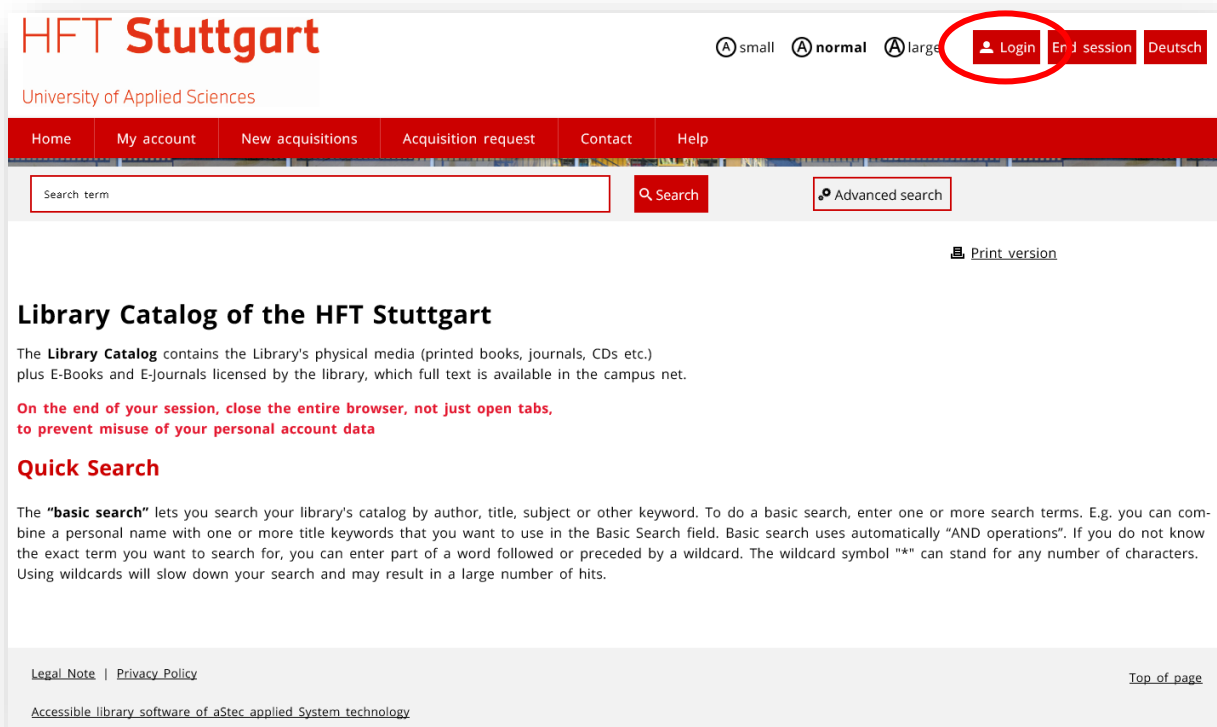


## Guide: Use of ProQuest e-books outside the campus network

ProQuest Ebook Central provides a broad range of e-books from academic sources, including university press and other well-known publishers.

As a HFT member, you can use ProQuest e-books outside the campus network as well, by login in the library catalog via your HFT account.

**Step 1:** Login with your HFT access data in the catalog.



The screenshot shows the homepage of the HFT Stuttgart library catalog. At the top left is the logo 'HFT Stuttgart' and 'University of Applied Sciences'. On the top right, there are links for 'small', 'normal', 'large' text sizes, and a 'Login' button which is circled in red. Below the header is a navigation menu with 'Home', 'My account', 'New acquisitions', 'Acquisition request', 'Contact', and 'Help'. A search bar is located below the menu, with a 'Search' button and an 'Advanced search' link. A 'Print version' link is also visible. The main content area is titled 'Library Catalog of the HFT Stuttgart' and contains a description of the catalog, a warning about account security, and a 'Quick Search' section. The footer includes 'Legal Note | Privacy Policy', 'Top of page', and 'Accessible library software of aStec applied System technology'.



The dialog box has a blue information icon on the left. The text reads 'Are you a member of this university?'. Below the text are two buttons: 'Yes' and 'No'. The 'Yes' button is circled in red.

HFT Stuttgart

Login to IBS|BW

Username

Password

Don't Remember Login

Clear session granting of permission for release of your information

Login

> Need Help?

IBS|BW

Integriertes Bibliothekssystem Baden-Württemberg

**Step 2:** Enter the searched book title in the search field and click „Search“.

HFT Stuttgart

University of Applied Sciences

Home My account New acquisitions Acquisition request Contact Help

Search term principles of marketing Search Advanced search

Print version

### Library Catalog of the HFT Stuttgart

The **Library Catalog** contains the Library's physical media (printed books, journals, CDs etc.) plus E-Books and E-Journals licensed by the library, which full text is available in the campus net.

**On the end of your session, close the entire browser, not just open tabs, to prevent misuse of your personal account data**

#### Quick Search

The **"basic search"** lets you search your library's catalog by author, title, subject or other keyword. To do a basic search, enter one or more search terms. E.g. you can combine a personal name with one or more title keywords that you want to use in the Basic Search field. Basic search uses automatically "AND operations". If you do not know the exact term you want to search for, you can enter part of a word followed or preceded by a wildcard. The wildcard symbol "\*" can stand for any number of characters. Using wildcards will slow down your search and may result in a large number of hits.

Click on the searched book title in the result list.

**Result list** Print version

"Keyword anywhere = principles of marketing" in All, hits: 1- 22 from 328

Navigation icons: Home, Previous, First, Next, Last, Refresh

Rank	Title	Year	Format	Options
1	<b>Insurance Distribution Directive : A Legal Analysis</b>	2021	Springer OA eBook	Mark, Note
2	<b>Building Brand Communities</b>	2020	oReilly eBook	Mark, Note
3	<b>Effective SEO and Content Marketing</b>	2020	oReilly eBook	Mark, Note
4	<b>Fearless Innovation</b>	2020	oReilly eBook	Mark, Note
5	<b>The handbook of applied communication research : Volume I</b>	2020	Wiley oBook	Mark, Note
6	<b>High voltage direct current transmission : converters, systems and DC grids</b>	2020	Wiley oBook	Mark, Note
7	<b>Implementing IBM FlashSystem 9200, 9100, 7200, and 5100 Systems with IBM Spectrum Virtualize V8.3.1</b>	2020	oReilly eBook	Mark, Note
8	<b>Leading and Managing the Whole Self</b>	2020	LinkedIn Learning	Mark, Note
9	<b>Microsoft MB-901 Certification Course : Dynamics 365 Fundamentals</b>	2020	oReilly eBook	Mark, Note
10	<b>Principles of marketing</b>	2020	Proquest eBook	Mark, Note
11	<b>Trading fixed income and fx in emerging markets : a practitioner's guide</b>	2020	Wiley oBook	Mark, Note

**Lists**

- Activate list
- My folder
- Generate new folder

**Filter list**

- How filtering works
- Filtern
- Year of publication
- Subject heading
- Language
- Type of item
- Filtern

**Further options**

- Sort by
- Export titles

**Step 3:** After that, click on the URL down below in the access area.

**HFT Stuttgart** University of Applied Sciences

Home My account New acquisitions Acquisition request Contact Help

Search term: principles of marketing Search Advanced search

Print version

### Full display

## Principles of marketing / Philip Kotler, Gary Armstrong, Lloyd C. Harris, Hongwei He

"Keyword anywhere = principles of marketing" in All, hits: 10 from 328

#### Catalogue information

Type of item	[E-Book]
Shelfmark	Proquest eBook
Title	Principles of marketing / Philip Kotler, Gary Armstrong, Lloyd C. Harris, Hongwei He
Personal name	<ul style="list-style-type: none"><li>Kotler, Philip, 1931- [Author]</li><li>Armstrong, Gary, 1943- [Author]</li><li>Harris, Lloyd C. [Author]</li><li>He, Hongwei [Author]</li></ul>
Publication	Harlow : Pearson, [2020]
Extent / Format	1 Online-Ressource (xxvii, 689 Seiten)
Physical description	Illustrationen (Other data)
Edition	Eighth European edition
Language	English
Country	Großbritannien
ISBN	9781292269603 9781292269566  (Druck-Ausgabe)
Number	1685897339  (K10Plus-Nummer)
Further edition	Erscheint auch als Druck-Ausgabe: Principles of marketing / Philip Kotler, Gary Armstrong, Lloyd C. Harris, Hongwei He. - Harlow, England ; London ; New York ; Boston, [2020], © 2020
Subject headings	<ul style="list-style-type: none"><li>Marketing</li></ul>
Classification	<ul style="list-style-type: none"><li>Wirtschaftswissenschaften &gt; Allgemeine Betriebswirtschaftslehre &gt; Aufbauelemente des Unternehmens &gt; Absatz &gt; QP 600 Allgemeines</li><li>https://ebookcentral.proquest.com/lib/kxp/detail.action?docID=5979195</li></ul>

#### Access

	URL	Hinweis zur URL
Campusnetz, VPN, Shibboleth	<a href="https://ebookcentral.proquest.com/lib/hft-stuttgart/detail.action?docID=5979195">https://ebookcentral.proquest.com/lib/hft-stuttgart/detail.action?docID=5979195</a>	ein gleichzeitiger user, Speichern eingeschränkt möglich

Please click the link to access full-text!

List

- Fill/empty list
- My folder

Further infos

- Export titles

Accept the transmission of the information.

**HFT Stuttgart**

Sie sind dabei auf diesen Dienst zuzugreifen:  
**Ebook Central/ebrary ebooks** von ProQuest

Beschreibung dieses Dienstes:  
*To assist libraries with strategic ebook acquisition, ebrary offers a number of packages under subscription and perpetual archive models that are hand selected by our on-staff librarians. These pre-packaged products can be combined with each other as well as individual titles acquired under models such as patron driven acquisition and short-term loan for the greatest value.*

An den Dienst zu übermittelnde Informationen	
eduPersonScopedAffiliation	faculty@hft-stuttgart.de member@hft-stuttgart.de FACULTY@hft-stuttgart.de staff@hft-stuttgart.de STAFF@hft-stuttgart.de

Zusätzlich wird eine pseudonyme Kennung (transient oder persistent Id) übertragen.  
Näheres entnehmen Sie bitte der [Datenschutzerklärung](#).

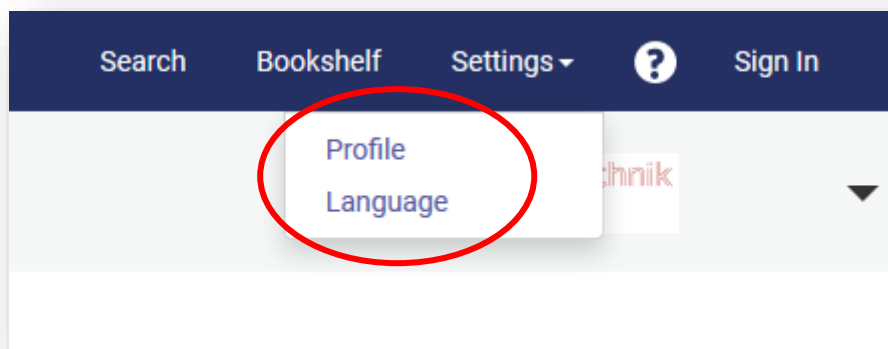
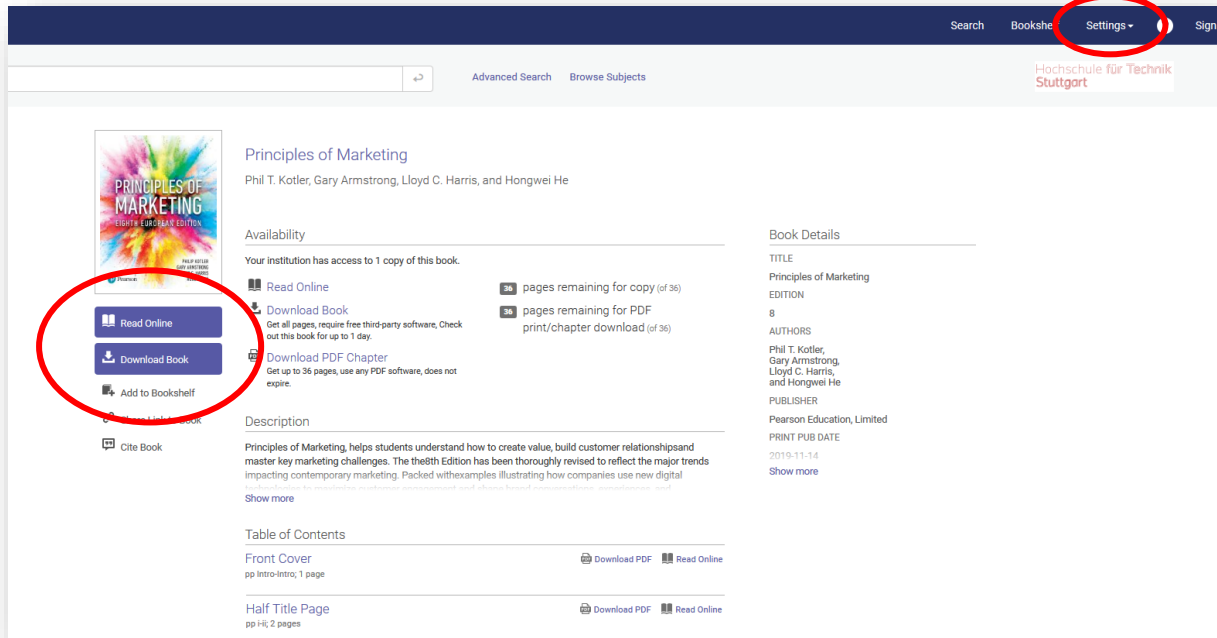
Wählen Sie die Dauer, für die Ihre Entscheidung zur Informationsweitergabe gültig sein soll:

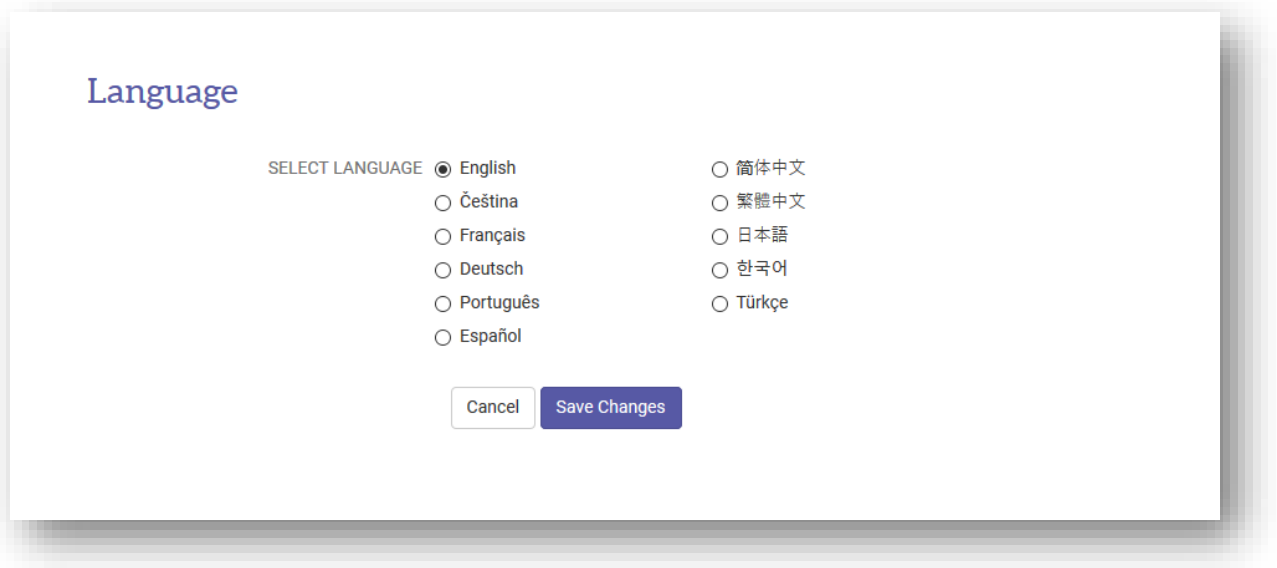
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Now you can download whole e-book or its separate chapters. With the "Settings" button you can chose the language.





If you have any questions, contact the HFT library via e-mail or by telephone.

Good luck with the research!