


# SEARCH

Fast and accurate search technology to help you find the content you need.

## Searching

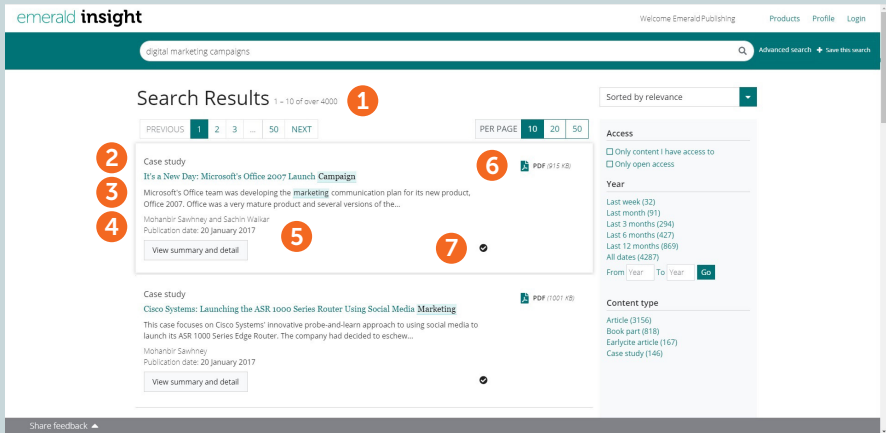
Enter your word(s) or phrase in the search box and click 'Search'

Start your search here... 


Search by title, author, keyword, ISBN, DOI and more | [Advanced Search](#)




## Search results

Returned by relevance and show the article/chapter/case title and other features:



- 1 Number of results returned
- 2 Content type (article, book part or case study)
- 3 The start of the abstract
- 4 Author(s)
- 5 Publication date
- 6 Quick access links (PDF, ePub, OpenURL)
- 7 Access status (available/unavailable, Open Access)

PDF EPUB  [OpenURL >](#)

# Refine search results

Use the page controls to view and scroll through the results:

Search Results 1 - 10 of over 4000

PREVIOUS **1** 2 3 ... 50 NEXT

PER PAGE **10** 20 50

Refine your search further with the options on the right of the screen.

## Sort by:

- Relevance
- Newest/Oldest

## Access:

- Only content accessible by your institution
- Open Access content only

Speak to your Librarian if the content you require appears unavailable, there may be other access options.

## Year:

- Refine the content by publication date

## Content type (choose from):

- Journal articles
- Book parts
- *Earlycite* (pre-publication) articles
- Case studies

Sorted by relevance

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**Access**

Only content I have access to  
 Only open access

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**Year**

Last week (32)  
Last month (91)  
Last 3 months (294)  
Last 6 months (427)  
Last 12 months (869)  
All dates (4287)

From  To

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**Content type**


Article (3156)  
Book part (818)  
Earlycite article (167)  
Case study (146)

# Preview content

Clicking on the 'View summary and detail' button will give you an expanded view, including:

- 1 Full abstract
- 2 Publication details
- 3 Keywords. Click to search again on any of the keywords

Article

Implications of the selfie for **marketing management practice** in the era of celebrity  PDF (189 KB)

The purpose of this paper is to explore the implications of the selfie for **marketing** management in the era of celebrity. The purpose is to show that the facilitation of...

Chris Hadley, Rungkaia Amy Hadley and Dina H. Bassiouni  
Publication date: 5 February 2018

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**Abstract** 1

**Purpose**

The purpose of this paper is to explore the implications of the selfie for **marketing** management in the era of celebrity. The purpose is to show that the facilitation of the creative performance of consumer identity is a key element of the **marketing** management task for the media convergence era.

**Design/methodology/approach**

The paper uses the selfie, the picture of oneself taken by oneself, as a metaphor to develop a conceptual exploration of the nature of **marketing** in the light of the dominance of celebrity and entertainment in contemporary media and entertainment.

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**Details** 2

Marketing Intelligence & Planning, vol. 36 no. 1  
Type: Research Article  
DOI: <https://doi.org/10.1108/MIP-07-2017-0124>  
ISSN: 0263-4503

**Keywords** 3

Identity | Celebrity | Convergence | Selfie

# Access content

Clicking on the title will display the content in your browser:

The screenshot shows the Emerald Insight website interface. At the top, there is a search bar and navigation links for 'Welcome Emerald Publishing', 'Products', 'Profile', and 'Login'. The main article title is 'Digital marketing adoption and success for small businesses: The application of the do-it-yourself and technology acceptance models'. Below the title, the author information 'Wendy Ritz, Marco Wolf, Shaun McQuitty' is highlighted with a red circle '1'. The journal information 'Journal of Research in Interactive Marketing' and 'ISSN: 2040-7122' is highlighted with a red circle '2'. The publication date '10 June 2019' is highlighted with a red circle '3'. A PDF download icon is also highlighted with a red circle '3'. On the left side, a table of contents is visible, with 'Abstract' highlighted by a red circle '4'. The 'Abstract' section includes 'Introduction', 'Theory', and 'Discussion and conclusions'. The 'Design/methodology/approach' section is also visible. At the bottom, a diagram titled 'Figure 1' is highlighted with a red circle '5'. The diagram is a flowchart showing the relationship between 'DIY and TAM digital marketing model' and various components like 'DIY', 'TAM', and 'Digital Marketing Model'.

- 1 View the full author(s) and affiliation(s) details
- 2 Go to the full content page of the journal or book
- 3 Download in other available formats
- 4 Jump to article sections
- 5 Click on figures or illustrations contained in the content to see an enlarged view.

## Turnaways

If your institution does not have access to particular content you will see this message. Check with your librarian to see if other access options are available.

### Turnaway

This is a turnaway page, and you do not have access to this content.

# Advanced search

The screenshot shows the 'Advanced Search' interface. At the top is a search bar with the placeholder text 'Enter your search terms here' and a magnifying glass icon. To the right of the search bar is a button labeled 'Advanced search' with a red circle containing the number 1. Below the search bar is the 'Advanced Search' section. It features a row of radio buttons for content types: 'All Emerald content', 'Journal articles', 'Book part', 'Case studies', and 'Earlycite', with a red circle containing the number 2 next to the 'Earlycite' option. Below this is a search input field containing 'digital marketing campaigns' and a dropdown menu set to 'All Fields', with a red circle containing the number 3 next to the input field. Below the input field is a dropdown menu for Boolean operators, currently set to 'AND', with a red circle containing the number 4 next to it. Below the Boolean operator dropdown is an 'Add Row' button with a red circle containing the number 5 next to it. Below the 'Add Row' button is a 'Date Range' section with 'From' and 'To' fields, each with a red circle containing the number 6 next to it. Below the 'Date Range' section is an 'Access Type' dropdown menu set to 'All Content', with a red circle containing the number 7 next to it. At the bottom right of the search interface is a 'Search' button.

- 1 Select 'Advanced search' in the search bar
- 2 Select the content type to search (all, journals, books, cases, Earlycite)
- 3 Enter your words or phrases. You can include wildcards '\*' and '?'. Phrases should be in quotation marks (eg, "clean air" and "clean air legislation")
- 4 Refine your search by selecting the field in which you wish to search (all, title, abstract, contributor, DOI)
- 5 Click 'Add row' to add additional search terms
- 6 Use the drop down options to access the Boolean operators: 'AND', 'OR', 'NOT'
- 7 Narrow your search further by using the 'date range' or 'access type' filters (for all content, subscribed or Open Access)
- 8 After running the search, the selected search string appears in the search bar and can be refined there or with the other refine filters shown on page 1.

The screenshot shows the search bar after a search. The search bar contains the text 'title:"management" AND (title:"business")' and a magnifying glass icon. To the right of the search bar is a button labeled 'Advanced' with a red circle containing the number 9. To the right of the 'Advanced' button is a link labeled 'Save this search'.

## Save searches

- 9 You can save any search by clicking on the 'Save this search' link

Searches can be retrieved and managed with the 'Saved searches' link on the top navigation bar.

## Insight guides

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