990-99 (238)
 - 199 (2)
- ⊕ 1989 (19)
- ⊕ 1987 (6)
 - 1986 (4)
- ⊕ 1985 (7)
 - 1984 (3)
 - 1982 (4)
 - 198 (3)
 - 1979 (3)
 - 1978 (3)
 - 1977 (2)
 - 1974 (2)
- ⊕ 1973 (5)
 - 1972 (3)
- ⊕ 1970 (6)
 - 1969 (2)
 - 1967 (2)
 - 1938 (3)
 - 1930 (2)
 - 1924 (3)
- ⊕ 1900 (6)
 - 1891 (2)
 - 1890 (3)
 - 1873 (3)
 - 1871 (3)
 - 1870 (2)
 - 1849 (2)
 - 16th C (2)
- Other (49)

Topics | Date | Journals | Author

Clustered Results

All Journals (1040)

- Mental Health Weekly (33)
- Monthly Notices of the Royal Astronomical Society (18)
- New York Times (1857-Current fi New York, N.Y. (14)
- Science (13)
- Financial Times; London (UK) (10)
- Kirkus Reviews (10)
- M2PressWIRE (10)
- Modern Healthcare (10)
- Proceedings of the SPIE - The International Society for Optical Engineering (10)
- ProQuest Dissertations and Theses (10)
- Wall Street Journal; Eastern editi New York, N.Y. (9)
- Aviation Week & Space Technolo (8)
- Booklist (8)
- BusinessWorld; Manila (8)
- Fair Disclosure Wire; Waltham (8)
- TFN/Nelson's Research Reports (4)
- Astronomy (7)
- Business Wire (7)
- Hoover's Company Records; Aust (7)
- Library Journal (7)
- Business Wire; New York (6)
- Nature (6)
- School Library Journal (6)
- TFN/Nelson's Domestic Earnings Reports (6)
- Wireless News; Coventry (6)
- Biotech Business Week; Atlanta (6)
- Defined Contribution & Savings I Alert; New York (5)
- Fortune (5)
- Geoscience and Remote Sensing Symposium, 1992. IGARSS '92.

Topics | Date | Journals | Authors

Clustered Results

All Authors (1040)

- Anonymous (15)
- Dornheim, Michael A (7)
- McDougall, Walter A (6)
- Astorga, Espana M S (4)
- BREWSTER, DEBORAH (4)
- Batten, Donna (3)
- Bayer, Barry D (3)
- Carls, Alice-Catherine (3)
- Gilroy, Amy (3)
- HILDEBRAND, ARTHUR STURGES (3)
- Johnson, W T K (3)
- Kerr, Richard A (3)
- Leung, K (3)
- Martin, H M (3)
- Martin, Laura C (3)
- Quezzaire, Pilar (3)
- Sheckman, S A (3)
- Sheehan, William (3)
- Thomas, Hugh (3)
- Zweig, Stefan (3)
- Anderson, C (2)
- Andrews, Robert J (2)
- Arends, Brett (2)
- Arntz, Wolf (2)
- Arvidson, R E (2)
- Bergreen, Laurence (2)
- Buderer, Robert (2)
- Caruso, G (2)
- Charnizon, Marlene (2)
- Chen, M (2)
- Driscoll, Brendan (2)
- Dybek, Stuart (2)
- España, M S Astorga (2)
- Ford, P G (2)
- Fritz, Jean (2)
- Fuhrmans, Vanessa (2)
- Fulton, Marianne (2)
- Galt, John (2)
- Haas, Brian L (2)
- Haggas, Carol (2)



- ideální nástroj pro informační gramotnost
 - systematická práce s nalezenými informacemi
 - import/export + výstup ve formátech požadovaných vydavateli
 - licence pro celou instituci
- opět formou online služby (SaaS)

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Ref ID: 35 Web Page (Electronic) Reference 1 of 42 Library Marketing [View](#) [Edit](#) [S-F-X](#)

Title: Official Guerrilla Marketing Website

Authors:

Source: 2007, Guerrilla Marketing International, <http://www.gmarketing.com>

Ref ID: 140 Web Page (Electronic) Reference 2 of 42 Library Marketing; Publikace VK [View](#) [Edit](#) [S-F-X](#)

Title: Výběr doporučené literatury na téma marketing a knihovny

Authors: [Karen, Vladimír](#)

Source: 2007, RefShare, Praha, <http://www.refworks.com/refshare/?site=035901137744000000/RWWS2AA1191095/Library%20Marketing>

Ref ID: 135 Journal Reference 3 of 42 Last Imported; Library Marketing [View](#) [Edit](#) [S-F-X](#)

Title: Library 2.0 in the Corporate World: Marketing Becomes Collaboration

Authors: [Konieczko, Jill](#)

Source: [Information Outlook](#), 2007, 11, 3, 40

Ref ID: 134 Journal Reference 4 of 42 Last Imported; Library Marketing [View](#) [Edit](#) [S-F-X](#)

Title: The Long Tail: Implications for Marketing Library Services

Authors: [Lee, Deborah](#)

Source: [Library Administration & Management](#), 2007, 21, 2, 93

Ref ID: 141 Book, Section Reference 5 of 42 Library Marketing [View](#) [Edit](#) [S-F-X](#)

Section Title: Out-googling Google: Federated Searching and the Single Search Box

Authors: [Newton, Verne W.](#); [Silberger, Kathryn](#)

Source: 2007, ACRL (Association of College and Research Libraries)

Ref ID: 136 Journal Reference 6 of 42 Last Imported; Library Marketing [View](#) [Edit](#) [S-F-X](#)

Title: Electronic Resources Won't Sell Themselves: Marketing Tips

Authors: [Wisniewski, Jeff](#); [Fichter, Darlene](#)

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Last Imported; Library Marketing

Ref ID: 134
 Ref Type: Journal
 Source Type: Print
 Authors: [Lee, Deborah](#)
 Title: The Long Tail: Implications for Marketing Library Services
 Periodical, Abbrev: [Library Administration & Management](#)
 Pub Year: 2007
 Pub Date Free Form: Spring
 Volume: 21
 Issue: 2
 Start Page: 93
 Descriptors: [Market strategy](#); [Libraries](#); [Business models](#); [Niche marketing](#)

Abstract: Lee discusses the Long Tail, Chris Anderson's innovative description of the new market model for the Internet age. The Long Tail concept represents a challenge to libraries trying to develop successful marketing strategies.

ISSN/ISBN: 08884463

Links: <http://proquest.umi.com/pqdweb?did=1243830561&Fmt=7&clientId=65345&RQT=309&VName=PQD>

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- RefShare - možnost sdílení výsledků na WWW
- Ukázka: Výběr doporučené literatury na téma „marketing v knihovnách“
 - <http://www.refworks.com/refshare/?site=035901137744000000/RWWS2AA1191095/Library%20Marketing>

Děkuji za pozornost!

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