

## Mendeley Organize e otimize a sua pesquisa

## O que é o Mendeley ?

Mendeley é um **gerenciador de referências** que lhe permite gerir, ler, compartilhar, anotar e citar seus trabalhos de pesquisa.

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... e uma **rede de colaboração acadêmica** com 6 milhões de usuários para se conectar com pesquisadores e descobrir tendências de pesquisa.

### O que é Mendeley ?

... formando uma base de dados colaborativa (crowdsourced data base – alimentada pelos próprios usuários)

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## O que é Mendeley ?

- Sincronize através da web, desktop e dispositivos móveis
- Auto extrai metadados de PDFs
- Suporta 7.500 estilos de citação e é fácil edita-los

- Maior catálogo de pesquisa "crowd-sourced" com milhões de documentos
- Visualize dados dos leitores de um documento especifico
- APIs diversos e flexíveis

- Compartilhe privado (texto completo) e trabalhos de pesquisa
- Siga tendências, discussões e compartilhe com um grupo
- Compartilhe material e conhecimento em sala de aula ou laboratório de pesquisa



#### Principais características/novidades do Mendeley





#### Novidades

#### Mendeley Datasets

Os dados de pesquisas como tabelas, gráficos, imagens e documentos podem ser armazenados no Mendeley DATASETS, possibilitando, além da disseminação de forma aberta dos dados, a possibilidade de uma maior visibilidade da pesquisa desenvolvida.





#### **Mendeley Careers**

**Mendeley Carers** 

O Mendeley tem um espaço especial para carreiras. São milhares de vagas disponibilizadas na plataforma, você pode criar alertas de vagas de trabalho, disponibilizar seu Currículo, oferecer oportunidades de trabalho e baseado em seu perfil, receber sugestões de vagas





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ash	Rappaport, Stephen D.	Lessons learned from 197 metrics, 150 studies, and 12 essays: A field guide to digital metrics	2014 Journal of Advertising Res	9:02am	Traditional marketing has been using the Internet as a mean of transport for advertising, usually through the use of banners or sponsored links. However, new
er by Authors	Leeflang, Peter S.H.; Verh.	Challenges and solutions for marketing in a digital era	2014 European Management Jo	9:02am	tendencies in digital marketing are focusing on added interactivity, where the use of games as a marketing tool
ar, Bruno	🚽 🔹 Fulgoni, Gian; Lipsman, An	Numbers, please: Digital game changers: How social media will help usher in the era of mobile and multi-platform cam	2014 Journal of Advertising Res	9:02am -	is not new. Moreover, the portion of population engaged in social networks is quickly increasing, turning these into preferred targets for marketing actions, considering the
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Fuzzy system based human behavior recognition by combining behavior prediction and recognition



Ganbayar Batchuluun, Jong Hyun Kim, Hyung Gil Hong, Jin Kyu Kang, Kang Ryoung Park\*

Division of Electronics and Electrical Engineering, Dongguk University, 30 Pildong-ro 1-gil, Jung-gu, Seoul 100-715, South Korea



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