

Marketing and reputation

Collecting policy

User profile

This collection statement covers provision for Marketing and Reputation (MR) in the Henley Business School (HBS). MR is one of six academic areas within Henley Business School, the other areas are: International Business and Strategy (IBS); Leadership, Organizations and Behaviour (LOB); Business Informatics, Systems and Accounting (BISA); Real Estate and Planning; and ICMA Centre (Finance). The Henley Business School has a presence on two campuses - Whiteknights and Greenlands. Post experience post graduate teaching is focused at the Greenlands campus and is supported by the resources in the Academic Resource Centre based there rather than the Library at Whiteknights.

The collections serve all staff and students in the School; students taking MBA courses and executive courses based at the Greenlands campus may occasionally use the collections at Whiteknights.

External users: the management collection is not heavily used by external users. Students from Thames Valley University, the Open University and the College of Estate Management make use of material on a reference basis. Some electronic resources are available to external visitors on a 'walk-in' basis.

Dimensions of teaching and learning

MR runs an MSc in Marketing and International Management and contributes to a number of BAs and MScs in international management and business administration. It also runs a number of courses based at Greenlands: MSc Strategic marketing leadership, MBA and Advanced Management programmes, professional postgraduate management courses and executive education.

Henley Business School has a number of PhD students and also offers a DBA (Doctor of Business Administration) programme, a flexible professional doctoral degree for senior executives with full-time careers. Additionally it offers an MSc in Business and Management Research.

Research

Current research interests include:

- Customer relationship management
- Relationship marketing

- Business to business relationships
- Brand management
- Digital marketing
- Services marketing
- Online customer experience and behaviour
- Corporate social responsibility and sustainability
- Reputation management
- Consumer culture
- Measuring marketing performance

There are two applied research centres in MR

- Henley Centre for Customer Management
- John Madejski Centre for Reputation

Current holdings

Most materials fall into the 658.8 Marketing section of the classification. For more details see the Management finding your way guide.

Material for teaching and current research projects are held on open access. A number of lesser-used, research level items are housed in closed access or in our Off-site store.

Books, e-books and government documents

Amongst the monograph volumes are discussion paper and working paper series, although in general these are held in the Academic Resource Centre (ARC) in the Henley Business School building at Whiteknights.

There are a number of e-book collections that contain titles relevant to MR. These offer alternative or additional electronic access to monographs. Key collections are BizEd Premier, and MyiLibrary. Business Source Complete contains nearly 1000 e-books. Increasing numbers of e-books are being purchased.

The Parliamentary Papers collection, held in the Library's Off-site store, includes material of interest to the School e.g. reports from the Competition Commission, the Department for Business, Enterprise and Regulatory Reform, and the Treasury. It also includes annual reports of government departments and quangos, as well as public expenditure details. Most of these papers can now be found online, thus reducing the need for access to paper copies.

The European Documentation Centre includes not only the Official Journal (now online), but also periodicals and statistics. Books donated by the European Commission are in the main collections.

Periodicals and e-journals

MR subscribes to a number of relevant periodicals, a few of which are shared with the other Henley Business School academic areas.

The management and business journal collections are boosted by subscriptions to online full text resources. A subscription to Business Source Complete (EBSCO), which is partly funded by the Henley Business School, enables access to nearly 2000 peer-reviewed journals. This database also provides access to company and country reports. The Business School subscribes to an Emerald full-text package and also contributes to ScienceDirect which contains a large number of management e-journal titles. The new Wiley and Sage ejournal packages also have many relevant titles. The Academic Resource Centre (ARC – see Alternative Access section for further details) provides additional e-journal packages such as Proquest ABI/INFORM Global. The Henley Business School as a whole, finds e-journals preferable.

Full texts of many UK newspapers are accessible via Lexis Library database and UK Newsstand. Lexis Library and Westlaw, provide the full-text of law journals and case reports.

Reference/bibliographic

The main printed reference materials relevant to business and management are in the 2nd Floor Reference section of the Library. There are specialist encyclopedias, dictionaries, research handbooks, company directories and biographical dictionaries. The electronic reference resources, Oxford Reference Online and Credo Reference, have many resources relevant to business including business dictionaries.

As well as the full-text databases there are bibliographic databases such as International Bibliography of the Social Sciences and the Social Sciences Citation Index.

There is extensive company information available through subscriptions to Amadeus, Osiris, FAME and Zephyr, and also OneSource Global Business Browser which is paid for by HBS.

OneSource Global Business Browser database contains company information and market information reports. Subscription to Mintel Academic and Passport also provide access to market information.

Indexes to government publications and indexes to official statistics are available in the reference section on the 4th floor. British government publications are indexed online on the government websites and via UKOP (United Kingdom Official Publications).

Related special collections

The Overstone Library comprises about 8,000 printed volumes, broadly humanities and social sciences in scope. It was collected by John Ramsey McCulloch (1789-1864), the political economist, and Samuel Jones Loyd, Baron Overstone (1796-1883), the banker.

Strengths and exclusions

The Library has a large number of books on Marketing; however it is a subject area which changes rapidly which means that textbooks become out of date quickly. Therefore the recent focus has been to update the large collection of textbooks.

The journal holdings have been much improved by the online journal collections.

The collection mainly concentrates on the following geographical areas: UK; EU; Asia, principally central Asian republics, China and the Pacific area. The University has opened a campus in Malaysia, therefore some future research may have a focus in this area.

Books below undergraduate level such as popular management books are not normally acquired.

Reading subscribes to many of the major business databases which strengthen the collection.

Some of the print reference collection is becoming out of date and is gradually being withdrawn as appropriate; use has declined as more resources are available electronically.

Collecting level

The aim of the Library is to ensure that all books on a reading list are collected, unless otherwise indicated. Most of the book budget is spent on books which are either core textbooks or recommended reading on a reading list. There are many multiple copies, and use is made of the Course Collection to ensure textbooks are as accessible as possible. There is a wide range of materials – books, journal articles, statistics, newspapers, government publications - supporting undergraduate and taught postgraduate dissertations.

A small number of books are bought to support research. Staff and research students rely heavily on the e-journal collections. Research students and staff are likely to use other libraries or Inter-library loans.

Alternative access

Inter-library loans

Staff and students do make use of the inter-library loans service. It is mainly staff and research postgraduate students who use this service. Staff and research postgraduates order Inter-library loans online, via the Library catalogue. Undergraduates and taught postgraduates continue to use a printed form which can be counter-signed by a tutor or supervisor.

Other information sources in the University

The Academic Resource Centre, based in the Henley Business School Building, has photocopies of articles and other material from lecturers to support teaching. Working papers and reference copies of core textbooks are held.

The ARC at Greenlands is primarily for MBA and executive course students based at this campus. The library holds an extensive collection of print and electronic resources including books, journals, market research reports, working papers and dissertations. Items in the Greenlands ARC can be borrowed. It also holds the Urwick archive – the papers of Lyndall Fownes Urwick (1891 – 1983), an influential management thinker.

Use of other libraries

The Business Information Service at the British Library holds one of the most comprehensive collections of business information in the UK.

The London Business School Library can be a useful resource, although much of its collection is available electronically only to members.

Professional libraries at the Chartered Management Institute or the Chartered Institute of Marketing are useful for researchers.

Selection, acquisition and stock editing

See the General Collection Development Statement for general principles.

Any books which appear on reading lists are normally bought for the Library, unless prohibitively expensive. They will normally be ordered by the Library Representative, but can be ordered by the Liaison Librarian. The Liaison Librarian makes suggestions for other book purchases.

Only a small proportion of the books are non-English Language. For students studying management with a foreign language, there are business dictionaries, but only a few texts in French, German or Italian.

There are a large number of multiple copies of textbooks purchased. For first year courses often two or more core texts are recommended. Although students are expected to buy these, the Library aims to purchase one copy per 10 students of core texts. An ebook is also usually purchased if available. Two copies are normally added to the Course Collection, two copies are standard loan and the rest are 7-day loans. Taught postgraduate students are provided with their core texts.

The Liaison Librarian selects material to be considered for withdrawal or relegation. Old editions are automatically withdrawn, unless published within the last five years. Occasionally, a new edition does not include a chapter which was considered important; if a member of academic staff identifies this, the old edition is kept.

For duplicates, if usage does not justify keeping more than one copy (fewer than five loans per year) it is withdrawn.

Other books which haven't been loaned in the past 10 years will be considered for withdrawal. Older research level material can be considered for relegation to the Off-site Store.

Policy written by Karen Drury and Ruth Ng, Management Liaison Librarians, August 2015