„Extension of the spectrum of sources as a prerequisite for the development of research activities of modern libraries”
Libraries and librarians are changing

- The advent of the internet and digitalization of library resources totally changed the earlier meaning of library from document preservation to knowledge management

- The modern librarian is not a custodian of documents but an information provider

- One of the major changes we see in academic libraries is the use of new innovating technologies for learning and research

- Modern library goes online!
Modern library and its resources should be

Accessed anywhere, Anytime, On any device.
EBSCO provides solution for libraries in digital age

- 70 years’ experience in serving the information needs of libraries
- We follow changes of global trends in librarianship
- We listen to our customers (both librarians and end users) and change our products based on their suggestions
- We are helping universities to spread their academic output by adding journals published by universities to our databases
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The basic EBSCO package offered in Ukraine

EBSCO offers online access to the basic package of 12 databases mostly in English
Full Text databases (7)

- Academic Search Premier
- Business Source Premier
- Regional Business News
- Master File Premier
- Health Source-Nursing/Academic Edition
- Health Source-Consumer Edition
- Newspaper Source

Bibliographic databases (5)

- Medline
- ERIC
- GreenFILE
- Library, Information Science & Technology Abstracts (LISTA)
- Teacher Reference Center
Total full text unique (unduplicated) resources included in the package: 35,079

- Academic journals: 5,570
- Magazines: 1,387
- Newspaper: 491
- Books & Monographs: 613
- Biographies: 1,063
- Country reports: 1,128
- Industry reports: 6,635
- SWOT Analysis: 4,597
- Market Research Report: 107

In addition, many other full text resources including educational reports, health reports, encyclopedias, conference proceedings, working papers and others.
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Forbes outlines the success of Nike's innovation and growth in the athletic market, focusing on the brand's ability to adapt and evolve over time. The article highlights Nike's commitment to innovation, from its early days in Oregon to its current status as a global leader in the athletic equipment industry. The company's focus on sustainability and ethical practices is also discussed, showcasing its dedication to not only profits but also social responsibility.

The article includes interviews with high-profile individuals in the athletic world, providing insights into the strategic decisions that have led to Nike's continued success. It's a comprehensive look at how Nike has maintained its position at the forefront of the industry, despite challenges and competitive pressures.

In conclusion, Forbes' article serves as a testament to Nike's resilience and innovation, reinforcing its status as a respected and admired brand in the world of sports.
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