

Goizueta Business Library

Creating Bridges to Knowledge

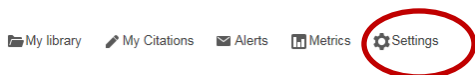
Google Scholar Search Tips

Google Scholar can be extremely useful resource for your research, but it is not a substitute for searching your academic journal databases, such as Science Direct, JSTOR, etc. Learn how to maximize the power of this tool but be aware of its limitations, too.

Setting Preferences

Before searching GS, customize the Library Links setting in order to locate and link to articles that are available at Emory.

Click **Settings** on the Google Scholar search page.



Two important links on this page: Library Links and Bibliography Manager

A screenshot of the Google Scholar settings page. On the left sidebar, 'Library links' is circled in red. In the main content area, the 'Bibliography manager' section is enclosed in a red box. To the right of this box is another red box containing the text 'See Bibliography Manager option'.

Search results

- Search results
- Languages
- Library links**
- Account
- Button

Collections

- Search articles (include patents).
- Search case law.

Results per page

10 Google's default (10 results) provides the fastest results.

Where results open

Open each selected result in a new browser window

Bibliography manager

- Don't show any citation import links.
- Show links to import citations into EndNote

See Bibliography Manager option

Library Links

If the Find it @ Emory check box does not appear, search Emory and check and save this option. Now you will automatically be alerted to the right of returned sources when that title is available via Emory Libraries' databases.

Search results Show library access links for (choose up to five libraries):

Languages

Library links

Account

Button

Open WorldCat - Library Search

Find it @ Emory - Find it @ Emory

Competing in the age of omnichannel retailing
E Brynjolfsson, YJ Hu... - MIT Sloan Management ... 2013 - search.proquest.com
... Mobile technology is well on its way to changing consumer behavior and expectations. ... As John Donahoe, CEO of eBay, has observed: Mobile is bringing the Internet to you seven days a week, 24 hours a day, on your time, at your ... Similarly, apps from retailers such as Wal-Mart

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Find it @ Emory

Explore these options

Advanced Searching

Click on the arrow to the left of the search button to access the search template to conduct author, publication, title, subject and date searching.



Find articles

with all of the words

with the exact phrase

with at least one of the words

without the words

where my words occur

anywhere in the article

Return articles authored by

Return articles published in

Return articles dated between

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