

# Management and Marketing Abstracts

## FILE DESCRIPTION

Management and Marketing Abstracts (MMA) provides information on all aspects of management and marketing practice and customer and industrial relations in the single European market and worldwide.

File 249 offers comprehensive coverage of every aspect of management information, case study material, and company profiles, including strong coverage of human resource issues and management and marketing techniques. The database covers a broad range of managerial topics from management development, training, and techniques to marketing and customer relations.

Selection of material for abstracting is made on the basis of in-depth coverage of lasting value, specifically excluding news ephemera to concentrate on articles demonstrating insight and understanding of the issues.

Coverage leans heavily toward U.K. and European management information, with a positive non-U.S. bias. The database is derived 78% from U.K. sources and European sources, 20% from the U.S., and 2% from Japan.

## SOURCES

Relevant items from 200 journals, newspapers, books, and reports from the U.K., the U.S., and Europe are abstracted for the Marketing and Management database. Publications in most European languages are covered; all abstracts are in English. File 249 is the online equivalent of the monthly abstract journal *Management and Marketing Abstracts*.

## SUBJECT COVERAGE

- General management
- Management techniques
- Financial management
- Resource and environmental management
- Production management
- Information technology
- Management of change
- International management
- Organisation and administration
- Human resource management
- Industrial relations
- Communications
- Human resource development
- Research and development
- Marketing
- Advertising and promotion
- Sales management
- Logistics
- Customer relationship management
- Public relations
- Forecasting
- Corporate and strategic planning
- Human resource planning
- Economics

## TIPS

### USE FILE 249

to find English-language abstracts of articles focusing on all aspects of management and marketing.

### SELECT JN=

to restrict your search to a specific journal title. EXPAND JN= for a complete list of journal names indexed in the file.

### USE CO=

to retrieve articles that focus on a particular company.

## DIALOG FILE DATA

Inclusive Dates: 1976 to April 2007

Update Frequency: Closed

File Size: 126,955 records as of April 2007

## CONTACT

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## SAMPLE RECORD

DIALOG(R)File 249:Mgt. & Mkt. Abs.  
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**AA=** 00197965 Pira Acc. Num.: A30035279  
**/TI** Title:Technology strategy of Toshiba Corporation:  
 a knowledge evolution perspective  
**AU=** Authors: Bowonder B  
**JN=, SO=** Source: Int. J. Technol. Manage. vol. 19, no. 7-8, 2000, pp 864-882  
**SN=** ISSN: 0267-5730  
**PY=** Publication Year: 2000  
**DT=** Document Type: Journal Article  
**RT=** Record Type: ABSTRACT  
**LA=** Language: English  
**FS=** Pira File Segments: Marketing and Management Abstracts (MK)  
**JA=** Journal Announcement: 0012  
**/AB** Abstract: An analysis of the knowledge management system used by Toshiba Corporation in its new product development (NPD) processes is presented. Toshiba has been a knowledge driven company since its inception with a long list of innovative patents. A knowledge evolution perspective used to assess the reasons behind Toshiba's success. A knowledge hierarchy is presented which takes knowledge as its fundamental unit, evolving through organisational capabilities into core competencies. Knowledge can be leveraged by sharing, swapping or cascading depending on the competitive context. Cases in the development of high density charge coupling devices (CCD) and LCD displays and DVD disks are cited. (11 fig, 5 tab, 22 ref)

**/CO, CO=** Company Names: Toshiba; Time-Warner; NEC; Fujitsu; Hitachi; Canon  
**GN=** Geographic Name: Asia; India  
**GC=** Geographic Codes: AS; ASIND  
**/DE** Descriptors: KNOWLEDGE MANAGEMENT; PRODUCT DEVELOPMENT; RESEARCH AND DEVELOPMENT; TECHNOLOGY MANAGEMENT  
**/SH,SH=,SC=** Section Headings: Research and development (4240)

## SEARCH OPTIONS

## BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S KNOWLEDGE(W)MANAGEMENT
/AB	AB	Abstract	Word	S KNOWLEDGE(W)MANAGEMENT/AB
/CO	CO	Company Name <sup>1</sup>	Word	S TOSHIBA/CO
/DE	DE	Descriptor <sup>1</sup>	Word & Phrase	S TECHNOLOGY(W)MANAGEMENT/DE S TECHNOLOGY MANAGEMENT/DE
/SH	SH	Section Heading <sup>1</sup>	Phrase	S RESEARCH AND DEVELOPMENT/SH
/TI	TI	Title	Word	S TECHNOLOGY(W)STRATEGY/TI
/TN	TN	Brand Name <sup>1</sup>	Word	S SUPER(W)SMART(W)CARD/TN

<sup>1</sup> Searchable in the Basic Index and in the Additional Indexes.

## ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
AA= —	AA AN	PIRA Accession Number DIALOG Accession Number	Phrase	S AA=A30035279
AU= —	AU AZ	Author DIALOG Accession Number	Phrase	S AU=BOWONDER B
CO= DT= FS= GC= GN=	CO DT FS GC GN	Company Name <sup>1</sup> Document Type File Segment Geographic Code Geographic Location	Phrase Phrase Phrase Phrase Word & Phrase	S CO=TOSHIBA S DT=JOURNAL ARTICLE S FS=MK S GC=AS S GN=ASIA S GN=EUROPEAN COMMUNITY
JA= JN= LA= PY= RT= SC= SH= SN=	JA JN LA PY RT SC SH SN	Journal Announcement Journal Name Language Publication Year Record Type Section Code Section Heading <sup>1</sup> International Standard Serial Number (ISSN)	Phrase Phrase Phrase Phrase Phrase Phrase Phrase Phrase	S JA=0012 S JN=INT. J. TECHNOL. MANAGE. S LA=ENGLISH S PY=1999:2000 S RT=ABSTRACT S SC=4300 SH="RESEARCH AND DEVELOPMENT" S SN=0267-5730 S SN=02675730
SO= TN= UD= UP=	SO TN — —	Source Information Brand Name <sup>1</sup> Update PIRA Update Code	Word Phrase Phrase Phrase	S SO=TECHNOLOGY S TN=SUPER SMART CARD S UD=9999 S UP=0020

### SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP DUP, HELP CURRENT online.

<b>LIMIT</b>	/ENG -- English Language /NONENG -- Non-English Language /YYYY -- Publication Year	S S1/ENG S S4/NONENG S S2/1998:2000
<b>SORT</b>	<b>AU, JN, PY, TI</b>	SORT S13/ALL/AU/PY PRINT S5/5/1-24/PY,D
<b>RANK</b>	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK DE RANK AU S4
<b>RD, ID</b>	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5
<b>CURRENT</b>	Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.	B 249 CURRENT2

## PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Full Record except Abstract
3	Medium	Bibliographic Citation
4	--	Full Record with Tagged Fields
5	--	Full Record
6	Free	Title and Publication Year
7	Long	Bibliographic Citation and Abstract
8	Short	Title, Indexing, and Publication Year
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

## OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

<b>USER DEFINED FORMATS</b>	Display codes listed in the Search Options tables can be used to customize output.	TYPE S3/AU,TI/1-5
<b>TAG</b>	Output can be displayed with tags identifying each display field.	TYPE S2/3/1-5 TAG
<b>DIRECT RECORD ACCESS</b>	If the accession number of a specific record is known, it can be used to display the record directly.	TYPE 00308418/5 DISPLAY 00302575/TI,SO PRINT 00204687/5

**FOR ONLINE HELP:**

See HELP FIELDS 249 for searchable fields; HELP FORMAT 249 for output formats; HELP LIMIT 249 for limits; HELP RATES 249 for cost information; HELP SORT 249 for sorts.