In 2007 Emerald celebrates its 40th anniversary, and, for a company which began with the acquisition of one journal, this represents a milestone. Emerald was established in 1967 by a group of senior academics who, dissatisfied with the international publishing outlets of the time, formed an alternative publishing house that focused on niche management disciplines including strategy, change management, and international marketing.

The main aim of the presentation is to introduce the participants to Emerald’s history, quality, values and its products.

Emerald’s flagship product, Emerald Management Xtra, is the largest, most comprehensive collection of peer-reviewed management journals and online support for librarians, students, faculty, researchers and deans. It features 160 full text journals and reviews from the world’s top 300 management journals. It provides access to Special Collections of Case Studies, Interviews, Literature and Book Reviews.

Recently Emerald launched Emerald Management First, online resource centre for busy managers in corporate and public organizations. It provides easy access to high quality management theory and research via case studies, guru interviews and premium information products. More than current awareness, Emerald Management First provides business professionals with the essential know-how needed to perform in today’s challenging environment.