Quick Reference Guide
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOMEPAGE AND PAGE NAVIGATION</td>
<td>3</td>
</tr>
<tr>
<td>SIDEBAR NAVIGATION</td>
<td>4</td>
</tr>
<tr>
<td>Show/hide sidebar</td>
<td>5</td>
</tr>
<tr>
<td>Book details</td>
<td>5</td>
</tr>
<tr>
<td>Table of contents</td>
<td>6</td>
</tr>
<tr>
<td>Search</td>
<td>7</td>
</tr>
<tr>
<td>Thumbnails</td>
<td>8</td>
</tr>
<tr>
<td>Dictionary</td>
<td>9</td>
</tr>
<tr>
<td>Annotations</td>
<td>10</td>
</tr>
<tr>
<td>Bookmarks</td>
<td>10-11</td>
</tr>
<tr>
<td>Notes</td>
<td>11-14</td>
</tr>
<tr>
<td>TOP BAR NAVIGATION</td>
<td>15</td>
</tr>
<tr>
<td>Text Selection</td>
<td>16</td>
</tr>
<tr>
<td>Copy Text</td>
<td>16</td>
</tr>
<tr>
<td>Lookup Word</td>
<td>16</td>
</tr>
<tr>
<td>Find in Document</td>
<td>16</td>
</tr>
<tr>
<td>Tools (Highlighting)</td>
<td>17</td>
</tr>
<tr>
<td>Tools (Notes)</td>
<td>17</td>
</tr>
<tr>
<td>Pan Scroll</td>
<td>18</td>
</tr>
<tr>
<td>Zoom In/Zoom Out</td>
<td>18</td>
</tr>
<tr>
<td>Print</td>
<td>18</td>
</tr>
<tr>
<td>Page Layout</td>
<td>19</td>
</tr>
<tr>
<td>Page Resize</td>
<td>19</td>
</tr>
<tr>
<td>Page Options</td>
<td>20</td>
</tr>
<tr>
<td>Copy Page</td>
<td>20</td>
</tr>
<tr>
<td>Background Colours</td>
<td>21</td>
</tr>
<tr>
<td>Help</td>
<td>22</td>
</tr>
</tbody>
</table>
From the Homepage all features of the Reader can be accessed by selecting the appropriate icon; presented across the top of the page and down the left side.

Selecting the forward and back < > icons will navigate the user through the book a page at a time.
Key to sidebar icons:

- Show/hide sidebar
- Book details
- Table of contents
- Search
- Thumbnails
- Dictionary
- Annotations
Show/hide sidebar

Select this icon to remove or include the sidebar in order to expand the reading area.

Book details

Use this icon to view details of the book, including title, publisher, publication date and ISBN.

Copy allowances and Print allowances of the book are also displayed.

Select the book icon to open/close the feature.

Select X to close in full.
Table of contents

In addition to a summary of the book, quick navigation by page or chapter can be accessed through this area. Clicking the relevant chapter heading or page number takes the user to the relevant landing page.

Note the features below:

Expand all: Select & close to access sub-chapters and pages

▷ : Select & close to access section sub-chapters

Table of Contents

Consumer-brand relationships: insights for theory and practice
Fournier, Susan
Publisher: Routledge
Publication Date: 28-3-2012
ISBN: 9781136470281

Table of Contents

Cover
Consumer–Brand Relationships
Copyright
Contents
List of Tables
List of Figures
Foreword
Acknowledgments
Notes on Contributors
Introduction: The why, how, and so what of consumer brand relationships
Part I: The “What” of Brand Relationships: Exploring the Consumer–Brand Relationship
Part II: Understanding Consumer–Brand Relations: The Consumer–Brand Relationship
Part III: How Goals and Identity Drive Consumers’ Brand Relationships
Part IV: Managerial Applications of Consumer–Brand Relationships
Names Index
Brands Index
General Index
Search

This feature enables a book search on single or multiple words.

Matches (hits) are shown with the facility to navigate to the book page, where the matching text will be highlighted.

The options menu allows the user to match case or whole word. Otherwise, the search will be flexible on case and words.

Clicking the page or chapter icons takes the users to the relevant page.

Search Options
The thumbnail view presents an overview of the whole book.
A scroll bar enables movement through the book.
Selecting a page will navigate to that page.
Select X to close.
Enter a word to search the dictionary meaning.

**relationship**

**Definitions**
1. (noun) The condition or fact of being related; connection or association.
2. (noun) Connection by blood or marriage; kinship.
3. (noun) A particular type of connection existing between people related to or having dealings with each other.
4. (noun) A romantic or sexual involvement.
5. (noun) The state of being related by kindred, affinity, or other alliance.
6. (noun) In music, same as relation. Also called tonal relationship.
7. (noun) The state of being related by kindred, affinity, or other alliance.
8. (noun) Connection or association; the condition of being related.
9. (noun) Kinship; being related by blood or marriage.
10. (noun) A romantic or sexual involvement.

**Phrases**
1. (relationship) between
2. (romantic) relationship
3. (doctor-patient) relationship
4. (incestuous) relationship
5. (strained) relationship
6. (sexual) relationship
Annotations

The platform offers Bookmarks, Notes and Highlights. Any previously added annotations can be navigated to through this menu. Select this icon to add and/or manage these resources.

Annotations Menu

**Bookmarks (Blue)**

To add a bookmark:

Select the bookmark icon at the appropriate page. This will add a blue bookmark to the top right of the page.

To remove a bookmark:

Select the trash icon next to the bookmark annotation or click the blue bookmark itself to delete the item.
Bookmark navigation:

If you have added multiple bookmarks, click the relevant link in the annotation to jump to the page.

Notes (Yellow)

Multiple notes can be added throughout the book. Users can import notes from other VLeBooks, share their notes with other VLeBooks users or export these for future reference.

A yellow flag will appear on the page to indicate a note is present and the note will appear in the annotation list, in page order, alongside the bookmark or any highlights made.

Notes can be formatted and external links added via the link icon.
To view a note:

Notes can be viewed either through the annotation list, as per bookmarks or by selecting the yellow flag which will be shown on the individual page.

To add a note:

Select the note icon at the relevant page to open the interactive note textbox.

Once the note is complete, select save to store this.

Notes can also be added using the ‘look up’ feature described on Page 16.
Exporting a note:

Select the ‘export’ icon and choose save when the popup presents at the bottom of the page. Then choose either ‘open’ to store as an html page or ‘open with Microsoft Office Word’ to save as a word document.

Select ‘allow’ pop ups.
To share notes:

Select the 'share' icon to retrieve a token and pass this to the chosen recipient.

The recipient or recipients will use the 'Import' note feature to append their notes.

![Token Image]

To import notes:

Selecting the ‘import’ note icon will present a token and the option to

- Add the share code to my notes so that I can edit them
- Link the notes, so I can see updates made by the author (read only)

The token should be entered and ‘import’ selected to integrate the notes.

To delete notes:

Select the trash icon next to the note annotation or click the yellow page flag to open the note. From here, the trash box can be used to delete this.
Key to topbar icons:

- Text Selection
- Pan Scroll
- Zoom In/Zoom Out
- Print
- Page Layout
- Page Resize
- Page Options
- Background Colour
- Help
Text Selection

Selecting this icon allows use of the ‘Look Up’ option as you navigate through the book.

Choose any word or select a range of text and left click with the mouse to open the Look Up Menu

Copy Text:
This feature will enable you to copy the selected text and a pop up will show with the selected text and details as to how much text you have already selected and from which page. See page 20 for Copy guidance.

Lookup Word:
If an individual word is selected, choosing Lookup will perform a Dictionary search for the item. See page 9 for Dictionary.

Find in Document:
If an individual word or phrase is selected, choosing Find in Document will perform a search. See page 7 for Search.
Tools (Highlighting):

Three highlighter pens are provided which allow a word or piece of text to be highlighted.

Highlights are shown in the annotations menu with the highlighter icon in blue, red or yellow.

To Retrieve Highlighted Text:

Sorted by page number, all the highlighted areas are accessible through the Annotations area, described on Page 10.
Selecting the highlighter will navigate to the page where the highlighted text can be found.

To Delete Highlighted Text:

Select the trash icon next to the highlighted text to be deleted.

Tools (Notes):

The Notes features as described on Pages 11-14 can be accessed using this icon.
Pan Scroll

Selecting this option provides a seamless scroll through the book using a mouse scroll-wheel.

In addition, the navigation bar at the right hand side of the book can be used.

Zoom In/Zoom Out

Select to increase/decrease the reading font. There are no restrictions on the zoom limit.

Print

Selecting the print icon will present a pop up showing the print options and limits.

DRM restricted VLeBooks will display the number of pages that can be printed and selecting the ‘more details’ feature will present the number of pages/page numbers that have already been printed. NB previously printed pages can be reprinted. The Print icon should be selected to start the print process.
Page Layout

Users have the option of a single or two page view.

For books with images that cross over two pages the Cover Page view should be selected to ensure alignment.

Double Page View

Page Resize

Users have the option to rescale the page to either ‘fit to height’ or ‘fit to width’ to enable a better reading view for the device in use.

Fit to height will resize to fit the whole page onto the screen.

Fit to width will resize to the width of the screen.
Further changes to the reading view are available through this icon.

**Rotate Left & Rotate Right:**
Selecting rotate left or rotate right will rotate the page to enable charts and images to be viewed in landscape.

**Copy Page:**
Selecting Copy Page will present a pop up showing the copy limits.

DRM restricted VLeBooks will display the number of pages which can be copied and selecting the ‘more details’ feature will present the number of pages/page numbers which have already been copied.

NB previously copied pages can be re-copied.
The required text within the pop up should be selected and ‘Control C’ used to paste into either Microsoft Word, clipboard or other documents.

Select ok to close the pop up.

### Background Colours

The Background Colour option enables the user to change the colour of the page to assist their reading experience. There are eight colour options to choose from.

Once selected all pages of the book will be presented with the background colour of choice.
Help

A range of Help information is available through this icon.

By selecting this option users will be redirected to a web page which hosts additional information, including Keyboard functionality.