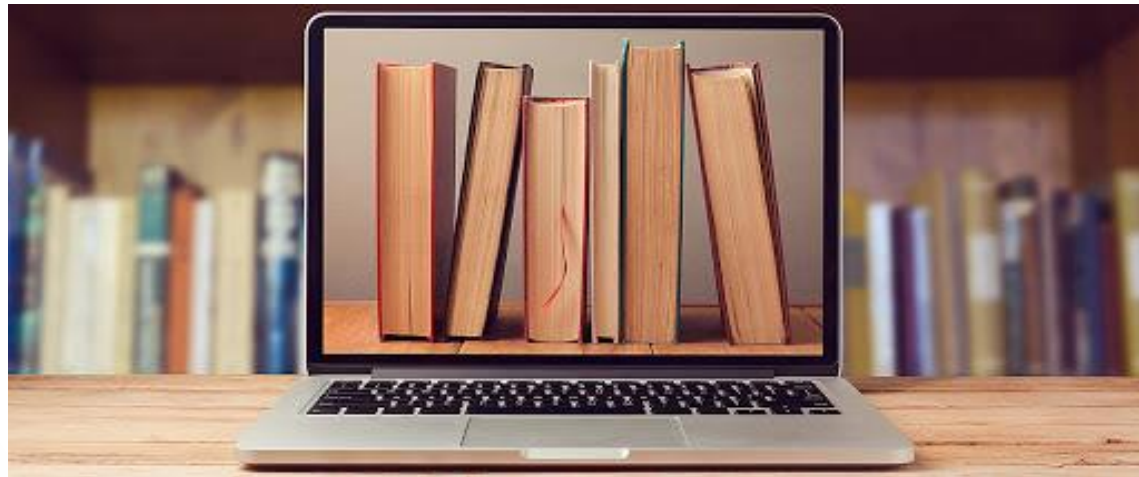


Accessing Digital Content

Using Open Access



Tamer M. Hussein
Head of Electronic Publishing Dept.
AASTMT Library

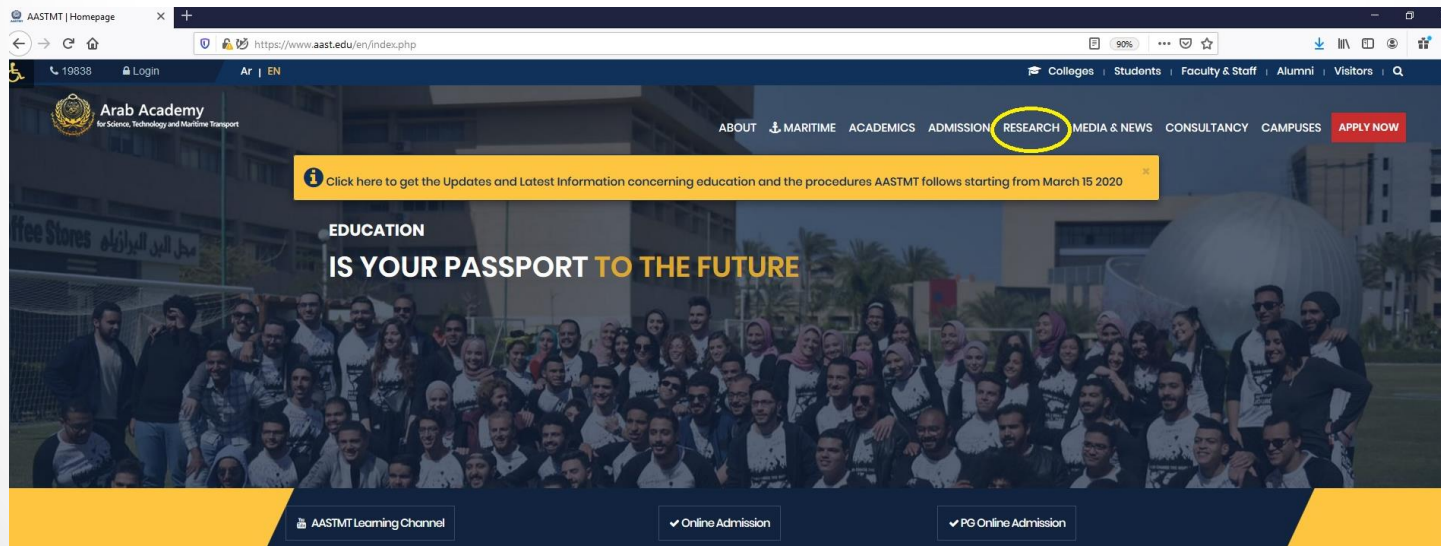
AASTMT Library Digital Content

- AASTMT Library provides a wide range of digital materials including: Theses, Dissertations, Graduation Projects, and Table of Contents of Books.
- The Electronic Publishing department is responsible for converting the printed information resources, that AASTMT owns their copy-rights, into a digital form and making them available to library users through the Internet.



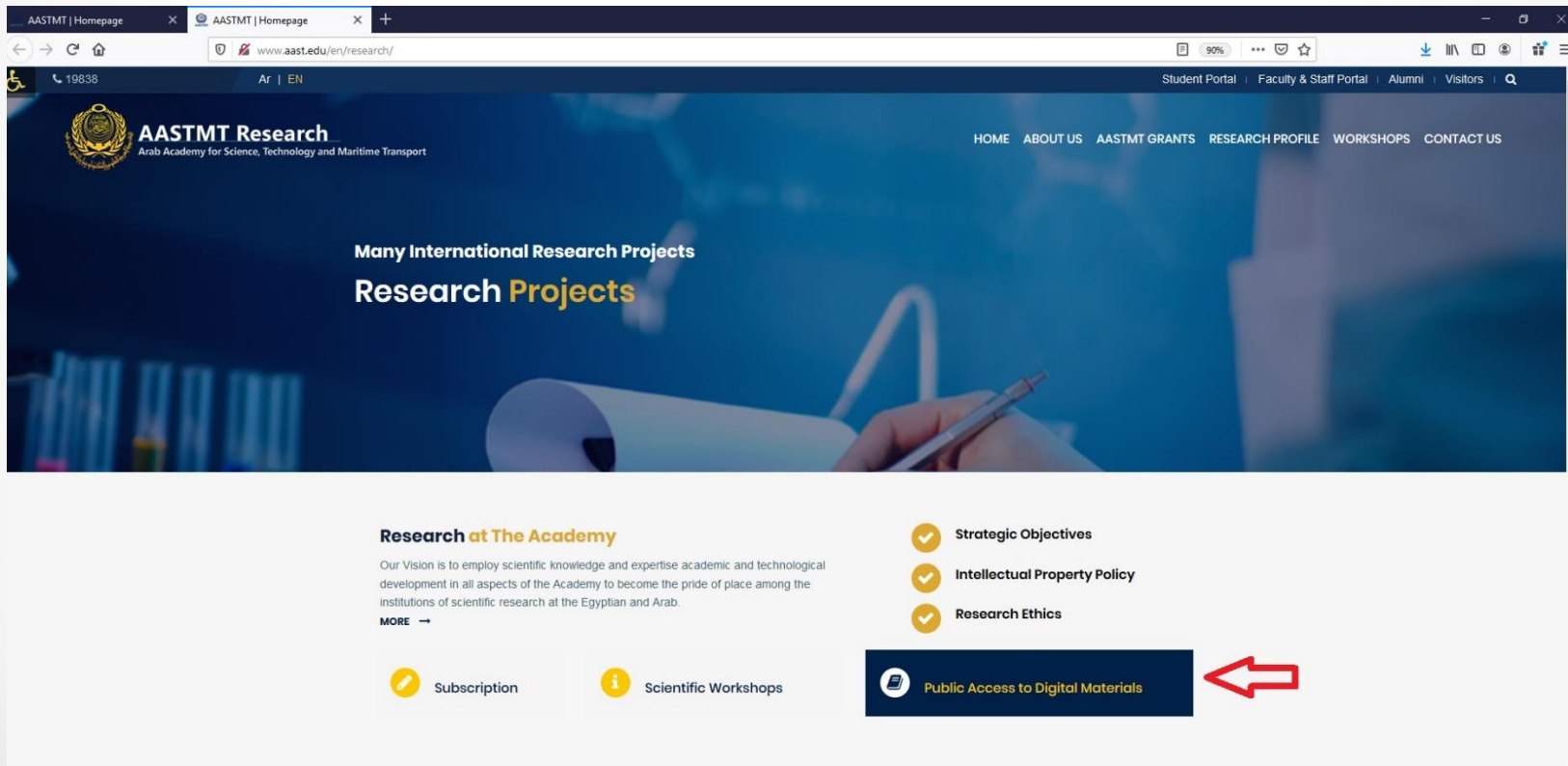
How to access the available digital materials?

- Go to: www.aast.edu
- Select: Research



Select:

Public Access to Digital Materials



The image shows a screenshot of the AASTMT Research website. The browser address bar displays 'www.aast.edu/en/research/'. The website header includes the AASTMT Research logo and the text 'Arab Academy for Science, Technology and Maritime Transport'. A navigation menu at the top right lists 'HOME', 'ABOUT US', 'AASTMT GRANTS', 'RESEARCH PROFILE', 'WORKSHOPS', and 'CONTACT US'. The main content area features a blue background with the text 'Many International Research Projects' and 'Research Projects'. Below this, there are several sections: 'Research at The Academy' with a description of the vision, a list of three items with checkmarks ('Strategic Objectives', 'Intellectual Property Policy', 'Research Ethics'), and three menu items: 'Subscription', 'Scientific Workshops', and 'Public Access to Digital Materials'. A red arrow points to the 'Public Access to Digital Materials' menu item.

AASTMT | Homepage

www.aast.edu/en/research/

19838 Ar | EN

Student Portal | Faculty & Staff Portal | Alumni | Visitors

AASTMT Research
Arab Academy for Science, Technology and Maritime Transport

HOME ABOUT US AASTMT GRANTS RESEARCH PROFILE WORKSHOPS CONTACT US

Many International Research Projects
Research Projects

Research at The Academy

Our Vision is to employ scientific knowledge and expertise academic and technological development in all aspects of the Academy to become the pride of place among the institutions of scientific research at the Egyptian and Arab.

MORE →

- ✓ Strategic Objectives
- ✓ Intellectual Property Policy
- ✓ Research Ethics

Subscription Scientific Workshops

Public Access to Digital Materials

You will be re-directed to:

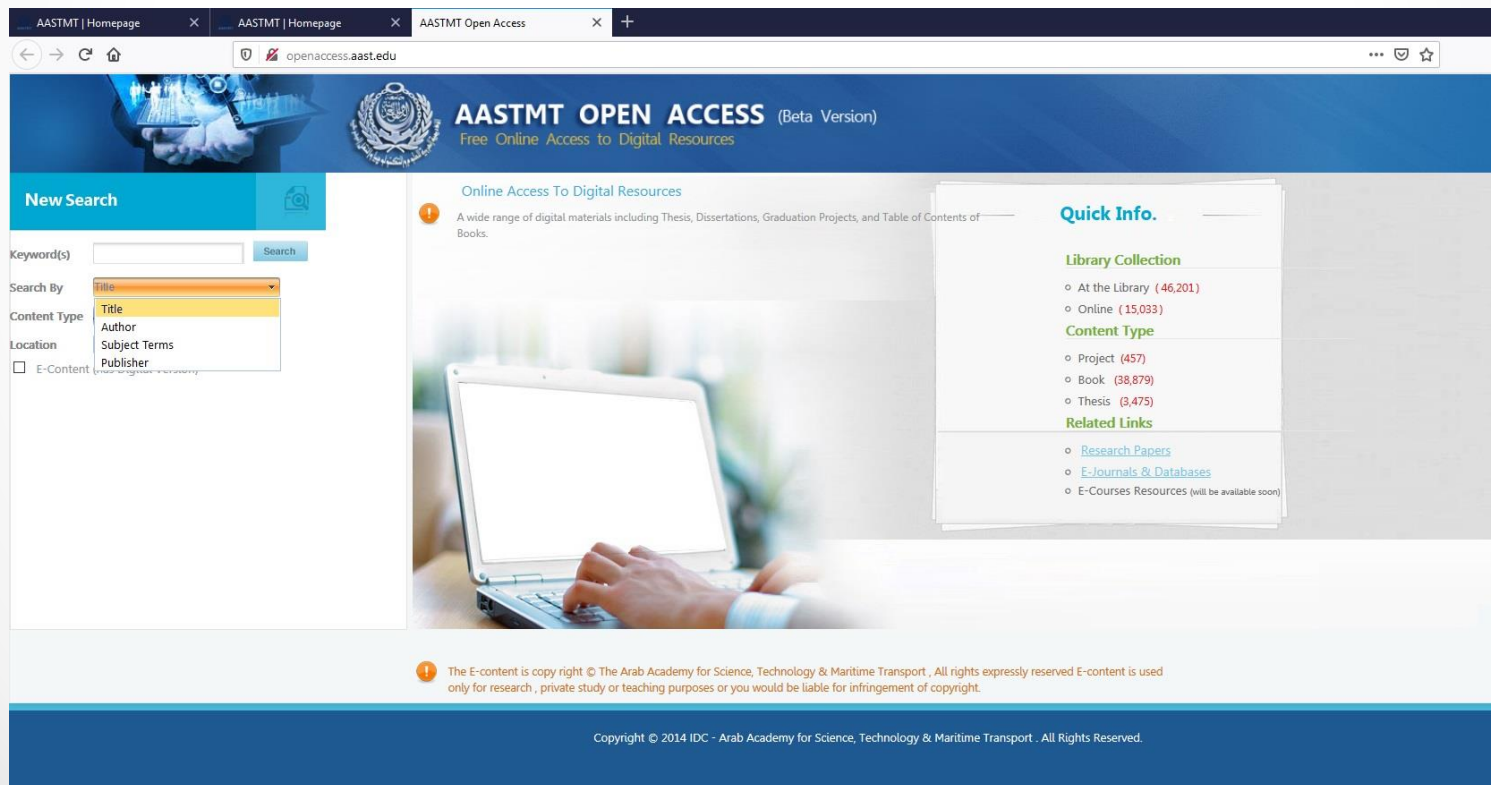
AASTMT Open Access

- Now, to begin your search, type the keywords you're looking for and **click: Search**

The screenshot shows a web browser window with three tabs: 'AASTMT | Homepage', 'AASTMT | Homepage', and 'AASTMT Open Access'. The address bar shows 'openaccess.aast.edu'. The website header features the AASTMT logo and the text 'AASTMT OPEN ACCESS (Beta Version) Free Online Access to Digital Resources'. On the left, there is a 'New Search' section with a search bar, a 'Search' button, and dropdown menus for 'Search By' (set to 'Title'), 'Content Type' (set to 'Books'), and 'Location'. Below these is a checkbox for 'E-Content (has Digital Version)'. A red arrow points to the search bar. The main content area is titled 'Online Access To Digital Resources' and includes a paragraph: 'A wide range of digital materials including Thesis, Dissertations, Graduation Projects, and Table of Contents of Books.' To the right, there is a 'Quick Info.' sidebar with sections for 'Library Collection' (listing 'At the Library (46,201)' and 'Online (15,033)'), 'Content Type' (listing 'Project (457)', 'Book (38,879)', and 'Thesis (3,475)'), and 'Related Links' (listing 'Research Papers', 'E-Journals & Databases', and 'E-Courses Resources (will be available soon)'). At the bottom, a copyright notice states: 'The E-content is copy right © The Arab Academy for Science, Technology & Maritime Transport , All rights expressly reserved E-content is used only for research , private study or teaching purposes or you would be liable for infringement of copyright.'

You may refine your search by limiting it using any of the attributes listed..

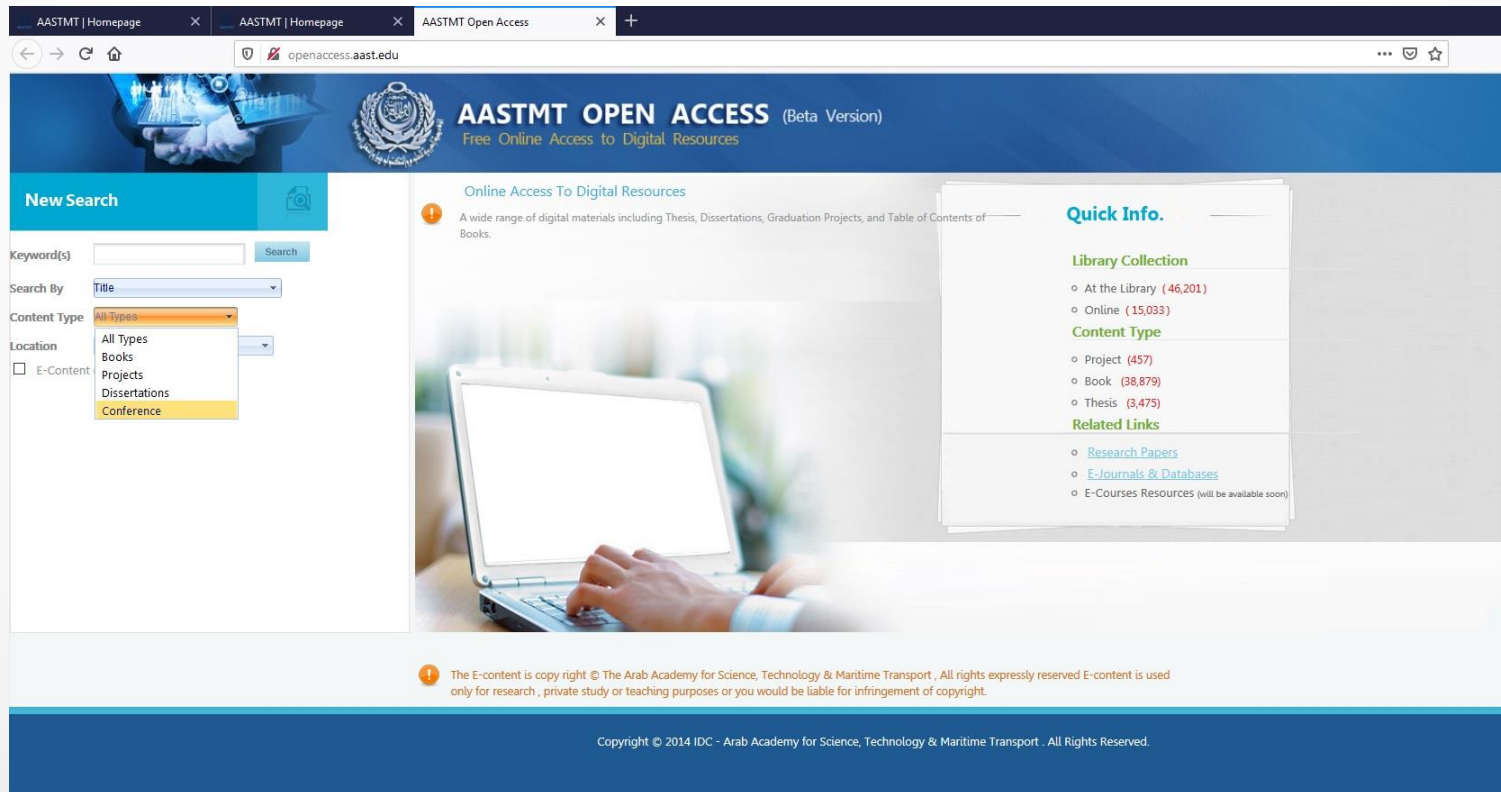
- You may choose to search by:
Title, Author, Subject terms, or Publisher



The screenshot displays the AASTMT Open Access website interface. The browser address bar shows 'openaccess.aast.edu'. The page header includes the AASTMT logo and the text 'AASTMT OPEN ACCESS (Beta Version) Free Online Access to Digital Resources'. On the left, a 'New Search' section features a search bar and a dropdown menu for 'Search By' with options: Title, Author, Subject Terms, and Publisher. A 'Content Type' filter is also visible. The main content area is titled 'Online Access To Digital Resources' and includes a brief description. On the right, a 'Quick Info.' panel provides statistics: Library Collection (46,201 total, 15,033 online) and Content Type (Project: 457, Book: 38,879, Thesis: 3,475). It also lists Related Links: Research Papers, E-Journals & Databases, and E-Courses Resources (will be available soon). A copyright notice at the bottom states: 'The E-content is copy right © The Arab Academy for Science, Technology & Maritime Transport . All rights expressly reserved E-content is used only for research , private study or teaching purposes or you would be liable for infringement of copyright. Copyright © 2014 IDC - Arab Academy for Science, Technology & Maritime Transport . All Rights Reserved.'

Choose the Content Type..

You may select to view all available types, or limit your search to: Books, Projects, Dissertations, or Conferences..



The screenshot displays the AASTMT Open Access (Beta Version) website. The header includes the AASTMT logo and the text "AASTMT OPEN ACCESS (Beta Version) Free Online Access to Digital Resources". The main content area features a search interface on the left with the following options:

- Keyword(s): [input field] Search
- Search By: Title
- Content Type: All Types (dropdown menu)
- Location: All Types (dropdown menu)
- E-Content

The dropdown menu for Content Type is expanded, showing the following options: All Types, Books, Projects, Dissertations, and Conference.

The main content area displays a message: "Online Access To Digital Resources. A wide range of digital materials including Thesis, Dissertations, Graduation Projects, and Table of Contents of Books." Below this is an image of a person using a laptop.

On the right side, there is a "Quick Info." section with the following data:

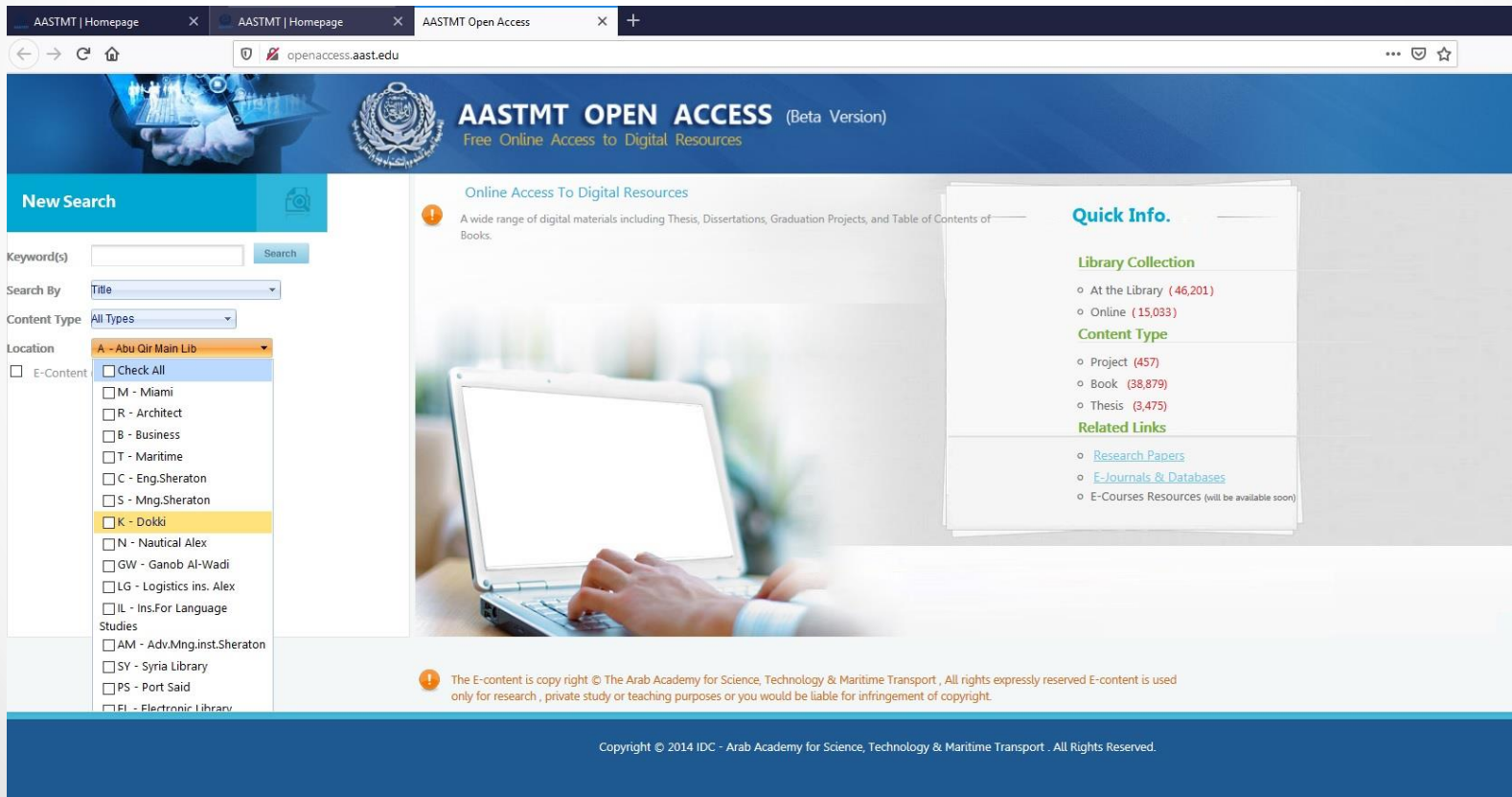
- Library Collection**
 - At the Library (46,201)
 - Online (15,033)
- Content Type**
 - Project (457)
 - Book (38,879)
 - Thesis (3,475)
- Related Links**
 - [Research Papers](#)
 - [E-Journals & Databases](#)
 - [E-Courses Resources \(will be available soon\)](#)

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Select The Library Location

You may choose the Library location most convenient to you, so you won't get the results available in other libraries..



The screenshot displays the AASTMT Open Access (Beta Version) website. The header includes the logo and the text "Free Online Access to Digital Resources". The main content area features a search interface with the following elements:

- Keyword(s)**: A text input field with a "Search" button.
- Search By**: A dropdown menu currently set to "Title".
- Content Type**: A dropdown menu currently set to "All Types".
- Location**: A dropdown menu currently set to "A - Abu Qir Main Lib".
- E-Content**: A checkbox that is currently unchecked.
- Location Selection List**: A list of library locations with checkboxes:
 - Check All
 - M - Miami
 - R - Architect
 - B - Business
 - T - Maritime
 - C - Eng.Sheraton
 - S - Mng.Sheraton
 - K - Dokki
 - N - Nautical Alex
 - GW - Ganob Al-Wadi
 - LG - Logistics ins. Alex
 - IL - Ins.For Language Studies
 - AM - Adv.Mng.inst.Sheraton
 - SY - Syria Library
 - PS - Port Said
 - EL - Electronic Library

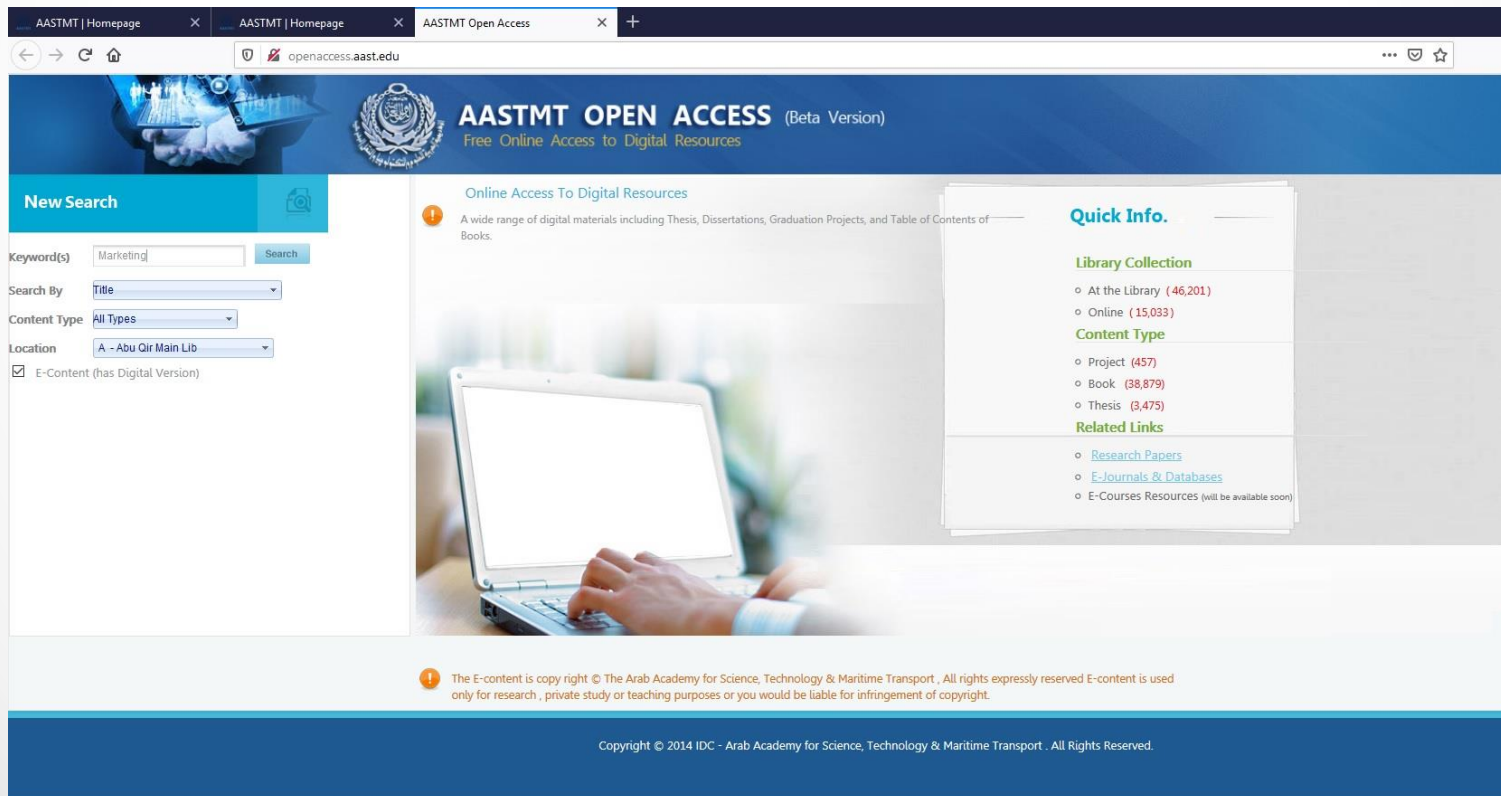
Additional features on the page include:

- Online Access To Digital Resources**: A section with a warning icon and text: "A wide range of digital materials including Thesis, Dissertations, Graduation Projects, and Table of Contents of Books."
- Quick Info.**: A summary box containing:
 - Library Collection**:
 - At the Library (46,201)
 - Online (15,033)
 - Content Type**:
 - Project (457)
 - Book (38,879)
 - Thesis (3,475)
 - Related Links**:
 - [Research Papers](#)
 - [E-Journals & Databases](#)
 - E-Courses Resources (will be available soon)
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Now that you've entered all your search criteria..

- Make sure you check: **E-Content** (has Digital Version)
- **Click:** Search



The screenshot shows a web browser window with three tabs: 'AASTMT | Homepage', 'AASTMT | Homepage', and 'AASTMT Open Access'. The address bar shows 'openaccess.aast.edu'. The main content area features a blue header with the AASTMT logo and the text 'AASTMT OPEN ACCESS (Beta Version) Free Online Access to Digital Resources'. Below the header is a search interface with a 'New Search' button and a search box containing the keyword 'Marketing'. The search criteria are: 'Search By: Title', 'Content Type: All Types', 'Location: A - Abu Qir Main Lib', and 'E-Content (has Digital Version)' checked. A 'Search' button is visible. To the right of the search box is a 'Quick Info.' sidebar with the following data:

Category	Count
Library Collection	
At the Library	46,201
Online	15,033
Content Type	
Project	457
Book	38,879
Thesis	3,475
Related Links	
Research Papers	
E-Journals & Databases	
E-Courses Resources	(will be available soon)

At the bottom of the page, there is a copyright notice: 'Copyright © 2014 IDC - Arab Academy for Science, Technology & Maritime Transport . All Rights Reserved.'

Search Results

- A list of the available materials will open:
 - You can see the number of items available, and the number of pages..
 - To further limit your search results, you may select any of the attributes on the left, then **Click: Refine Results**

The screenshot displays the AASTMT Open Access search results page. The search term is 'Marketing', and the results are displayed on Page 1 of 6. The left sidebar contains filters for Subjects, Authors, Publishers, and Publish Year. The main content area displays three thesis results with titles, authors, and publication details. Red arrows point to the 'Refine Results' button, the 'Page 1 of 6' indicator, and the 'View Abstract' buttons.

Search Results

Page 1 of 6

Item 1 to 10 of 53

Determine The Effect Of The Relationship Between Internal Marketing Variables And Employees' Job Satisfaction And Organizational Commitment: Case Study Of Arab Academy For Science, Technology And Maritime Transport

Author(s): El Sahn, Farid, Abd El Salam, Mohamed, Hassan, Sally Yassin Ali
Publisher(s): The Author
Publishing Year: 2013
Remarks: Mba Degree In Marketing
Subject Term(s): Employees-Training Of, Organizational Effectiveness, Job Satisfaction, Organizational Culture, Employee Motivation, Communication In Personnel Management
Library Location: Business
Accession No. 74968
Call No. DIS / 658.31422 / HA-DE
[View Abstract](#)

Measuring The Effects Of Integrated Marketing Communication Tools On The Consumers' Intention T

Author(s): Moursi, Mahmoud, Shawky, Ayman, Moharam, Omneya Mohamed
Publisher(s): The Author
Publishing Year: 2012
Remarks: Mba Degree-Graduate School Of Business-Mba Program-Aast
Subject Term(s): Sales Promotion, Consumer Behavior-Marketing, Banks And Banking, Foreign-Egypt, Communication In Marketing, Direct Marketing
Library Location: Miami
Accession No. 77579
Call No. DIS / 659.1 / MO-ME
[View Abstract](#)

The Effect Of The Adaption Of Marketing Strategy In Increasing Of Effectiveness Organizations: Case Study Of Egyptian Maritime Organizations

Author(s): El Abbasy, Mohamed, , Asfour, Amal
Publisher(s): The Author
Publishing Year: 2011
Remarks: Master Degree In Maritime Transport Technology
Subject Term(s): Organizational Effectiveness, Strategic Planning-Marketing, Market Segmentation, Customer Relations-Management, Marketing-Management, Organization-Management
Library Location: Nautical Alex, , Logistics ins. Alex
Accession No. 72725, 75165, 72724
Call No. DIS / 387.50688 / ZA-EF
[View Abstract](#)

A Framework For Marketing Management

Author(s): Kotler, Philip, Keller, Kevin Lane
Publisher(s): Pearson Education
Publishing Year: 2009

The modified results page appears..

- Select the Book you wish to examine its digital content
- **Click:** View Abstract

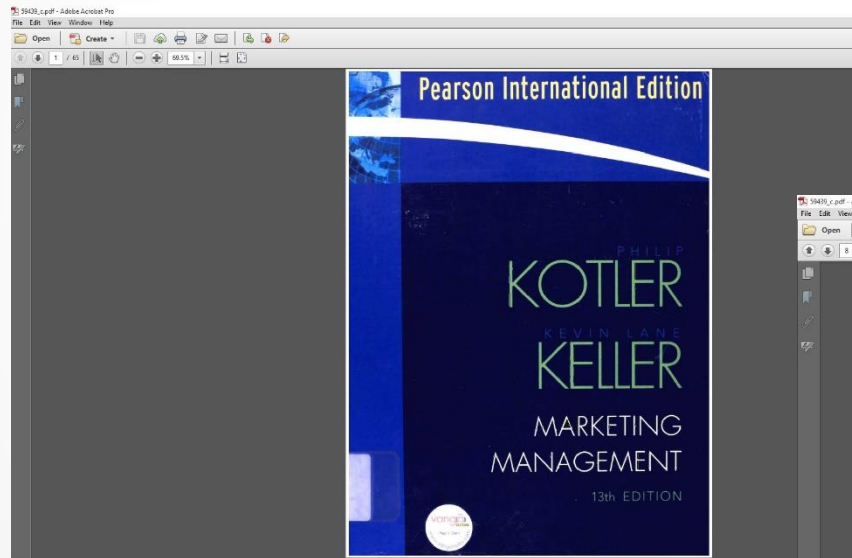
The screenshot shows a web browser window with three tabs: 'AASTMT | Homepage', 'AASTMT | Homepage', and 'AASTMT Open Access'. The address bar shows 'openaccess.aast.edu/quicksearch.aspx'. The page header features the AASTMT logo and the text 'AASTMT OPEN ACCESS (Beta Version) Free Online Access to Digital Resources'. The main content area is titled 'New Search' and displays search results for the keyword 'Marketing'. The search criteria are: Keyword(s) 'Marketing', Search By 'Title', Content Type 'Books', and Location 'E-Content (has Digital Version)'. The search results are displayed on 'Page 1 of 5' and show three items:

- A Framework For Marketing Management**
Author(s): Keller, Kevin Lane, Kotler, Philip
Publisher(s): Pearson Education
Publishing Year: 2009
Remarks:
Subject Term(s): Advertising Campaigns, Marketing-Decision Making, Market Segmentation, Marketing-Management, Consumer Behavior, Marketing Channels
Library Location: Mng.Sheraton , Dokki , Abu Qir Main Lib
Accession No. 58956, 58808, 59188
Call No. Book / 658.8 / KO-FR
[View Abstract](#)
- Marketing Management**
Author(s): Keller, Kevin Lane, Kotler, Philip
Publisher(s): Pearson Education
Publishing Year: 2009
Remarks:
Subject Term(s): Market Segmentation, Target Marketing, Marketing-Management, Marketing, Internet Marketing, Marketing-Planning, Marketing Research, Consumer Satisfaction
Library Location: Dokki , Logistics ins. Alex , Adv.Mng.Inst.Sheraton , Port Said , Smart Village , Mng.Sheraton , Miami
Accession No. 69098, 69099, 59497, 70066, 70067, 59439, 75282, 59058, 69097
Call No. Book / 658.8 / KO-MA
[View Abstract](#)
- Marketing Research: In A Digital Information Environment**
Author(s): Hair, Joseph F, Bush, Robert P, Ortinau, David J
Publisher(s): Mcgraw-Hill Irwin
Publishing Year: 2009
Remarks:
Subject Term(s): Market Surveys, Marketing Research-Methodology, Marketing Research-Planning, Sampling (Statistics), Marketing Research, Marketing-Decision Making
Library Location: Adv.Mng.Inst.Sheraton , Abu Qir Main Lib
Accession No. 65874, 61716, 61714, 61715, 64562
Call No. Book / 658.83 / HA-MA
[View Abstract](#)

The left sidebar contains a 'Tuning Your Search Results' section with a 'Refresh Results' button and filters for Subjects, Authors, Publishers, and Publish Year. A 'show E-Content Only' checkbox is also present.

The digital content of the book is downloaded..

Including:
Title Page, Preface, Table of Contents, and Index



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Preface	29
PART 1 Understanding Marketing Management	42
Chapter 1	Defining Marketing for the 21st Century 42
Chapter 2	Developing Marketing Strategies and Plans 72
PART 2 Capturing Marketing Insights	104
Chapter 3	Gathering Information and Scanning the Environment 104
Chapter 4	Conducting Marketing Research and Forecasting Demand 128
PART 3 Connecting with Customers	158
Chapter 5	Creating Customer Value, Satisfaction, and Loyalty 158
Chapter 6	Analyzing Consumer Markets 188
Chapter 7	Analyzing Business Markets 220
Chapter 8	Identifying Market Segments and Targets 246
PART 4 Building Strong Brands	274
Chapter 9	Creating Brand Equity 274
Chapter 10	Crafting the Brand Positioning 306
Chapter 11	Dealing with Competition 332
PART 5 Shaping the Market Offerings	356
Chapter 12	Setting Product Strategy 356
Chapter 13	Designing and Managing Services 384
Chapter 14	Developing Pricing Strategies and Programs 414
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Chapter 15	Designing and Managing Integrated Marketing Channels 448
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Full-Text of Digital Content

Full-text of Dissertations is only accessible in the Library's labs, due to copy-right protection regulations..

