

# Mendeley 이용 매뉴얼

www.mendeley.com

### Table of Content



- 1. Reference Manager
  - 계정 만들기 & 프로그램 설치
  - 기관 그룹 가입하기
  - 라이브러리 구축 및 관리하기
- 2. Read and Annotate
  - PDF 파일 읽고 노트하기
- 3. Research Network and Groups
  - 프로파일 생성 및 관리하기
  - 네트워킹 및 그룹 만들기
- 4. Citations & bibliography
  - Citation & Reference 생성 및 편집하기
- 5. Discovery
  - 논문 검색 및 저장하기
  - Mendeley Suggest 관심 논문 자동 추천
- 6. Stay up-to-date









### Reference Manager





Step 1:	
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## Using the Web Importer

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Getting open access right matters because the new publishing model is designed to increase the pace and impact of scientific communication through the power of the Internet. Immediate, free publication increases the audience for scientific research and overcomes the increasingly high price barrier to access imposed by the traditional,

cient. The growth in digital technologies and in digital networks should be driving down the price of access to the scholarly journal literature, but instead prices have increased at a rate greatly in excess of inflation (e.g., [4,5]). Moreover, studies from journal publishing in some disciplines show that commercial journal publishers successfully charge significantly more than non-commercial journal publishers, such as scholarly societies, even when the commercial offerings make less valuable contributions to the progress of science and knowledge as measured by citations (e.g., [6]).

The economic roots of the pricing problem are not difficult to discern. Journal publishers provide a platform between authors of journal articles and their readers. In these situations, the gobetween can choose a mix of prices to each side of the relationship, usually charging more to the party that is more dependent on the go-between. The tradiover a barrel, commercial publishers have steadily consolidated to reduce their costs while increasing profits through uncompetitive pricing [7].

The open-access model fundamentally shifts the balance of power in journal publishing, and thereby greatly enhances the efficiency and efficacy of scientific communication. In its most common form, the model shifts the costs of publication entirely to the author-funder side of the relationship so as to broaden access as far as the Internet reaches and to remove the need for any lingering usage barriers. By shifting the costs of publication entirely to the author-funder side, journals must compete head-to-head on quality and price without diminishing impact through price or usage barriers because authors have greater choice over where to publish than libraries have over whether to subscribe. This increased competition will reduce the overall costs



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Andreas Kaplan\*

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#### ABSTRACT

This article looks at the history of business schools and identifies specific characteristics that are common to European management schools. On the basis of these characteristics, European management is subsequently defined as a cross-cultural, societal management approach based on interdisciplinary principles. In a final step, a closer look is taken at how European business schools should prepare their students for the unique European management context. It is suggested that such schools should provide courses on cross-cultural management and courses explaining the interdependencies between the private and public sector, offer students opportunities to experience other cultures over the course of their studies, and teach management from an interdisciplinary and practically-oriented perspective.

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Seedorf, H., Griffin, N. W., Ridaura, V. K., Reyes, A., Cheng, J., Rey, F. E., ... Gordon, J. I. (2014). Bacteria from Diverse Habitats Colonize and Compete in the Mouse Gut. *Cell*, *159*(2), 253–266. doi:10.1016/j.cell.2014.09.008<sup>4</sup>







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