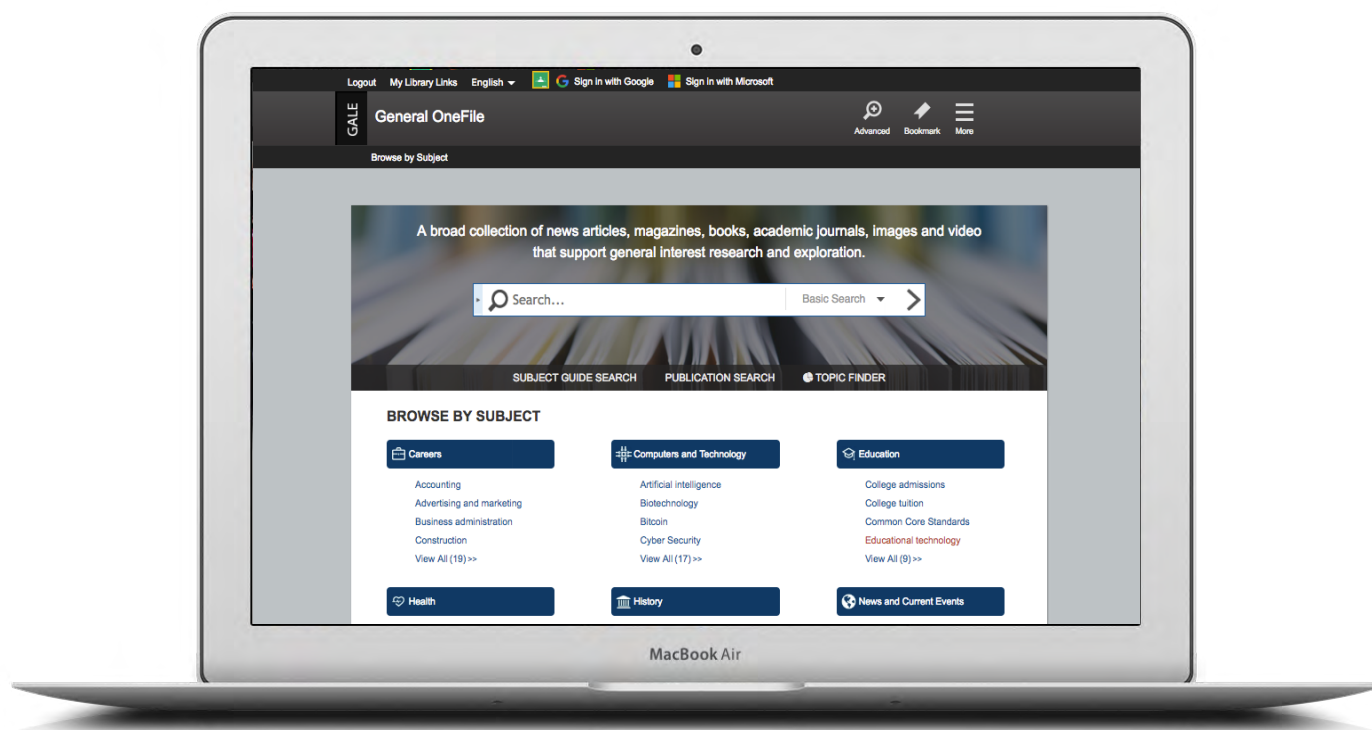


GENERAL ONEFILE

EXPLORE AUTHORITATIVE ARTICLES FROM MAGAZINES AND JOURNALS

General OneFile provides millions of articles from thousands of magazines, journals, newspapers, and other authoritative sources. With intuitive search features, and extensive coverage across wide-ranging topics, you'll find accurate information and articles to support your interests. Discover full-text results to fuel exploration and gain understanding with *General OneFile's* vast selection of periodicals.



CURRENT RESULTS

Access recent information on almost any subject. Periodicals are updated several times each day.

TOPIC FINDER

Explore divisions within a topic and connections between subjects. Click to uncover paths of discovery and relevant results to match.

SIGN IN

Sign in and send articles to your Google or Microsoft account. Access your results anywhere from Google Drive or OneDrive.

SEARCHING CONTENT

Basic Search

Searches across the entire resource and delivers results sorted by relevance

Basic Search is useful when you want to run a search for a narrow or precise topic, typically with multiple terms. Consider **Browse by Discipline** and **Subject Guide Search** when you have a broad topic to research.

Browse by Discipline

Allows you to browse by subject area and retrieve articles from selected journals supporting your discipline

This is a great way to start your research if you are unsure of which search terms to use, are unfamiliar with your subject area, or find other search paths overwhelming.

Advanced Search

Provides extensive options to customize your search and target relevant results

You can use Advanced Search to run complex searches for specific results, or to perform open searches for a broad view of available content. Some of the most popular features include:

- **Keyword:** Select this field to search “hot spots” of articles, including citations, subject headings, abstracts, and the beginning of each article. This is a good general option to start your search.
- **Subject:** Choose this field to increase specificity by using document tags to find results fully focused on your topic. Try subject if your basic search produces too many results.
- **Publication Title:** Use this field to search for articles or documents from a particular publication like *Newsweek*.
- **Entire Document:** Pick this field to search within the entire text of documents. This option performs a broad search for any mention of your terms, and can be used to find articles that use very precise phrases or touch on specific concepts.
- **Search Operators:** Use these drop-downs to connect your search terms. **AND** ensures your results mention both terms. **OR** broadens your search to results mentioning either term. **NOT** excludes a term or phrase that you do not want to appear in results.
- **Limiting Options:** Narrow your results with options like peer-reviewed publications, full text documents, document type, and more. Many of these options are also available in the filter bar after you execute a search.

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Search...

Advanced Search

Browse by Subject

Advanced Search

Search for: Newsweek in Publication Title

And North Korea in Subject

And in Basic Search

Add a Row

Search

More Options

☒ Full Text Documents

☐ Peer-Reviewed Journals

☐ Document Contains Images

by publication date(s):

☒ All Dates ☐ Before ☐ On ☐ After ☐ Between

by document type:

☐ Exclude these document types

Select Document Type(s)

Subject Guide Search

Takes a guided approach to finding your topic

The subject guide search offers the ability to narrow a single topic by subdivisions, and to view narrower and broader related topics.

If you have a broad topic in mind, this search can help you identify targeted tags to find documents fully focused on the topic. You can also use this search to specify the appropriate context for words with varied meanings or to discern between people with the same name.

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Search...

Advanced Search

Browse by Subject

Back to previous page

Subject Terms	Results
Marketing	157205
Subdivisions (+)	
Related subjects	
Marketing (Home economics) See Grocery shopping	1453
Marketing (Mercadotecnia) See Mercadotecnia	6
Marketing (Periodical) Subdivisions (+)	72

Refine Results

limit to:

☒ Full Text Documents

☒ Peer-Reviewed Journals

Publication Search

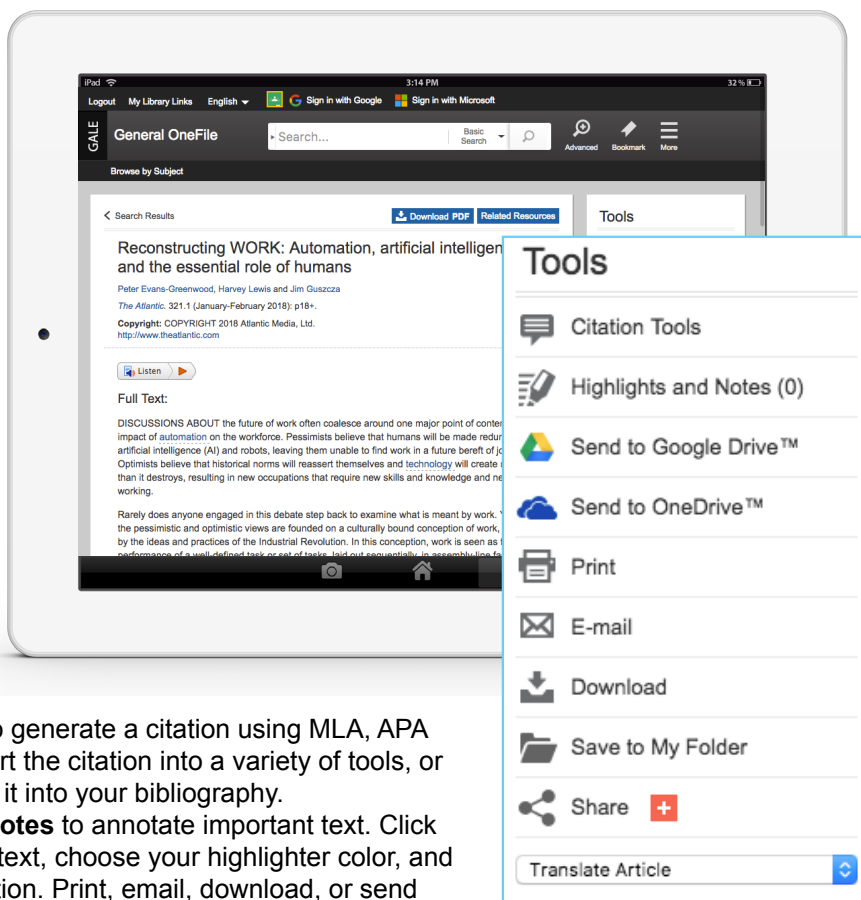
Verifies the availability of a publication within General OneFile

Use Publication Search to enter the title of a publication of interest. Click on any matching results to view coverage details, and link to articles from individual issues. You can also use “Create Journal Alert” to subscribe to automatic emails or receive RSS notification when a new issue is added to *General OneFile*.

WORKING WITH DOCUMENTS

Tools

Manage content with document tools and features



- Click **Citation Tools** to generate a citation using MLA, APA or Chicago style. Export the citation into a variety of tools, or simply copy and paste it into your bibliography.
- Use **Highlights and Notes** to annotate important text. Click and drag to select the text, choose your highlighter color, and add notes to the selection. Print, email, download, or send the result to Google or Microsoft to retain your highlights and notes with the result. You can also click the **More** button in the database banner, and select Highlights and Notes to access a summary. *Once you leave the database, any content that you have saved is erased to protect your privacy.*
- **Send to Google Drive/OneDrive** to export the result to your existing Google or Microsoft account, allowing you to access it indefinitely. A *General OneFile* folder is automatically created to make it easy to find your exported documents.
- **Print, Email, or Download** the document to keep a copy of the result, including any highlights and notes you've added.
- Use **Save to My Folder** to add the article to a temporary session folder available under the **More** button in the banner. Use this feature to gather several articles and then cite, print, e-mail, download, or send to Google Drive or OneDrive all at once. *Once you leave the database, My Folder is erased to protect your privacy.*
- Click the **Listen** tool to have the article read aloud to you. After clicking play, you can download the audio .mp3.
- Select **Translate** to view a machine translation of the document in the language of your choice.
- Use **Related Subjects** to find additional documents with similar subject terms. This quickly takes you to additional results to boost your understanding and enhance your research.
- View **Related Resources**—a handful of selected articles on similar topics—at the bottom of your article.
- Click **Bookmark** in the banner to create a link back to practically any page you choose. You can copy and paste the link anywhere you'd normally share a URL, making this tool a great way to share individual documents, searches, results in My Folder, and more.

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