

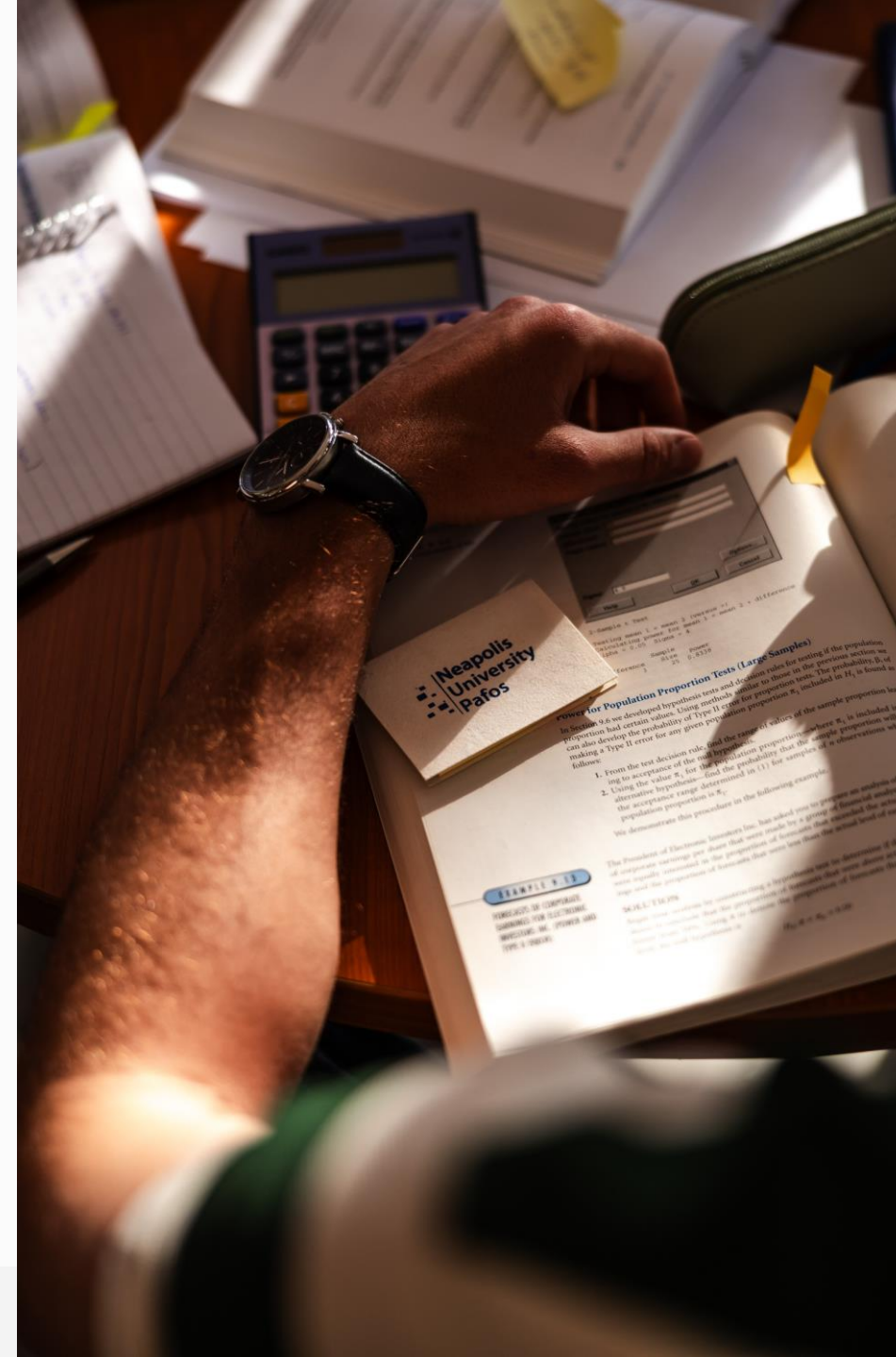
LIBRARY'S UNIFIED CATALOG (EDS)

User Guide



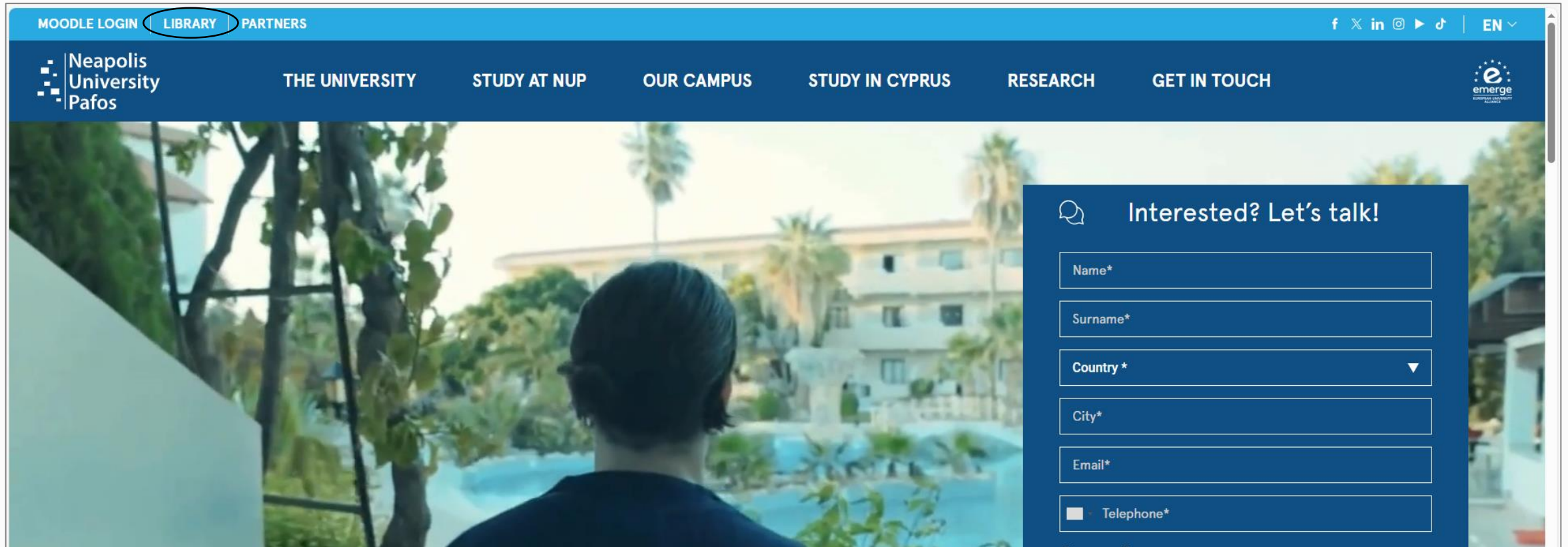
TABLE OF CONTENTS

- [ACCESS TO THE LIBRARY](#)
- [MATERIAL SEARCH](#)
- [LOGIN TO THE LIBRARY'S UNIFIED CATALOG](#)
- [SEARCH FILTERS](#)
- [PHYSICAL COLLECTION](#)
- [ELECTRONIC BOOKS \(E-BOOKS\)](#)
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- [ACADEMIC JOURNALS](#)
- [ACCESSING THE FULL TEXT OF AN ACADEMIC ARTICLE](#)
- [ADVANCED SEARCH](#)
- [SAVING ITEMS](#)
- [SUBMITTING AN INTERLIBRARY LOAN \(ILL\) REQUEST](#)



ACCESS TO THE LIBRARY

1. Go to the official website of Neapolis University Pafos (www.nup.ac.cy).
2. At the top left of the homepage, select the option “**LIBRARY**”.
3. You will be automatically redirected to the Library page, where you can find information about all available services and electronic resources.



MATERIAL SEARCH

1. In the search field, type the word related to the topic you are interested in.
2. Select whether the search concerns **Keyword**, **Title**, or **Author**.
3. Then, click the “**Search**” button.

LIBRARY

Library



Library Information

Governance

Regulations

Facilities

Personnel

Information for Librarians

Collection / Discovery Tools

Discovery Tools

Digital Collections

Learning Resources

Discovery Service for Neapolis University Pafos

← 1

SEARCH

← 3

☒ Keyword ☐ Title ☐ Author ← 2

☐ Full Text ☐ Peer Reviewed ☐ Available in Library Collection

Welcome to the website of the Library of Neapolis University Pafos.

Find out about our current activities and navigate

MATERIAL SEARCH

On the new page that opens, all results related to the keyword you previously searched for will be displayed.



New searchBrowse by ▾Research tools ▾

Advanced search

marketing

All filters (1)

Linked Full Text

Peer Reviewed

All dates ▾

Source type ▾

1-10 of 9,796,934 total results ⓘ

Show: 10 ▾

Relevance ▾

⋮

PUBLICATION

 Peer reviewed | Journal

Marketing

Subjects: Social Sciences -- Commerce -- Business; Social Sciences; Marketing

ISSN: 0354-3471; 2334-8364

Search within this publication 

RESEARCH STARTER

Marketing.

For most people, the first thing that comes to mind when the subject of *marketing* comes up is advertising, in forms such as television commercials, newspaper inserts, or billboards at the side of the road. Modern society has become so permeated by these advertisements that it is not difficul...

Salem Press Encyclopedia, 2021

Other topics: [Marketing Methods.](#) , [Marketing Strategy.](#) , [Advertising and marketing industry.](#)

▲

5

LOGIN TO THE LIBRARY'S UNIFIED CATALOG

To access an item in electronic format (e.g., eBook, academic journal) or to use the Interlibrary Loan service, you must be logged in via **OpenAthens**.

1. If you are not logged in, a grey bar will appear at the top of the results page with the message: *"Welcome Guest, Sign in to your Institution for full access to your Library's resources"* (see image below).
2. To gain access, click on the message and follow the steps to log in through **OpenAthens**

Welcome, Guest. [Sign in to your institution for full access to your library's resources.](#)

Neapolis University Pafos New search Browse by ▾ Research tools ▾

[Advanced search](#)

marketing

All filters (1) **Linked Full Text** Peer Reviewed All dates ▾ Source type ▾

1-10 of 9,796,934 total results ⓘ

Show: 10 ▾ ↓ Relevance ▾ ⓘ

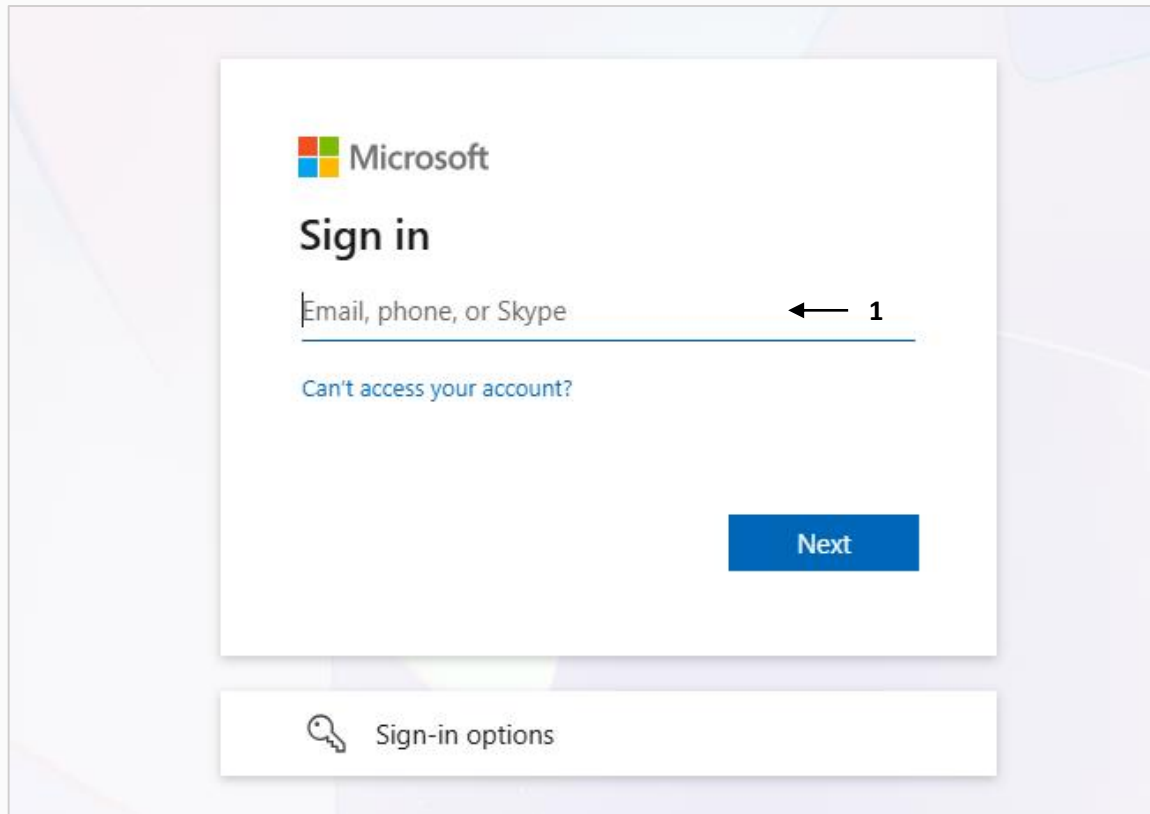
PUBLICATION
✓ Peer reviewed | Journal
Marketing
Subjects: Social Sciences -- Commerce -- Business; Social Sciences; Marketing
ISSN: 0354-3471; 2334-8364
Search within this publication ⓘ

RESEARCH STARTER
Marketing.
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Salem Press Encyclopedia, 2021
Other topics: [Marketing Methods.](#) , [Marketing Strategy.](#) , Advertising and [marketing industry.](#)

LOGIN TO THE LIBRARY'S UNIFIED CATALOG

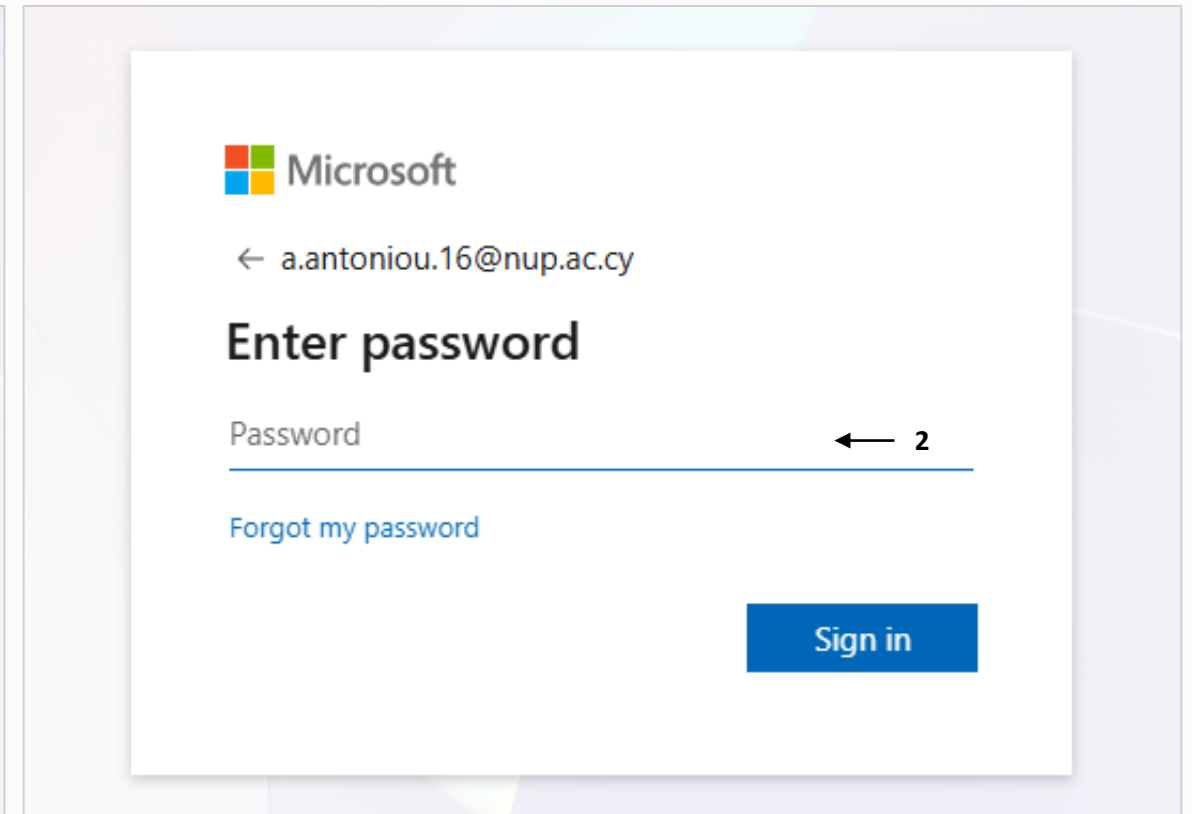
To access an item in electronic format (e.g., eBook, academic journal) or to use the Interlibrary Loan service, you must be logged in via **OpenAthens**.

1. If you are not logged in, a grey bar will appear at the top of the results page with the message: *"Welcome Guest, Sign in to your Institution for full access to your Library's resources"* (see image below).
2. To gain access, click on the message and follow the steps to log in through **OpenAthens**



Microsoft
Sign in
Email, phone, or Skype ← 1
[Can't access your account?](#)
Next

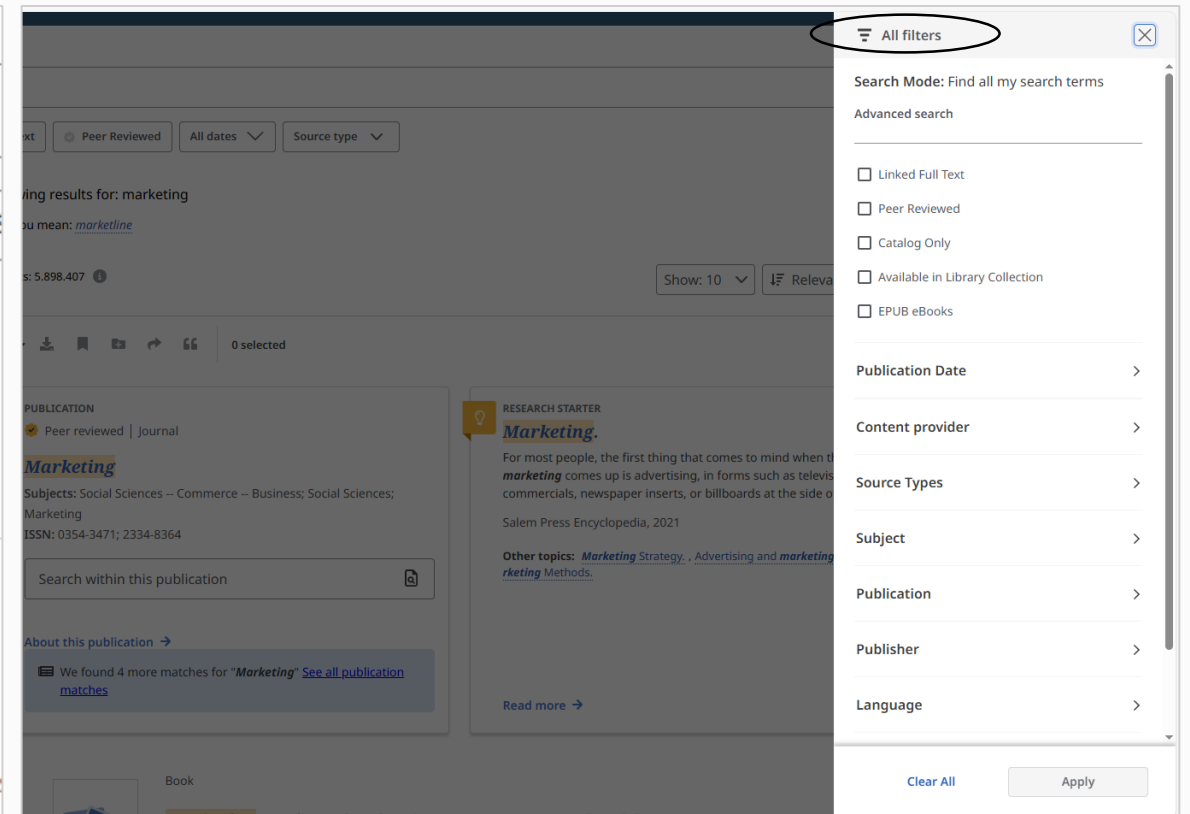
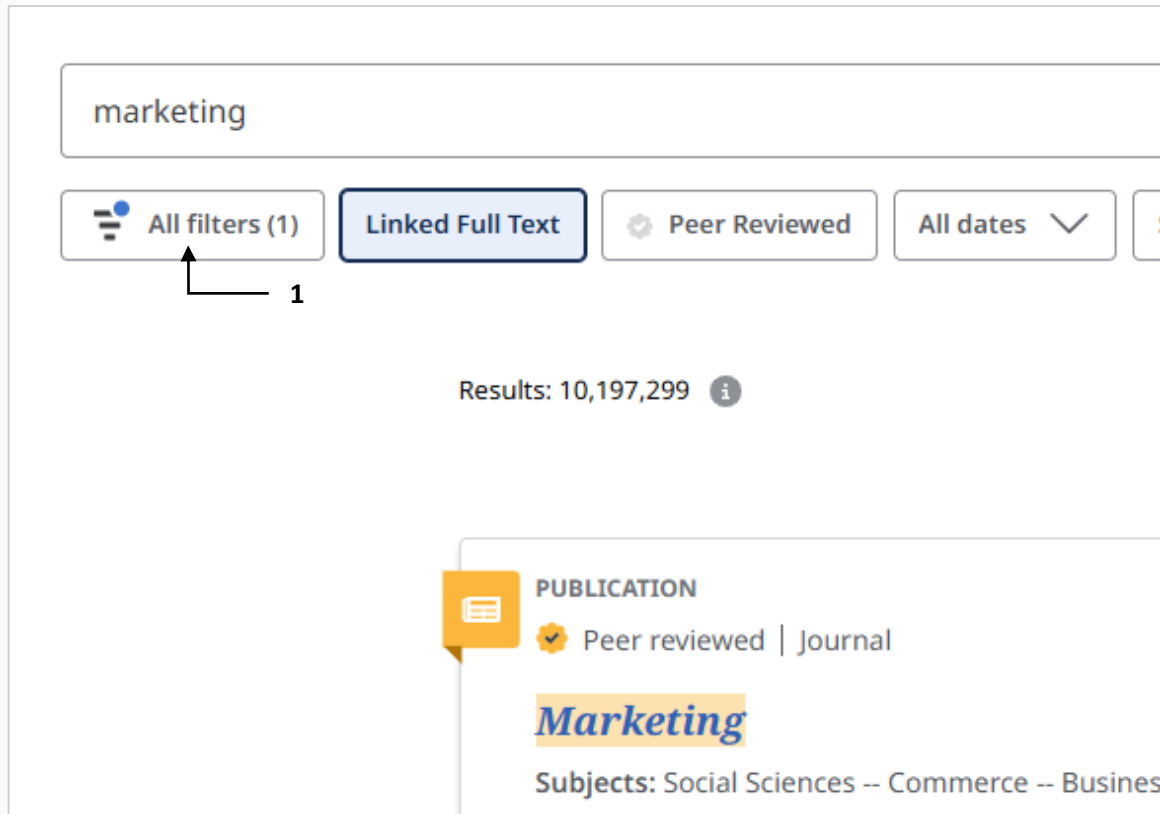
Sign-in options



Microsoft
← a.antoniou.16@nup.ac.cy
Enter password
Password ← 2
[Forgot my password](#)
Sign in

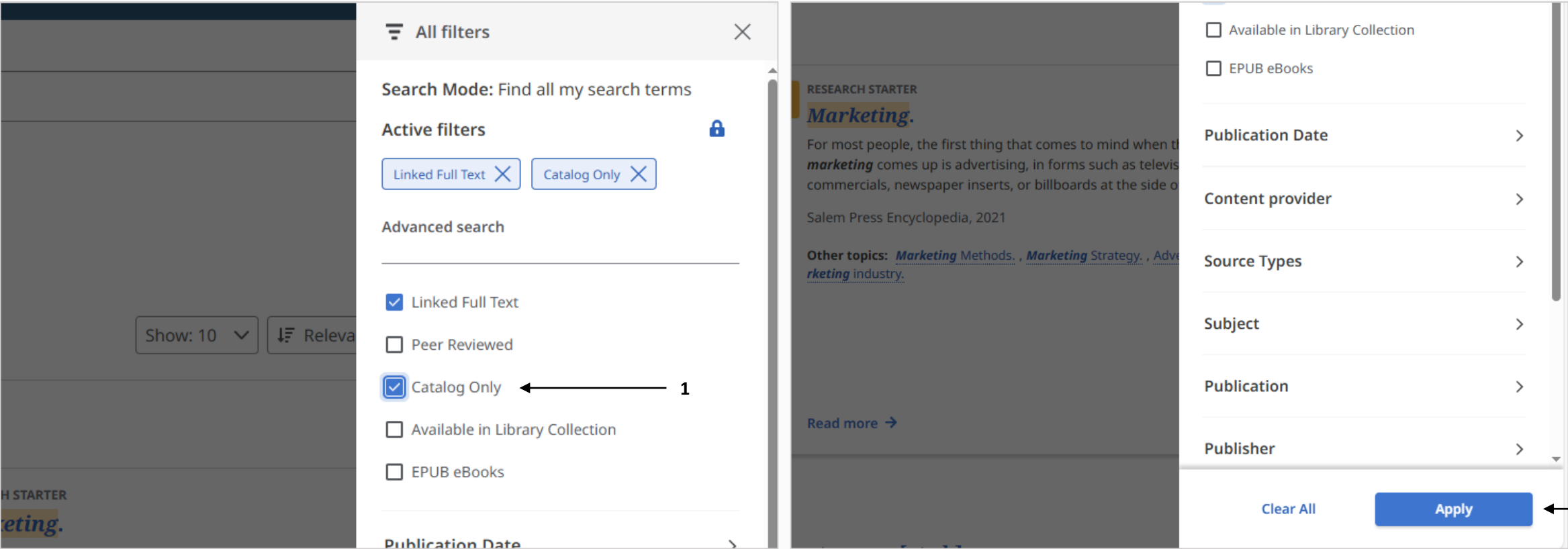
SEARCH FILTERS

1. Click on **"All filters"** to display the filter menu on the right side of the screen.
2. Select the type of material you are searching for (books, academic journals, conference proceedings, etc.).
3. Use additional filters, such as Publication Date, Language, Subject, etc.
4. Click **"Apply"** to apply the filters.



PHYSICAL COLLECTION

- 1. From the “All filters” menu select the “Catalog Only” checkbox.
- 2. Then, click “Apply” to limit the search to physical materials available in the University Library building.



PHYSICAL COLLECTION

- To locate a book on the Library shelves, note its **call number**.
- The call number indicates the exact location of the book on the shelf (see example below: **HF5415 .M2965 2009**).

marketing

All filters (2)

Linked Full Text

Peer Reviewed

All dates

Source type

☐ 1



Book

Marketing : an introduction / Gary Armstrong ... [et al.].

In: 2009 • Library Neapolis University Pafos

Subjects: Marketing

Status:

Location:

Call number:

✓ Available

HF5415 .M2965 2009

Access options

ELECTRONIC BOOKS (E-BOOKS)

- 1. Click on “All Filters” to open the menu on the right and select the “EPUB Ebooks” checkboxes.
- 2. From the “Source Type” option, select the “Ebooks” checkbox.
- 3. Click “Apply” to narrow the search.
- 4. Above each item, the label “Electronic Book” or “eBook” will appear.

Advanced search

Also search within the full text of the articles

Apply equivalent subjects

Linked Full Text

Peer Reviewed

Catalog Only

Available in Library Collection

EPUB eBooks

Publication Date

Content provider

Source Types (1)

Search terms

Hit count (high to low)

Content provider

Source Types (1)

Search terms

Hit count (high to low)

Academic Journals (3,467,502)

Trade Publications (1,884,532)

Magazines (1,531,794)

News (1,436,091)

eBooks (249,084)

Reports (208,175)

Reviews (147,816)

Clear All

Apply

ELECTRONIC BOOKS (E-BOOKS)

Below the item, locate the option “Access options” or “Access now (eBook)”.

- If the “Access options” option (1) appears, click it and then select “PDF full text” or “EPUB full text” to open the e-Book*
- If the “Access now (eBook)” option (2) appears, click it for immediate access to the e-Book.

* WHAT IS THE DIFFERENCE BETWEEN “PDF FULL TEXT” AND “EPUB FULL TEXT”?

PDF full text:

- Maintains the original format of the book (pages, layout, numbering).
- Ideal for printing and for precise page references.
- Viewing on mobile devices may be less flexible.

EPUB full text:

- Adapts to the size of the screen (mobile, tablet, e-reader).
- Allows font size adjustment and easier reading.
- Page numbering is not always fixed.

☐ 1



eBook

Marketing : Prozess- und praxisorientierte Grundlagen

By: Peter Runia; Frank Wahl; Olaf Geyer; +1 more • In: De Gruyter Studium, 2019 • eBook Bu

Praxisorientiert, klar strukturiert und eingängig vermittelt das bewährte Lehrbuch wesentlich konzeptionellen **Marketings**. Das Hauptaugenmerk liegt auf dem (klassischen) Konsumgüter

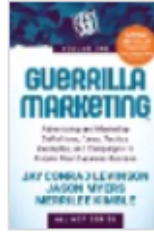
Subjects: BUSINESS & ECONOMICS / **Marketing** / General; **Marketing**

Access options ▾ 1

PDF full text

EPUB full text

☐ 2



Guerrilla Marketing : Advertising and Marketing Definitions, Examples, and Campaigns to Inspire Your Business Success

By: Jay Conrad Levinson • In: Guerrilla **Marketing**, 2022, volume 00001 • eBook Business Coll

Guerrilla Marketers are unique, and they know it and promote it. Therefore, Jason Myers and themselves: 'ÄüHow can we make this book unique?'Äü After all, Guerrilla **Marketing**, since the

Subjects: BUSINESS & ECONOMICS / E-Commerce / Digital **Marketing**; BUSINESS & ECONOMI

Promotion; success of business; **Marketing**

Access now (eBook) 2

ELECTRONIC BOOKS (E-BOOKS)

- The full-text page will appear as shown in the image below
- On the right side of the page, the **table of contents** of the book is displayed.
- By clicking on any chapter, you are automatically taken to the corresponding page of the eBook.



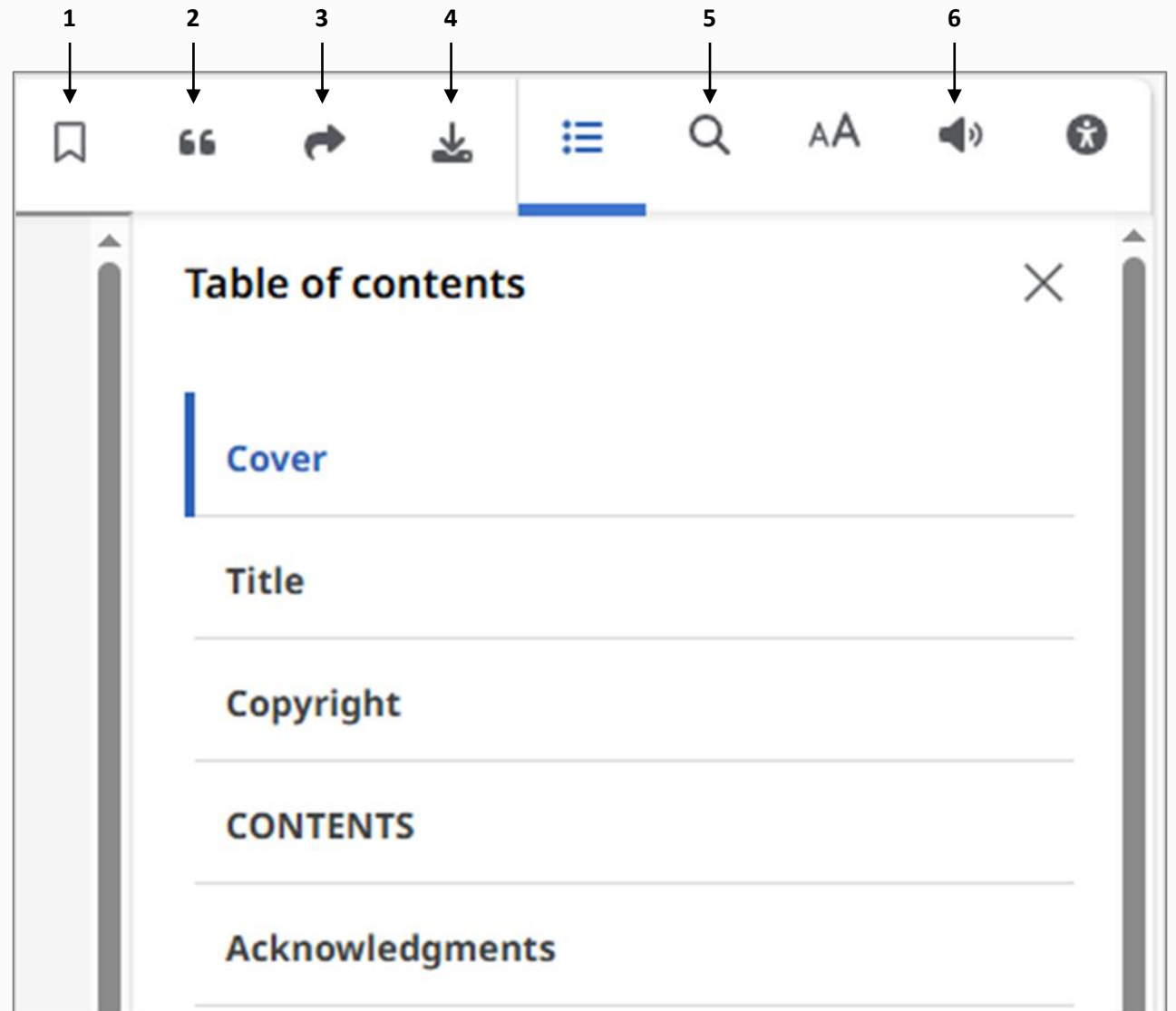
ELECTRONIC BOOKS (E-BOOKS)

At the top of the page, icons are displayed that allow you to:

1. Save the item
2. Create **citations**
3. Share the item
4. Download the item
5. Search for keywords within the text
6. Use the **Text-to-Speech** function for audio reading of the text

Text-to-Speech:

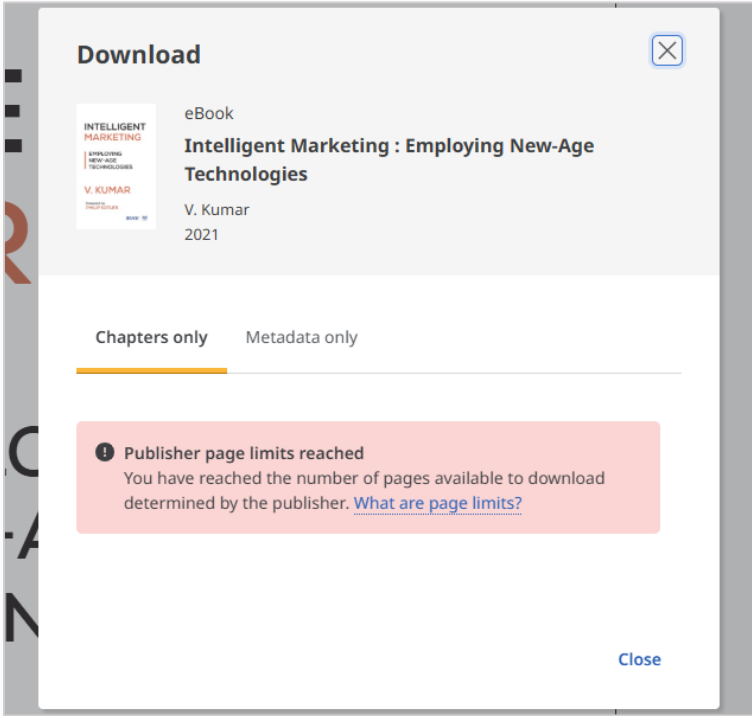
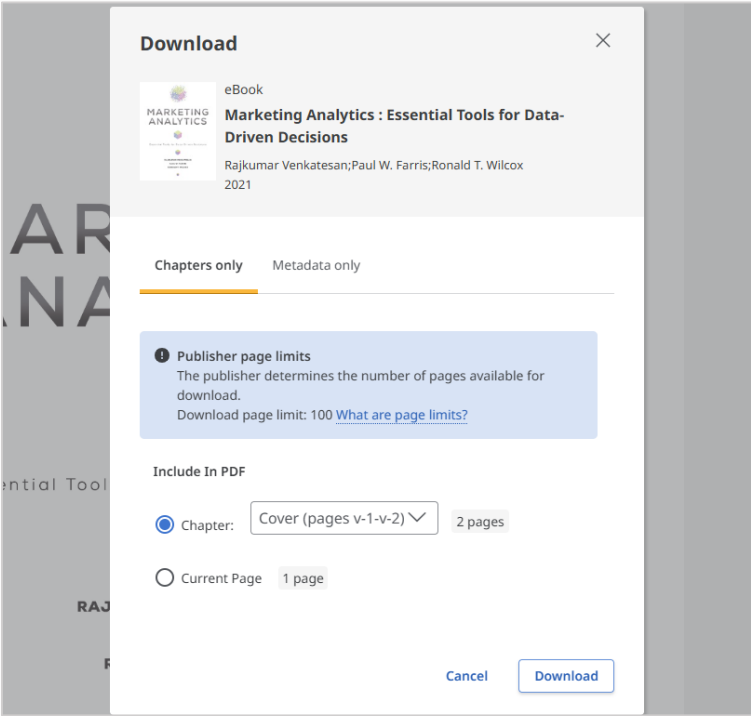
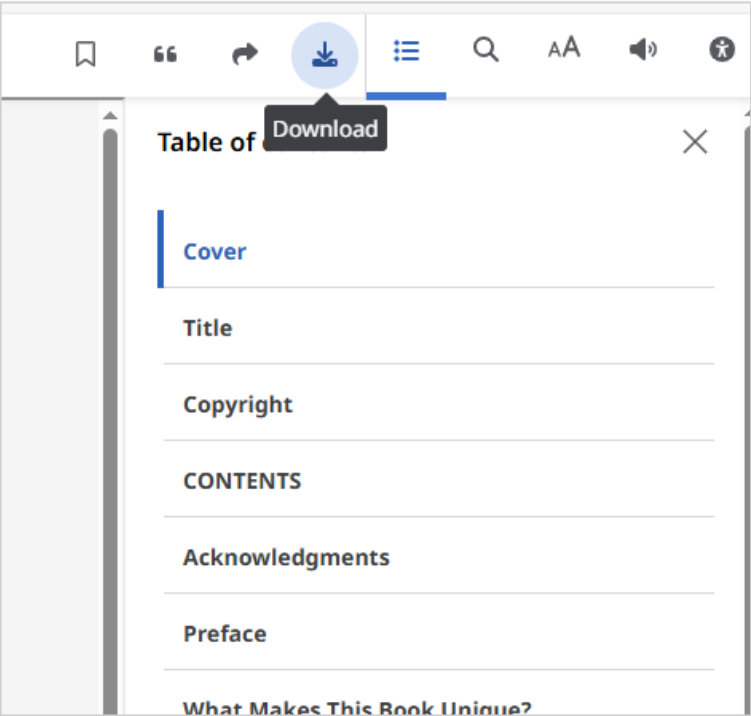
The Text-to-Speech feature allows the text to be read aloud by the system, facilitating access to the content.



DOWNLOADING E-BOOKS

- 1. Click on the **download icon**, as shown in the image below, to download the book.
- 2. In the window that appears, select the pages you wish to download.
- * **Note:** Download and printing restrictions are set by each publisher and may vary from book to book.

Attention! If you exceed the usage limit, a notification will appear indicating that you have surpassed the page limit and cannot download additional pages.



ACADEMIC JOURNALS

- 1. Click on “All Filters” to open the menu on the right and select the “Peer-reviewed” checkbox.
- 2. In the “Source Type” section, select the “Academic Journals” checkbox.
- 3. Click “Apply” to narrow the search results.

2021

strategy, Advertising and marketing

Show: 10

Releva

H STARTER

eting.

t people, the first thing that comes to mind when t

ng comes up is advertising, in forms such as televis

rcials, newspaper inserts, or billboards at the side o

All filters

Also search within the full text of the articles

Apply equivalent subjects

Advanced search

☒ Linked Full Text

☒ Peer Reviewed

☐ Catalog Only

☐ Available in Library Collection

☐ EPUB eBooks

Publication Date

Content provider

Content provider

Source Types (1)

Search terms

Hit count (high to low)

☒ Academic Journals (3,467,518)

☐ Trade Publications (1,884,532)

☐ Magazines (1,531,796)

☐ News (1,436,091)

Clear All

Apply

1

2

2

ACCESSING THE FULL TEXT OF AN ACADEMIC ARTICLE

Below the item, locate the option “Access options” or “Access now (PDF)”.

- If “Access now (PDF)” appears, click on it. The article will open on a new page for reading or downloading.
- If “Access options” appears below the item, clicking the arrow will give you the following options: “PDF” and “Online full text”.

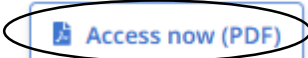


INTEGRATION OF ENERGY INDEPENDENCE INTO **MAR** SMALL AND MEDIUM-SIZED ENTERPRISES: STATE SUP PROFITABILITY ANALYSIS.

By: Adamovska, Viktoriia; ✨ Mishchuk, Ievgeniia; Porosla, Polina; +2 more • In: Techn...
volume 2, issue 4(82), pages 24-32 (9p) • Academic Search Ultimate

The object of research is the **marketing** strategy of energy independence of enterpr
determining the effectiveness of energy independence **marketing** strategies and the

Subjects: Marketing; Renewable energy sources; Energy security; Small business; +2

 Access now (PDF) 

Peer reviewed | Academic Journal



A Combined Importance-Performance Map and Necess of the Acceptance of Blockchain Use in **Marketing**: The

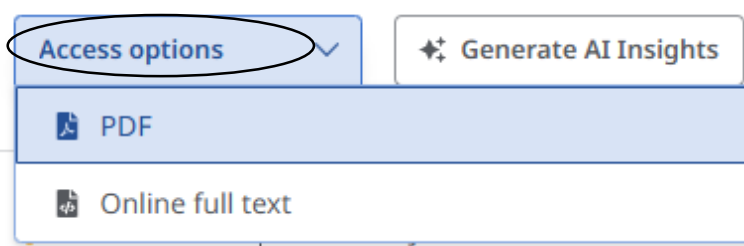


THE SYMPHONY CONCERT AS **MARKETING** PRODUCT

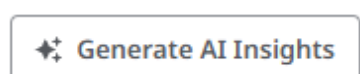
By: TOADERE, Dalma Lidia • In: Studia Universitatis Babeş-Bolyai, Musica, 2025
(14p) • Academic Search Ultimate

After having historically been reluctant to embrace **marketing** beyond mere ad
the artistic mission, symphony orchestras are having **marketing** as an integral p

Subjects: Marketing; Symphony; Sales promotion; Performing arts; +4 more



Access options ✓
PDF
Online full text





Mental **Marketing** and Political Leadership: A Quan Analysis of Trump, Obama, and Berlusconi.

ACCESSING THE FULL TEXT OF AN ACADEMIC ARTICLE

In certain cases, rather than the options described above, the system may display the “Full Text Finder” option, which provides access to available full-text sources.

- 1. Click on the “Full Text Finder” option.
- 2. A new page will open, presenting available links that lead to the full text of the article.

4



Peer reviewed | Academic Journal

Carbon-Aware AI Control Plane for DevOps Automation: A Reference Architecture and Next-Generation Sustainability Framework

By: Dhawan, R.; Suresh Patel, M. • In: IEEE Access, Access, IEEE, 2026, volume 14, pages 11163-11184 Digital Library

This paper presents a reference **architecture** and conceptual framework for integrating carbon aware automation systems. AI workloads are becoming one of the fastest-growing contributors to the global carbon footprint.

Subjects: Aerospace; Bioengineering; Communication, Networking and Broadcast Technologies; Computing Devices and Systems; +31 more

Full Text Finder

← 1

5



Peer reviewed | Academic Journal

Decoupling Deployment Velocity From Platform Governance: A Case Study of WebSocket-Enabled Gateway-Microservice Architecture

By: Dhawan, M. • In: IEEE Access, Access, IEEE, 2026, volume 14, pages 9348-9358 (11p) • IEEE Xplore

Large-scale enterprise platforms face a fundamental tension between maintaining strict deployment governance and achieving high deployment velocity.

Neapolis University Pafos

Full Text Finder Results

Article

Carbon-Aware AI Control Plane for DevOps Automation: A Reference Architecture and Next-Generation Sustainability Framework

Published: IEEE Access, 2026, Vol. 14, p11163-11184
By: Dhawan, Rohit; Suresh Patel, Minav
ISSN: 2169-3536
ISSN (Online): 2169-3536
Item identifier: 10.1109/access.2026.3656467 (DOI)

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19

ADVANCED SEARCH

To perform a search using more than one field:

1.

At the top right of your screen, select **“Advanced Search”**. The advanced search page will open, where you can enter multiple criteria.
2.

Type the keywords into the corresponding fields of the advanced search
3.

Click **“Search.”**

Alexia

1

→

Advanced search

✕

🔍

Show: 10

↓ Relevance

⋮

Neapolis University Pafos

New search

Browse by

Research tools

Alexia

Search articles, books, journals & more

Basic search

marketing

⊙

All fields

▼

AND

▼

social media

⊙

All fields

▼

AND

▼

⊙

All fields

▼

⊕ Add row

⊖ Delete row

Clear all

Search

Filters

Search options

Publications

Limit your results (1)

Clear all

☒ Linked Full Text

☐ Peer Reviewed

☐ Catalog Only

☐ Available in Library Collection

☐ EPUB eBooks

Author

Title

Language

All

▼

Publication Date

☒ All dates

SAVING ITEMS

1. To save an item, click the **save icon** located on the right side of the result.

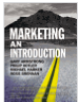
- 1. To view all the items you have saved, click on your name in the top-right corner
- 2. and then select **“Saved.”**

0 selected

About this publication →
We found 4 more matches for "Marketing" [See all publication matches](#)

Read more →

1



Book
Marketing : an introduction / Gary Armstrong ... [et al.].
In: 2009 • Library Neapolis University Pafos
Subjects: **Marketing**
Status: Available Location: HF5415 .M2965 2009
Access options

1 → 

2



Book
Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.
By: Kerin, Roger A. • In: 2009 • Library Neapolis University Pafos
Subjects: **Marketing**
Status: Available Location: HF5415 .K452 2009
Access options

1 → 

3



Book
Digital marketing / Dave Chaffey, Fiona Ellis-Chadwick, Majd Abedrabbo
By: Chaffey, Dave • In: 2025 • Library Neapolis University Pafos
Subjects: **Internet marketing**
Status: Location: Call number:

Browse by ▾ Research tools ▾

2 → 

3 →

Welcome back, Alexia!
[Projects](#)
[Saved](#)
[Recent activity](#)
[Holds & checkouts](#)
[Alerts](#)
[My preferences](#)
[Manage your account](#)
[Sign out of MyEBSCO](#)

0 selected

Peer Reviewed All dates ▾ Source type ▾

e -- Business; Social Sciences; Marketing



"Marketing" [See all publication matches](#)

Read more →

RESEARCH STARTER

Marketing.
For most people, the first thing that comes to mind when the subject of **marketing** comes up is advertising, in forms such as television commercials, newspaper inserts, or billboards at the side of the road. Modern society has become so permeated by these advertisements that it is not difficul...
Salem Press Encyclopedia, 2021
Other topics: [Marketing Methods.](#) , [Marketing Strategy.](#) , [Advertising and marketing industry.](#)
Read more →

SAVING ITEMS



New searchBrowse by ▾Research tools ▾

Alexia

marketing



 Saved

RecordsSearchesSearch sets

Records: 9

Show: 10 ▾ Newest ▾

☐

▾

0 selected

☐ 1 eBook



Psychology : The Basics

By: Rolf Reber • In: The Basics, 2019 • eBook Academic Collection (EBSCOhost) • Saved: 6/4/2026, 1:07 PM

This compact introduction is the ideal primer for anyone looking for an accessible overview of the basic principles of psychology, the fascinating science of mind and behavior. In everyday life we often ask why people act the way that they do, especially when we encounter or hear about puzzling behavior. Psychology: The Basics introduces everyday explanations of behavior, considering them through a... [Show more](#)

Subjects: PSYCHOLOGY / General; Psychology;

☐ 2 eBook



Art LoVers: Celebrating Elisabeth de Bièvre and John Onians in Words and Pictures

By: Gyöngyvér Horváth; Isabelle Onians • In: 2025 • eBook Collection (EBSCOhost) • Saved: 3/27/2026, 9:23 AM

22

SUBMITTING AN INTERLIBRARY LOAN (ILL) REQUEST

If you find a book that is available only in physical format in the library (listed as “**Book**”) but cannot visit the Library in person, you can use the **Interlibrary Loan (ILL) service** to borrow it from libraries near you.

- 1. Click on “**Access options**”.
- 2. Select “**Request this item through interlibrary loan**” to submit your request.

My dashboard ^

Projects

Saved

Recent activity

Holds & checkouts

Alerts

Research tools

New search

Publication Finder

Concept map

Help

Publications authority

Read more →

1

Book

Marketing : an introduction / Gary Armstrong ... [et al.].

In: 2009 • Library Neapolis University Pafos

Subjects: Marketing

Status:

Location:

Call number:

Available

HF5415 .M2965 2009

2

Access options

Request this item through interlibrary loan

Retrieve Catalog Item

Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.

By: Kerin, Roger A. • In: 2009 • Library Neapolis University Pafos

23

SUBMITTING AN INTERLIBRARY LOAN (ILL) REQUEST

- You will be redirected to a new page where you need to fill in the following fields: (1) **First Name**, (2) **Last Name**, (3) **Student ID (Registration ID)**, (4) **Home Address**, (5) **Email**, (6) **Phone Number**.
- After completing all fields, click **“Submit”** at the bottom of the page to complete the process.
- The Library will receive your request and will attempt to locate the item at the nearest participating library to you.

EBSCO

Research
Databases

Interlibrary Loan Request Form

Please enter the information below in order to send an Interlibrary Loan request to your library administrator. The request will be sent via email.

*First Name

←

1

*Last Name

←

2

*Library Card #

←

3

Department

*Address

←

4

*E-mail Address

←

5

*Phone

←

6

Date Needed

Format: mm/dd/yyyy

Comments

* Indicates required field.

Item Details

Title

Marketing : the core.

Item Details

Title

Marketing : the core.

Author

Kerin, Roger A.;Hartley, Steven William;Rudelius, William

Source

Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.

Date

2009-01-01

ISSN

ISBN

0073381063

Series or Collection Title

Volume

Issue

Start Page

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24



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