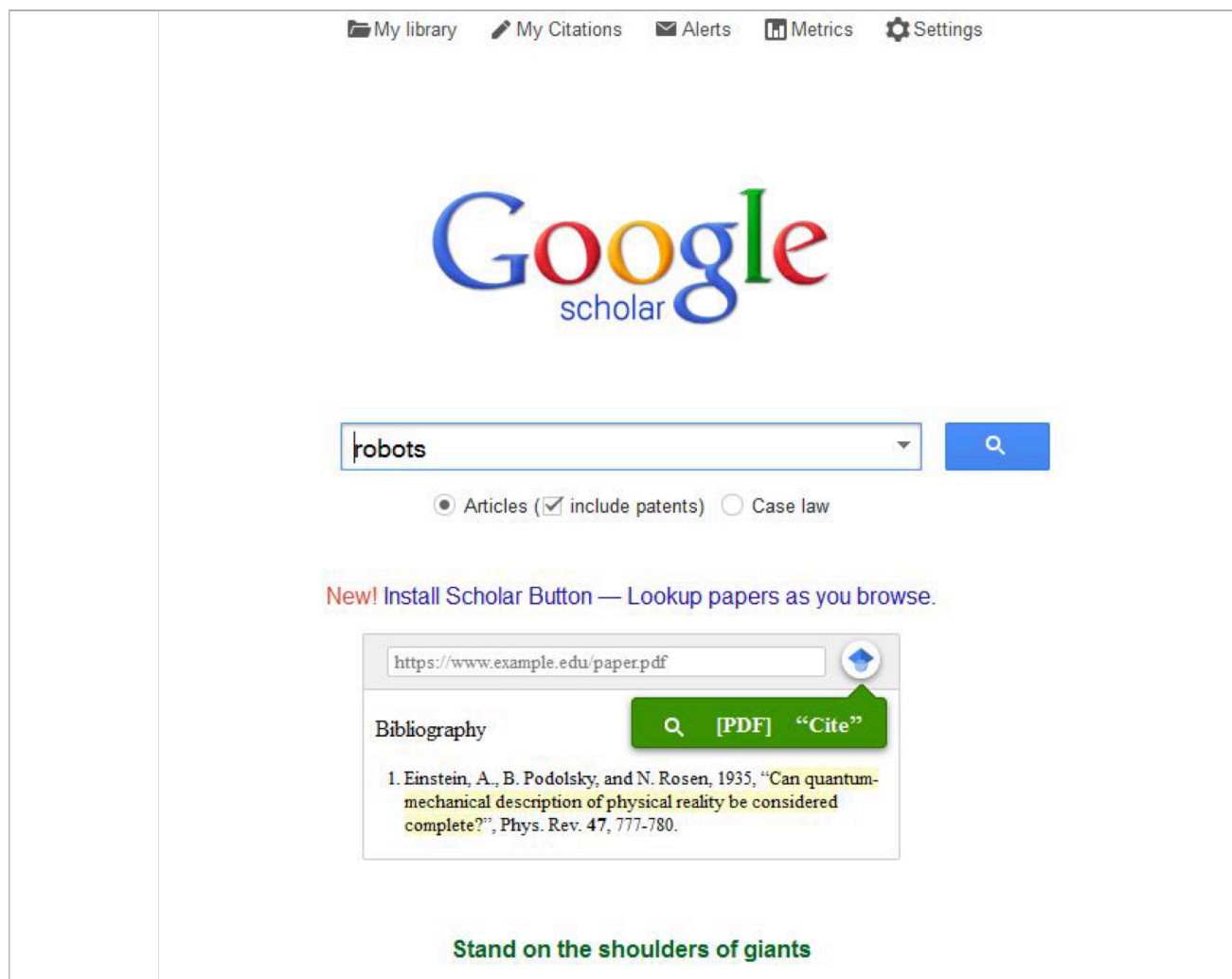## The new Google Scholar Button and 360 Link – A Winning Combination

Today's users often begin their research at Google or other web resources.

The new "Scholar Button" – a browser plug-in for Google Scholar look-ups – adds value to 360 Link by providing higher visibility for library resources and convenient access to full text via the library's collection.


Available as a plug-in for Firefox, Chrome and Safari browsers, the Scholar Button enables a user to easily search for content in Google Scholar by simply highlighting text on ANY webpage and pressing the Scholar look-up button. When coupled with Google's "library links" feature that displays links to the library's link resolver within Google Scholar results, users can easily discover and link to the full text of millions of articles with just a few clicks.

How Scholar Button works with 360 Link:

1. Just highlight a Citation, Article title or Author anywhere on any webpage.

2. Hit the Google Scholar look-up button in the browser

3. Select 360 Link (link resolver) button to check for full text of the article in the library's collection

Highlight content anywhere on a webpage including bibliographies to conveniently discover and link to the full text of articles. Researchers can easily link from one article to related articles from any online database.
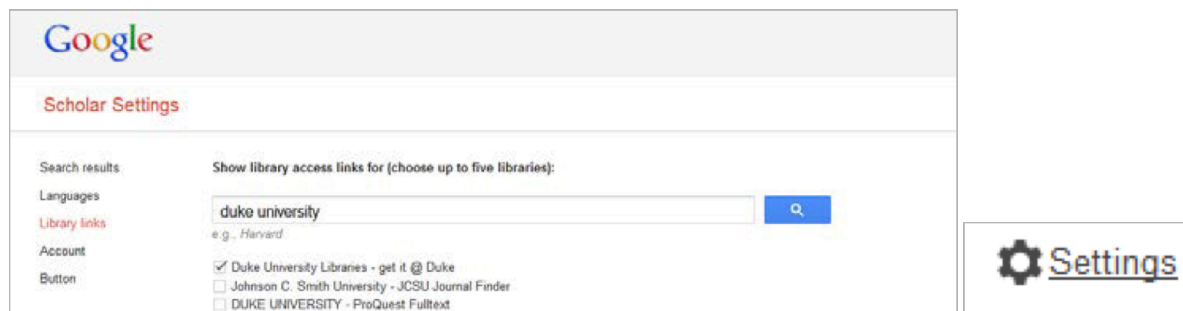
If the 360 Link button is not automatically displaying within Google Scholar, users enable display of the 360 Link button by navigating to the "Library Links" feature found under Google Scholar settings.

360 Link provides the most direct path and most reliable link to full text for the desired article.

The Sidebar Helper frame (or full 360 Link menu) provides persistent branding for the library to ensure the library gets credit for provisioning the full text – even when users begin their research outside of the library's website. The Sidebar Helper frame also provides additional options for finding full text, presents opportunities for accessing additional library resources and even allows users to ask for help from librarians in real time via chat and other features.

Above: The 360 Link Sidebar – as customized by Duke University Libraries

To learn more, visit **www.proquest.com/products-services/360-Link.html**