

**Large, medium, small – how much information
do our users need in Primo?**

Dr. Christian Hänger (Mannheim University
Library)

Outline

- About us: Mannheim University Library
- Content first
- Ranking results

About us: University of Mannheim



About us: University of Mannheim



About us: University of Mannheim

Primo at Mannheim University Library

- Primo Version 1 in June 2008
- Primo Version 2 in November 2009
- Primo Version 3 in August 2010
- Primo Consortia in Berlin
- Primo Central Tester

Importance of content in Primo

- Research within the `traditional´ catalog is not enough
- Articles
- E-Books

Content first

Name	Datasource	Format	Amount of Data
catalog	Aleph 500	MAB2	1,400,000
Econis	Articles from ZBW Kiel	MAB2	700,000
Online Contents	Articles from SwetsWise and German libraries	MAB2	16,000,000
National licences	Springer Online Journal Archives 1860-2001etc	MAB2	4,000,000
Dawson	E-Books from Dawson	MARC 21	100,000
Safari	E-Books from Safari	MARC 21	800
Total			22,200,000

Content first



Analyzing the relevance of the content

- Top-20 Journals from ISI Journal Citation Reports for the different subjects
- High ranked journals by the subjects librarians of Mannheim University Library

Result:

More than 80% of the journals at Mannheim University Library are linked to the articles of the last 30 years

Results for the high ranked journals of ISI Journal Citation Reports



subject	found	Not found	percentage
Economics	16	4	80.00%
Sociology	15	5	75.00%
Political Sciences	17	3	85.00%

Content first

High ranked journals by the subjects librarians of Mannheim University Library

subject	found	Not found	percentage
Business	30	5	85.71%
English Studies	27	8	77.14%
German Studies	32	29	52.46%
Sociology	11	3	78.57%
Political Sciences	16	0	100.00%
Economics	37	9	80.43%

Ranking Results







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Books and more Catalogue **label** label label label New Search Tags A-Z hilfewiki Language: English

marketing concepts Advanced Search

All items that contain my query words anywhere in the record

6,436 Results for Primo Central sorted by: **relevance** 1-10 Next

1	 Article	Marketing concepts. Plucinski Automotive Body Repair News, Jul99, Vol. 38 Issue 7, p130 Full text available	Online resource Details Reviews & Tags Additional services
2	 Article	On campus marketing concepts demonstrates honesty and... Fund Raising Management, Jul97, Vol. 28 Issue 5, p6 Full text available	Online resource Details Reviews & Tags Additional services
3	 Article	Marketing: Concepts, Issues, and Viewpoints. Marketing News, 11/1/72, Vol. 6 Issue 9, p7 Full text available	Online resource Details Reviews & Tags Additional services
4	 Article	Marketing: Concepts, Strategies, and Decisions. Marketing News, 7/19/1985, Vol. 19 Issue 15, p19 Full text available	Online resource Details Reviews & Tags Additional services
5	 Article	Marketing: Concepts, Strategies, and Decisions. Marketing News, 7/19/1985, Vol. 19 Issue 15, p32 Full text available	Online resource Details Reviews & Tags Additional services
6	 Article	Marketing Concepts and Strategy (Book). Ellsworth, Theodore D Journal of Retailing, Winter66/67, Vol. 42 Issue 4, p59 [Peer Reviewed Journal] Full text available	Online resource Details Reviews & Tags Additional services

Refine My Results

Show only:
Peer-reviewed Journals (3,096)
Online Resources (4,584)

Topic
Marketing (1,124)
marketing strategy (452)
MARKETING research (383)
INDUSTRIAL management (266)
Business (253)
Show 32 more

Creation Date
Before 1963 (59)
1963 To 1975 (264)
1975 To 1987 (542)
1987 To 1999 (1,556)
After 1999 (4,313)

Collection
Business Source (EBSCO) (3,841)
Academic Search (EBSCO) (645)
Arts & Sciences (JSTOR) (207)
Business (JSTOR) (195)
Directory of Open Access Journals (DOAJ) (47)

Language
English (4,694)
Dutch (1)
German (1)
Spanish (1)

Ranking Results

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) ▼

[Sign in](#)

Google scholar [Advanced Scholar Search](#)
[Scholar Preferences](#)

Scholar

Results 1 - 10 of about 1,700,000. (0.20 sec)

[PDF](#) [The marketing concept: what it is and what it is not](#)

FS Houston - *The Journal of Marketing*, 1986 - JSTOR
What It Is and What It Is Not ... The **marketing concept** has been misunderstood and misused over the years. It is not obsolete nor is it the optimal managerial approach to **marketing**. The **marketing concept** is restated in a way that more clearly shows what it is and what it is not.
[Cited by 370](#) - [Related articles](#) - [SFX@UB Mannheim](mailto:SFX@UB.Mannheim)

[jstor.org](#) [PDF]

[CITATION] Lifestyle **concepts** and **marketing**

W Lazer - *Dimensions of consumer behavior*, 1965 - Appleton-Century-Crofts
[Cited by 251](#) - [Related articles](#)

[The marketing strategy continuum: towards a marketing concept for the 1990s](#)

C Grönroos - *Management Decision*, 1991 - emeraldinsight.com
In this article the **marketing strategy continuum concept** is presented and a number of **marketing** and management consequences are discussed. It demonstrates the need for a **marketing concept** which allows a variety of approaches to **marketing**. The nature of a relationship approach ...
[Cited by 226](#) - [Related articles](#) - [BL Direct](#) - [All 3 versions](#)

[Volltext@UB Mannheim](mailto:Volltext@UB.Mannheim)

[The rediscovery of the marketing concept](#)

FE Webster... - *Business Horizons*, 1988 - Elsevier
The **marketing concept** helped American businesses gain dominant positions in the world's economy. Yet, the rush to strategic planning forced out the **marketing concept** at many companies. Now, as American firms lose their positions, the **marketing concept** is back in ...
[Cited by 308](#) - [Related articles](#) - [All 7 versions](#)

[usp.br](#) [PDF]
[Volltext@UB Mannheim](mailto:Volltext@UB.Mannheim)

[PDF](#) [The present status of the marketing concept](#)

CP McNamara - *The Journal of Marketing*, 1972 - JSTOR
FOR the past two decades, the "**marketing concept**" has been a popular topic in business publications, conferences, and management development seminars. Most of the early **marketing concept** literature concentrated on explaining the need for companies to devote more ...
[Cited by 233](#) - [Related articles](#) - [SFX@UB Mannheim](mailto:SFX@UB.Mannheim)

[jstor.org](#) [PDF]



[CITATION] What is the **marketing management concept**?

JB McKitterick - *Marketing: critical perspectives on business ...*, 2001 - Taylor & Francis US
[Cited by 194](#) - [Related articles](#)

Ranking Results




Mark	Rank	Abbreviated Journal Title <i>(linked to journal information)</i>	ISSN	JCR Data [↓]						Eigenfactor™ Metrics [↓]	
				Total Cites	Impact Factor	5-Year Impact Factor	Immediacy Index	Articles	Cited Half-life	Eigenfactor™ Score	Article Influence™ Score
<input type="checkbox"/>	1	ACAD MANAGE J	0001-4273	15082	6.483	9.263	0.719	57	>10.0	0.02908	4.693
<input type="checkbox"/>	2	ACAD MANAGE REV	0363-7425	14649	7.867	9.531	0.906	32	>10.0	0.01988	4.475
<input type="checkbox"/>	3	ACAD-REV LATINOAM AD	1012-8255	8	0.036		0.000	16		0.00000	
<input type="checkbox"/>	4	ADMIN SCI QUART	0001-8392	11261	3.842	6.216	0.471	17	>10.0	0.00746	4.062
<input type="checkbox"/>	5	AFR J BUS MANAGE	1993-8233	70	1.105	1.105	0.067	105		0.00006	0.052
<input type="checkbox"/>	6	AM BUS LAW J	0002-7766	168	0.875	1.136	0.188	16	7.2	0.00045	0.365
<input type="checkbox"/>	7	ASIAN BUS MANAG	1472-4782	40	0.174		0.053	19		0.00022	
<input type="checkbox"/>	8	ASIAN CASE RES J	0218-9275	4	0.077		0.000	5		0.00000	
<input type="checkbox"/>	9	BETRIEB FORSCH PRAX	0340-5370	175	0.206	0.279	0.000	35	9.7	0.00027	0.075
<input type="checkbox"/>	10	BRIT J MANAGE	1045-3172	1112	1.448	2.416	0.315	54	8.0	0.00282	0.907
<input type="checkbox"/>	11	BUS ETHICS Q	1052-150X	911	1.615	1.634	0.571	21	8.5	0.00095	0.284
<input type="checkbox"/>	12	BUS HIST	0007-6791	240	0.500	0.561	0.103	39	9.3	0.00065	0.210
<input type="checkbox"/>	13	BUS HIST REV	0007-6805	322	0.353	0.640	0.261	23	>10.0	0.00065	0.415
<input type="checkbox"/>	14	CALIF MANAGE REV	0008-1256	3085	1.983	2.783	0.286	28	>10.0	0.00345	1.156
<input type="checkbox"/>	15	CAN J ADM SCI	0825-0383	237	0.405	0.541	0.143	21	8.8	0.00035	0.153
<input type="checkbox"/>	16	CORP GOV	0964-8410	1463	2.068	3.117	0.444	45	4.9	0.01764	2.828



Ranking Results







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Bücher und mehr [Katalog](#) [Primo Central](#) [MetaLib](#) [MAN_BIBL](#) [Primo Central + All](#)

marketing concepts [Erweiterte Suche](#)


Alle Medien  die meinen Suchbegriff enthalten in  allen Suchfeldern 

1.950 Ergebnisse für **Primo Central** sortiert nach: **Relevanz**  1-10 [Vor](#) 


1	 The Realms of Scientific Meaning Framework for Constructing Theoretically Meaningful of Marketing Concepts Teas, R. Kenneth ; Palan, Kay M. The Journal of Marketing, Apr., 1997, Vol.61(2), p.52-67 [Peer Reviewed Journal] Volltext verfügbar	Relevanz Jahr Bekanntheitsgrad Autor Titel
2	 Applying Marketing Concepts to Book Publishing in Nigeria Nkechi M. CHRISTOPHER Journal of International Social Research, 2010, Vol.3(11), p.206 [Peer Reviewed Journal] Volltext verfügbar	
3	 Marketing: Concepts and Strategy (Book-Review) Johnson, Eugene M. The Journal of Marketing, Oct., 1972, Vol.36(4), p.107-108 [Peer Reviewed Journal] Volltext verfügbar	
4	 Basic Marketing: Concepts, Decisions, and Strategies (Book-Review) Carson, David The Journal of Marketing, Oct., 1971, Vol.35(4), p.106-107 [Peer Reviewed Journal] Volltext verfügbar	
5	 Altering Marketing Concepts to Modern Conditions Nelson, Paul E. Journal of Farm Economics, Dec., 1958, Vol.40, p.1511-1522 [Peer Reviewed Journal] Volltext verfügbar	
6	 Discussion: Altering Marketing Concepts to Modern Conditions Nelson, Paul E.	

Meine Ergebnisse verbessern

Nur zeigen:
Peer-reviewed Journals (667)
Online Ressource (486)

Schlagwort
Business (193)
Economics (17)
Philosophy (13)
Marketing (12)
Public Policy & Administration (7)
[Zeige 34 weitere](#) 

Erscheinungsjahr
vor 1967 (32)
1967 bis 1978 (47)
1978 bis 1989 (62)
1989 bis 2000 (253)
nach 2000 (1.624)

Standort
Project MUSE (1.402)
PubMed Central (NLM) (284)
Arts & Sciences (JSTOR) (207)
Business (JSTOR) (195)
Directory of Open Access Journals (DOAJ) (47)
[Zeige 1 weitere](#) 

Sprache
Englisch (214)
Deutsch (1)
Spanisch (1)



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