

Literature and news on management: sources

- **Books**
 - [Library catalogue](#)
- **Thesis / Dissertations**
 - [Library catalogue](#)
- **Academic articles**
 - [Business Source Complete](#)
 - [ScienceDirect](#)
 - [Emerald](#)
- **News**
 - [Factiva](#)
 - [Europresse](#)

□ Search

- Enter one or more keywords and select “All fields” from the drop down menu
- Select the document type “Books”
- Click on “Search”

□ Consultation

- The primary information displayed allows you to identify the book (title, author(s), publisher, edition, year of edition, call number)
- For more information (summary, keywords, etc.) and to see whether the book is available, click on the title
- The “cote” or code tells you where to find the book in the library

Ex: 4-73 BLO for books

P993 for periodicals

Rechercher

-
- 1 **Comptabilité de gestion**
HORNGREN , Charles T.
Pearson Education (3e éd.)
2006
Cote : 4-73 HOR
 - 2 **Comptabilité de gestion - Corrigés**
HORNGREN , Charles T.
Pearson Education (3e éd.)
2006
Cote : 4-73 HOR

Books


Library catalogue

□ Availability

- The availability of the book is indicated at the bottom of the page in the column "Status"
- You can reserve a book which is currently on loan by clicking on the green book

□ For more information

- Selected references can be printed, sent by email, or exported into the results list (1)
- Sort the references by date, author, title, etc. (2)
- Click on the links within the notice (authors, keywords, etc.) to find the results related to these terms

Code-barres	Cote	Site	Catégorie de prêt	Etat	Date retour	Type comm.
188305	4-73 HOR	Campus HEC	Manuel (prêt court)	Disponible		Prêt 

1

2

1

Titre(s)	Contrôle de gestion et gestion budg
Auteur	HORNGREN, Charles T. 
Grand thème	Comptabilité et Contrôle de Gestior
N° ISBN	2-7440-7159-5
Prix et Disponibilité	36 
Adresse bibliographique	: Pearson Education Paris 2006
Collation	444 p.
Collection	Synthex, synthèse de cours et exerc
Matière - Nom géographique	GENERAL
Descripteur matière	CONTROLE DE GESTION BUDGET

Thesis/dissertations

Library Catalogue

□ Search

- Enter one or more search terms
- According to the type of document you want, select “Student works”, “Professional thesis”, and/or “PhD thesis”. Hold down the CTRL button to select several elements
- Click on “Search”

Recherche experte

Tous les champs ▼ consommateur

Tous les champs ▼ publicité

Auteur ▼

Mot Clé ▼

Publications d'HEC Paris

et ou sauf

et ou sauf

et ou sauf

Type de document

Support

Thématique

Manuels de cours

Rapports de stage

Mémoires/Thèses Mastere

Thèses de Doctorat

Revue

Tous

Papier

eBooks

DVD

CD Rom

Tous

Carrière/Formation

Comptabilité-Contrôle

Gestion financière

Droit/Fiscalité

Rechercher

□ Consultation

- The initial information allows you to identify the document (title, author(s), publisher, edition, year of edition, call number)
- The paper clip icon indicates that the full text document is available online
- For more information (summary, keywords, etc.) and to see whether the book is available, click on its title

9 **La projection du consommateur dans les produits et**
DELATTRE, Marie
Groupe HEC
2006
Cote : 06 III 52 M

10 **Champagne de Castellane. Efficacité de la publicité**
LUQUIENS, Guillaume
Groupe HEC
2005
Cote : 6-1511-311 LUQ

Thesis/ Dissertations

Library Catalogue

□ Availability

- The availability of the book is indicated at the bottom of the page in the column "Status"
- You can reserve a book already on loan by clicking on the green book

□ For more information

- Select the references to print, send by email, or to export as a list of results (1)
- Sort the references by date, author, title, etc. (2)
- Click on the links within the notice (authors, keywords, etc.) to find the results related to these terms

Code-barres	Cote	Site	Catégorie de prêt	Etat	Date retour	Type comm.
179255	6-1511-311 LUQ	Campus HEC	Ouvrage Gestion	Disponible		Prêt

1

2

Question : 4 Mots = [consommateur] et 4 Mots = [publicité] et Type document = ...

Trier croissant

Trier décroissant

23 notices / page

9 [x] [book icon] La projection du consommateur dans les produits et services, dans les émotions (publicité, reality show...) ou dans le rêve
DELATTRE, Marie
Groupe HEC
2006
Cote : 06 III 52 M

10 [x] [book icon] Champagne de Castellane. Efficacité de la publicité
LUQUIENS, Guillaume
Groupe HEC
2005
Cote : 6-1511-311 LUQ

Titre(s)

La projection du consommateur dans les produits et services, dans les émotions (publicité, reality show...) ou dans le rêve

Auteur → DELATTRE, Marie

Langue document Français

Adresse bibliographique : Groupe HEC
Jouy-en-Josas 2006

Collation 53 p + ann.

Matière - Nom géographique GENERAL

→ Descripteur Delphes STRATEGIE MARKETING
MESSAGE PUBLICITAIRE
COMPORTEMENT DU CONSOMMATEUR
COMPORTEMENT D'ACHAT

Documents

06IIIS2M

Academic articles

Business Source Complete

□ Search

- Enter one or more keywords
- Select your search options by using the heading “Search options”
- Click on “Search”

EBSCO
HOST

Searching: [Specific Databases, Show all](#) | [Choose Databases by Subject](#)

Enter any words to find books, journals and more ?

[Search Options](#) ▶ [Basic Search](#) [Advanced Search](#) [Search History](#)

[Search Options](#)

Search Modes and Expanders

Search modes ?


- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

□ Consultation

- Pass the mouse over the magnifying glass icon to the right of the article title, to see a brief description
- Click on the title of the article to consult a more detailed description
- The articles available in full text are indicated by the PDF icon or a link “View this article at...”. Click on the link for direct access to the contents of the document

[Aided self-help: The Million Houses Programme – Revisiting the issues](#) 

By: Joshi, Sharadbala; Sohail Khan, M.. Habitat International, Jul2010, Vol. 24 Issue 3, p306-314, 9p; DOI: 10.1016/j.habitatint.2009.11.010; (AN 48400558)


Abstract: The self-help approach to housing aims at creating an enabling environment, an environment in which occupants of a piece of land, especially the poor, build their affordable houses fulfil...

Subjects: DECISION making; HOUSING -- Finance; HOUSING; RESEARCH; SRI Lanka; Other Community Housing Services; SELF-help housing; SUSTAINABILITY; POOR; COMMUNITIES

Database: Business Source Complete

[Add to folder](#)

[View this article at Science Direct](#) [Check SwetsWise Linker for more information](#)

[Decreasing airline delay propagation by re-allocating scheduled slack](#) 

By: AhmadBeygi, Shervin; Cohn, Amy; Lapp, Marcial. IIE Transactions, Jul2010, Vol. 42 Issue 7, p478-489, 12p; DOI: 10.1080/07408170903468605; (AN 50218883)

Passenger airline delays have received increasing attention over the past several years as air space congestion, severe weather, mechanical problems, and other sources cause substantial disrupto...

Subjects: AIRLINES; DECISION making; DATA analysis; AIRPLANES; UNITED States; Aircraft Manufacturing

Database: Business Source Complete

[Show all 10 images](#)

[Add to folder](#) | [Cited References: \(27\)](#)

[PDF Full Text \(327KB\)](#)

Academic articles

Business Source Complete

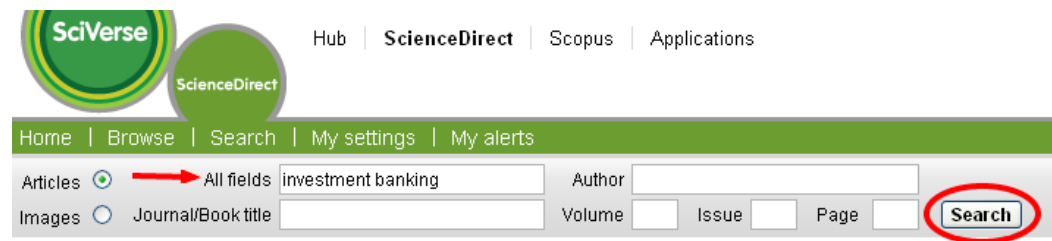
□ For more information

- The detailed description of the article indicates the keywords used to describe it. These terms allow you to narrow your search
- The tool bar allows you to access the citation of the article, to view it in full text, to print it, send it by email, and to export the article description in a bibliographic management software
- From the results list, you can also narrow results by source type, publication type, author, subject, etc. by using the column “Refine your results” (situated on the left of the screen, underneath the number of search results)

The screenshot displays the Business Source Complete interface. On the left, a sidebar shows search filters under 'Refine your results' (circled in red), including 'References Available', 'Scholarly (Peer Reviewed) Journals', and 'Cover Story'. Below this are sections for 'Source Types', 'Publication', 'Subject: Thesaurus Term', 'Subject', 'Company', 'Geography', and 'NAICS/Industry'. The main content area shows the article title 'Decision Process Evolution in Customer Channel Choice' with authors Valentin, Sara¹, Montaguoli, Elsa², and Neslin, Scott A³. The source is 'Journal of Marketing, Nov2011, Vol. 75 Issue 6, p72-96, 15p, 3 Diagrams, 8 Charts'. The document type is 'Article'. The subject terms include 'MARKETING channels', 'RESEARCH', 'CONSUMER behavior', 'DECISION making', 'MARKETING research', 'CONSUMER research', 'CONSUMERS' preferences', 'PRODUCT acceptance', 'MOTIVATION research (Marketing)', 'RETAIL industry -- Research', 'MARKETING management', 'CONSUMERS -- Attitudes', 'RETAIL stores', and 'MARKETING'. The author-supplied keywords are 'channel migration', 'customer channel choice', 'customer relationship management', and 'multichannel marketing'. The NAICS/Industry code is '541910 Marketing Research and Public Opinion Polling'. The abstract discusses the growing number of sales channels and the challenge for managers to understand customer decisions. On the right, a 'Tools' sidebar (circled in red) offers options like 'Add to folder', 'Print', 'E-mail', 'Save', 'Cite', 'Export', 'Create Note', 'Permalink', and 'Bookmark'. A 'PDF Full Text (700kb)' link is also circled in red.

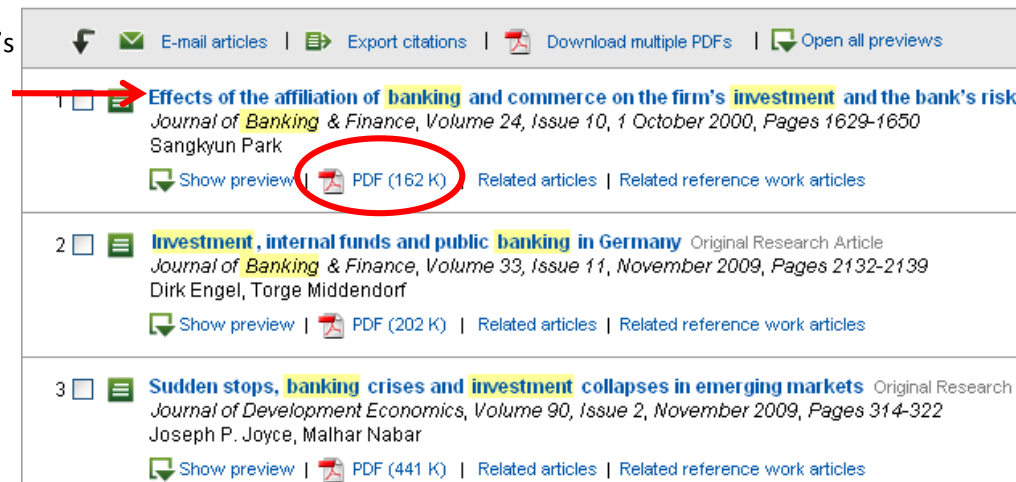
□ Search

- Enter the key words of your search in the field marked 'All Fields'
- Click on 'Search'



□ Consultation

- Click on the title to access a description of the article and its content in HTML form at.
- Click on the 'PDF' icon to access the article in PDF.



- For further information
- Search within your results by using the tool bar 'Search within results'
 - Define the research following the content, the title of the review, the subject or the date by using the column 'Refine results' then click on 'Limit' or 'Exclude'
 - Select one or more results to have them sent by mail, to export them or to download the full text
- After clicking on the article, you will be able to see its content in HTML format or download the PDF version.
- You can also read articles related to the same subject by clicking on the side bar 'Related Articles'

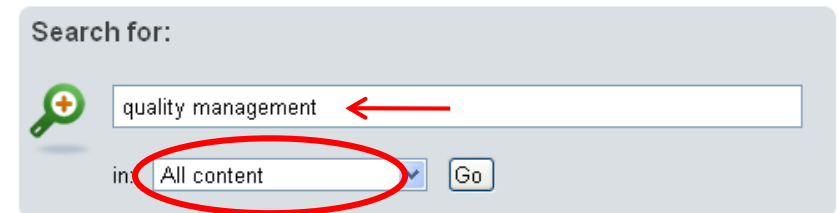
The screenshot shows the ScienceDirect interface. A red bracket highlights the 'Search within results' toolbar at the top, which includes a search input field and a 'Search' button. Below it, the 'Refine results' sidebar is shown, with red lines indicating the 'Limit to' and 'Exclude' buttons, and the 'Journal/Book Title' section. The 'Journal of Financial Economics' article is selected, with its title and authors highlighted. A red circle highlights the 'PDF (222 K)' download option. Another red circle highlights the 'Related articles' sidebar on the right. The article title is 'The impact of all-star analyst job changes on their coverage choices and investment banking deal flow'. The authors are Jonathan Clarke, Ajay Khorana, Ajay Patel, and P. Raghavendra Rau. The page also shows 'JEL Classifications' and a list of related articles.

Academic articles

Emerald

□ Research

- Enter keywords in the research bar in the middle of the screen
- Select the field in which you wish to search : All content, Journals, Books, Bibliographic databases, Cases studies, Site pages
- Click on 'Go'



Search for:

quality management

in: All content

Go

□ Consultation

- Click on 'Preview' to gain direct access a document summary
- To access the full text version, click on 'View HTML' to view the HTML version or click on 'Version PDF' for the PDF version .
- Click on 'Abstract' to display the document information

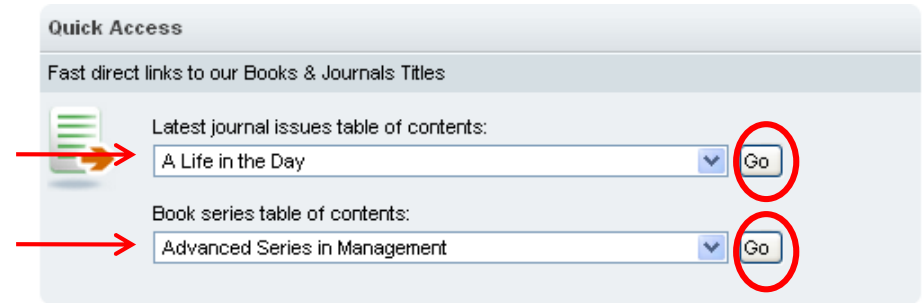
Journals:

[View all 32395 results](#)

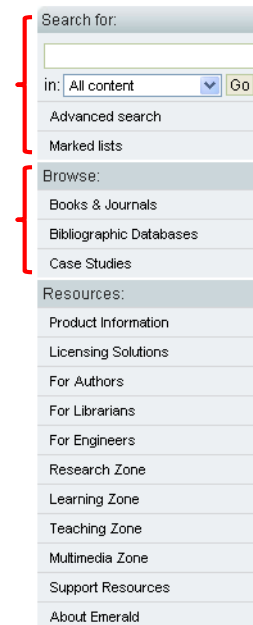
- 1 Infrastructure and core quality management practices: how do they affect quality?
Type: Research paper
Author(s): Xingxing Zu
Source: [International Journal of Quality & Reliability Management](#) Volume: 26 [Issue: 2](#) 2009
→ [Preview](#) | [View HTML](#) | [View PDF \(177kb\)](#) | [Abstract](#) | [Related items](#) | [Reprints & permissions](#)
- 2 Quality management practice in highway construction
Type: Conceptual Paper
Author(s): Mireille G. Battikha
Source: [International Journal of Quality & Reliability Management](#) Volume: 20 [Issue: 5](#) 2003
✓ [Preview](#) | [View HTML](#) | [View PDF \(452kb\)](#) | [Abstract](#) | [Related items](#) | [Reprints & permissions](#)

□ For more information

- From the home page, you can select the title of a review to get a summary of the last edition , or the name of a book to gain direct access to it's sumamry.

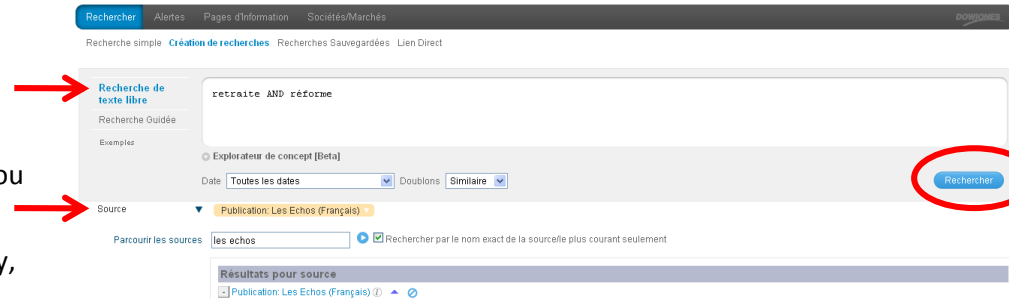


- To perform a new search on any page, select the menu which is always on the left of the screen.
- You can access previous issues from other reviews or book volumes



□ Search

- Enter one or more keywords
- If you enter several keywords, separate them by “AND” otherwise they will be interpreted as an expression and you may not find any articles.
- Refine the search by date, source, society, region, industry, etc.
- Click on “Run search”



□ Consultation

- Click on the title of the article to see the text in full (which is displayed in the window on the right)
- Use the arrows to expand or minimize the window displaying the article



- For more information
 - Select the articles to send by email, print, or export, etc.
 - The window on the left displays the number of occurrences of terms by sorting them in groups (companies, industries, keywords, news clusters, subjects, sources, and dates)
 - By clicking on a term, all the articles corresponding to the initial search and containing one of the searched terms will be shown.

The screenshot displays the News Factiva interface. At the top, there is a search bar and a navigation menu. Below the search bar, there is a list of publications. The left sidebar shows a hierarchical structure of categories and their corresponding counts. A red arrow points to the 'Publications' tab, and a red circle highlights the first article in the list.

Publications

Trier par: Le plus récent en premier | Doublons: Similaire | [Icons: Print, Email, PDF, etc.]

Titres 1 - 100 sur 4,258 Suivant 100 | Total des doublons: 0

Sociétés

Societe Nationale...	112
Electricite de Fra...	57
GDF Suez SA	47
Caisses d'Eparg...	45
Groupe La Poste	23
Banque de France	18
France Telecom SA	17
Allianz SE	14
Caisse des Depo...	13
The European Un...	9

Industries

Assurance	203
Banques/Organi...	125
Caisses d'Epargne	92
Secteur bancaire	84
Assurance vie	58
Transports/Tran...	52
Installations d'ele...	47
Transport ferrovi...	45
Banques comme...	42
Fonds/trusts/inst...	41

Mots clés

1. **Les assureurs-vie inquiets du projet de François Hollande**
Les Echos, 1 mars 2012, 701 mots, (Français)
L'alignement de la fiscalité de l'assurance-vie sur le barème de l'impôt sur le revenu envisagé par le camp socialiste suscite des interrogations chez les assureurs. Ils craignent qu'une telle mesure ne détourne les Français d'une épargne ...

2. **Fonctionnaires : l'Etat invité à s'inspirer du privé pour mieux gérer les fins de carrière**
Les Echos, 28 février 2012, 656 mots, (Français)
Un agent sur trois a plus de 50 ans. Dans un rapport remis aujourd'hui, le député centriste Pascal Brindeau s'alarme de l'absence de gestion de la pénibilité dans l'administration.

3. **Sarkozy décidé à s'attaquer au statut des enseignants**
Les Echos, 28 février 2012, 707 mots, (Français)
Le chef de l'Etat va détailler ce soir lors d'un meeting à Montpellier son projet « radical » pour l'école. Il a prôné hier matin sur RTL une présence accrue des enseignants dans les établissements sur la base du volontariat en contrepartie ...

4. **Retraites : les réformes du PS, de Mélenchon et de Joly coûteraient entre 5 et 33 milliards**
Les Echos, 27 février 2012, 487 mots, (Français)

□ Search

- Enter one or more keywords in the search bar before clicking the magnifying glass to launch your search.

Recherche

Autres critères de recherche



et ou sans dans tout le texte

et ou sans dans tout le texte

Date Sources

Depuis 7 jours Tout le contenu

□ Consultation

- Click on the title of the article and it will appear on the right, in the list of results.
- The  icon indicates that the article is available in PDF format and the  icon indicates that there are graphics (graphs, tables etc) which accompany it.

Résultat 65 documents

Tri par pertinence

1 p. 1 2 de 2

1 Les patrons sont prêts à travailler avec la droite comme la gauche

Le Figaro - 18/04/2012 - 338 mots  

Yann Le Galès LAURENCE PARISOT, PRÉSIDENTE DU MEDEF - de montrer leur détermination, les dirigeants patronaux continuent de négocier avec les syndicats pendant la campagne présidentielle sur les dossiers du 1 % logement et compétitivité-emploi. « Au-delà, nous sommes prêts

2 Les promesses électorales pleuvent en fin de campagne

La Tribune (France) - 18/04/2012 - 340 mots  

Fabien Pflü - la rigueur budgétaire fut jusqu'à il y a peu le fil rouge de la campagne des deux poids lourds de la campagne présidentielle, Nicolas Sarkozy et François Hollande ne sont

3 Le forum des lecteurs

Valeurs Actuelles - 19/04/2012 - 1413 mots 

d'un élitisme tant décrié... Laure Fouré Versailles A propos de l'euthanasie L a campagne présidentielle atteint, tout jeu de mots mis à part, des sommets dans la platitude... II

4 Mélenchon en rêve, l'Argentine l'a fait

Le Point.fr - 18/04/2012 - 441 mots

Par Michel Colomès - dans laquelle le gouvernement néo-péroniste argentin entraîne son pays. Car ce qui, dans la campagne présidentielle française, avec le soutien de nostalgiques d'un communisme anachronique et d'un nationalisme

5 Les candidats à la présidentielle ont zappé la question du pétrole, mais elle reviendra

L'Express - 18/04/2012 - 444 mots 

Christine Kerdellant - le prix de l'essence est à l'image de tous les sujets de la campagne présidentielle : il a éclo par surprise à la mi-mars (quand un garage parisien a

6 « La consommation, l'ou bliée de la campagne »


LSA - 19/04/2012 - 1634 mots  

PROPOS RECUEILLIS PAR S. AUBRIL ET Y. PUGET - Alain Bazot - Le pouvoir d'achat a été le thème majeur de la campagne présidentielle de 2007. Cins ans après, l'échec est oriant, notamment parce que le sujet est abordé

- For more information
 - To refine your search, you can use the fields in “other research criteria” to specify the date and the source from the corresponding drop-down lists. Click on the magnifying glass to validate these criteria.



Recherche




Liste des opérateurs et des clés

Autres critères de recherche

et ou sans dans tout le texte

et ou sans dans tout le texte

Date  Sources 

Depuis 7 jours Tout le contenu 