



iRead eBooks User Manual

(Platform)

2025



Table of Contents

- Introduction to iRead eBooks P.01
- Getting Started: How to Find Your Library? P.02
- How to Log In? P.03
- Search: How to Find the Books You Want to Read? P.06
- Browse Details Page: How to Borrow Books? P.13
- Other Browsing Options: Book Rankings & Featured Book Exhibitions P.19
- How to Read Books? PDF & EPUB File Introduction P.21
- Additional Services: Personal Bookshelf & Notification & Follow Management P.24
- eXross edu App Download P.28
- Other Questions P.29

Introduction to iRead eBooks



Over 3,000 publishers



**Over 170,000
Chinese books**



**In collaboration with
renowned public libraries
and universities across
Taiwan and abroad**

Getting Started: How to Find Your Library?

- A key highlight of this new version is that **each library now has its own portal with a unique URL**, allowing readers to directly access their library with ease.

Method 1: Use Search Function

Simply enter your library's name or location in the search bar. For example: "iRead eBooks University of Washington"

華藝電子書 + 您的單位館名稱



Method 2: Browse Through the Library Directory

Alternatively, you can go through the iRead Main Platform by clicking 'Login' in the upper right corner, then 'Other Libraries' at the bottom to select your institutional library from the list.

相關服務

前往其他圖書館

Airiti Library 華藝線上圖書館

Ainosco 是科外文電子書

Ainosco Search 是科探索

How to Log In?

- Click the **[Sign in]** button in the upper right corner of the screen. Depending on your institution's partnership model with us, there are currently three login methods available: IP Login, ID Login, and Authentication provider Login.

Authentication provider Login

新北市立圖書館，讀者 您好

單位權限認證，完成後借書還書去。

帳號：

單位帳號提示語

密碼：

IP Login

登入華藝個人會員

登入華藝個人會員，完成後借書還書去。

登入您的 華藝個人會員 帳號以開始使用。

系統會自動帶入已經綁定在該帳號下的所有圖書館權限。
若您還沒有華藝個人會員，請先註冊並綁定圖書館權限。

帳號：

您的email

密碼：

6~16位數英數混合半形文字



忘記密碼

什麼是華藝個人會員？

登入

其他方式



ID Login

羅東聖母醫院，讀者您好

步驟2：羅東聖母醫院單位權限認證，完成後
借書還書去。

請輸入羅東聖母醫院單位帳號密碼，以驗證權限。

單位帳號密碼非您的讀者帳密。

若您不清楚您的單位帳號密碼，請詢問圖書館員，
或連繫華藝客服：books@airiti.com

單位公用帳號：

單位帳號提示語

單位公用密碼：

單位密碼提示語



認證單位權限

查詢羅東聖母醫院共用帳號與密碼

How to Identify Your Login Method

Different login methods lead to different homepage displays

- Authentication provider Login:** Shows library privileges and authentication, or redirects to institutional login page
- IP/ID Login:** Requires individual registration to become an Airiti member

How to Log In?

新北市立圖書館，讀者 您好

單位權限認證，完成後借書還書去。

帳號：

單位帳號提示語

密碼：

單位密碼提示語



登入

Authentication Provider Method

According to your institution's settings, directly enter the account and password provided by your institution to log in.

Quick Tip: If you forgot your institutional account/password, please return to your institution's original website or contact your institutional service window. Reset your password through their "Forgot Password" process.

Important Notice!

Due to system adjustments, the authentication provider method no longer supports binding to individual Airiti members. However, other login methods remain unaffected - you can continue using them as usual. If you encounter any login issues, please contact our customer service team, and we'll be happy to assist you.

How to Log In?

登入華藝個人會員

步驟2：連結華藝個人會員，完成後借書還書去。

羅東聖母醫院權限認證成功，
請將您的圖書館權限連結華藝個人會員，以開始使用。

帳號：

您的email

密碼：

6~16位數英數混合半形文字



確認密碼：

6~16位數英數混合半形文字



備援信箱：

與帳號不同之Email，忘記帳號時使用

驗證信箱

點擊確認送出，代表您已經同意
Airiti會員條款和隱私權政策

其他方式



IP Login Method

You'll need to register for an individual Airiti members account first. When using the service for the first time within your institution's network (IP range), the system will automatically recognize your institutional privileges. Once verification is complete, you can log in and use the service normally.

Quick Tip: When accessing outside your institution, please ensure you're connected to your institution's Wi-Fi to ensure the system correctly identifies your location.

ID Login Method

Similarly, you'll need to register for an individual Airiti account first. During your first login, enter the universal account provided by your institution. The system will authenticate based on this account, and once completed, you can start using the service.

Quick Tip: The institutional universal account is not your Airiti member password. Please contact your library for inquiries.

Tip: Individual Airiti members can also use GOOGLE account login.

Search: How to Find the Books You Want to Read?

■ We provide both basic search and advanced search functions to help you quickly find your desired books.

Q 天下雜誌 |

完全相符(預設): 天下雜誌

部分相符: 天下雜誌

📖 天下雜誌股份有限公司

👤 天下雜誌教育基金會

👤 (撰文團隊) 鄭麗園、王維真、天下雜誌專案編輯團隊



When suggestions appear, click here to quickly complete your search

Basic Search:

Enter keywords in the search bar at the top right corner of the screen

The system can search the following fields: **Title, Author, Publisher, ISBN**

Exact Match (Default):

Results must precisely match the entered terms, excluding unrelated content For example: Entering "Principles of Economics" will only show books with titles that exactly match this phrase

Partial Match:

Relaxes search conditions, allowing broader results For example: Entering "Taiwan Cinema" might return results like "Taiwan and East Asian Cinema History"

Search: How to Find the Books You Want to Read?

Q 天下雜誌 X 進階/全文查詢

1. 所有欄位(含全文) 輸入文字
☒ 完全相符 ☐ 部分相符 ⓘ 需要幫助

2. AND 所有欄位(含全... 提示文字 X
☒ 完全相符 ☐ 部分相符

3. AND 提示文字 X
☒ 完全相符 ☐ 部分相符

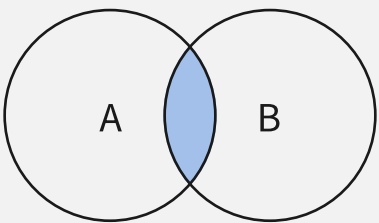
所有欄位(含全文) 所有欄位(不含全文) 全文 書名 套書系列名稱

Advanced/ Full -Text Search

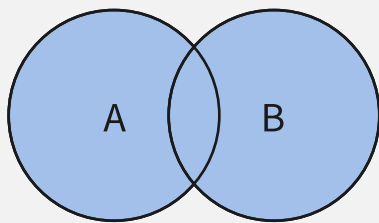
For more specific Screening conditions, click "Advanced/Full -Text Search" to access additional filtering options, including: **Subject Categories, Publication Year, Publication Language, Reading Format, etc.**

You can also freely add and remove search conditions as needed

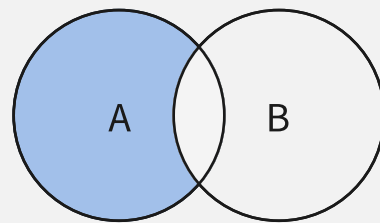
Advanced search also supports Boolean combinations using multiple search criteria



A AND B



A OR B



A NOT B

Search: How to Find the Books You Want to Read?

■ (NEW) Full-Text Search Feature

Advanced search now provides full-text search within book contents, enabling more precise and in-depth discovery of your desired books.

Example: In advanced search, enter "Tsai Ming-liang" in the keyword field and adjust the field setting to Full Text. This will directly search and find the book "Island On The Edge : Taiwan New Cinema and After" and display up to 10 passages where "Tsai Ming-liang" appears within the book.

通知

我的書櫃

會員專區

語系選單

切換外文館

書名、作者、出版社、ISBN

進階/全文搜尋

進階/全文搜尋

☒ 新北市圖館藏

☐ 華藝電子書所有書籍

1.

所有欄位(含全文)

輸入文字

☒ 完全相符 ☐ 部分相符

需要幫助

2.

AND

所有欄位(含全文)

提示文字

☒ 完全相符 ☐ 部分相符

3.

AND

所有欄位(含全文)

提示文字

☒ 完全相符 ☐ 部分相符

增加查詢條件

08

Search: How to Find the Books You Want to Read?

- After searching, if there are multiple matching results, the system will navigate to the "Search Results Page". In the left sidebar categories, you can further refine your search results, including:

Sorting Options:
Relevance, Date, etc.

Further Book Filtering:
Categories and subject classifications, publishers, publication years, languages, book types, etc.

Change book sorting

Filter books further

排序與篩選

出版年較新

每頁顯示15筆

本館可用書籍

書籍分類

☐ 商管財經 (100)

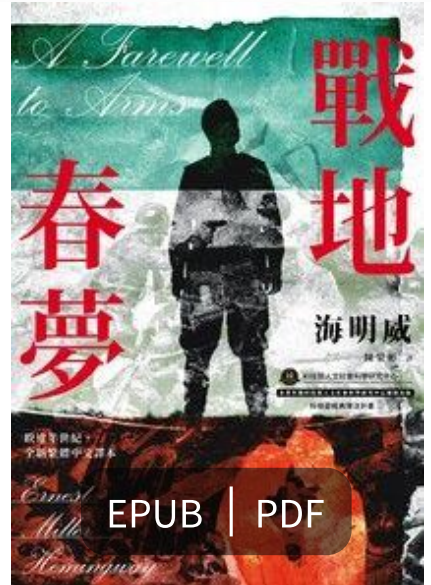
☐ 多媒體電子書 (80)

☐ 文學小說 (70)

☐ 設計藝術 (60)

重置篩選條件

第1-20筆，共 1024 筆資料



2022

戰地春夢

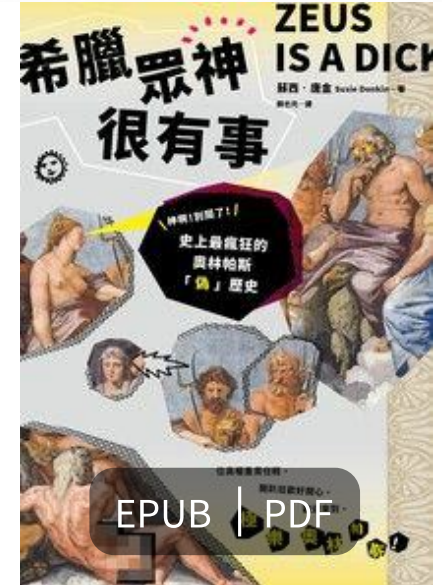
關鍵字在哪裡



2022

疼痛的隱喻

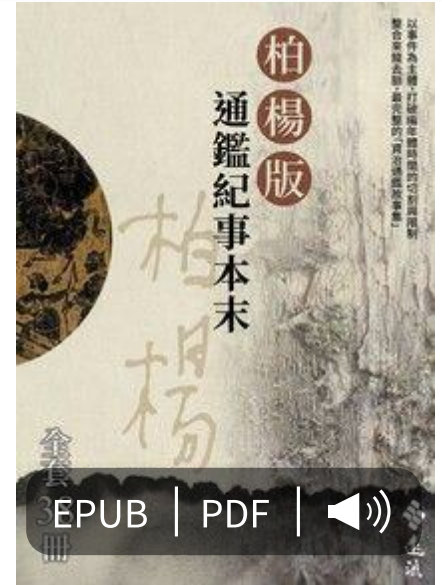
關鍵字在哪裡



2022

希臘眾神很有事

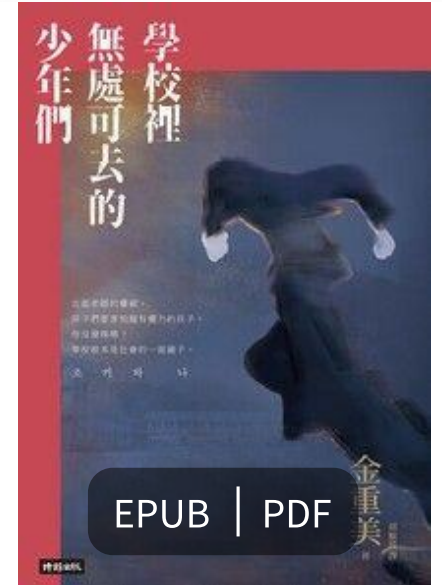
關鍵字在哪裡



2022

通鑑紀事本末

關鍵字在哪裡



2022

學校裡無處可去的少年們

關鍵字在哪裡

09

Search: How to Find the Books You Want to Read?

- After searching, if there are multiple matching results, the system will navigate to the "Search Results Page". In the left sidebar categories, you can further refine your search results, including:

Items Displayed Per Page:
Default 30 items

Switch book display
mode

Search results count: Changes with
left panel filter selections

排序與篩選

出版年較新

每頁顯示 30 筆

本館可用書籍

書籍分類

☐ 商管財經 (100)

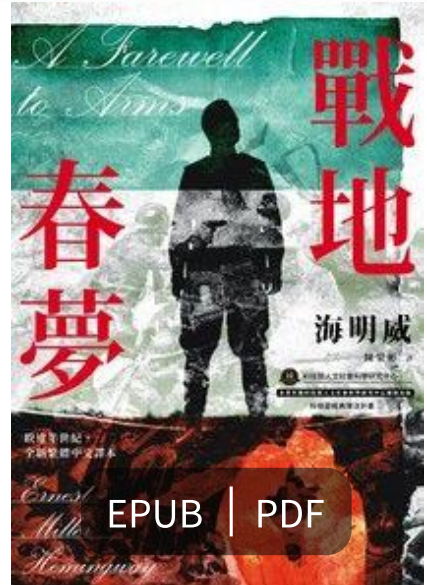
☐ 多媒體電子書 (80)

☐ 文學小說 (70)

☐ 設計藝術 (60)

重置篩選條件

第1-30筆，共 1024 筆資料



2022

戰地春夢

關鍵字在哪裡



2022

疼痛的隱喻

關鍵字在哪裡



2022

希臘眾神很有事

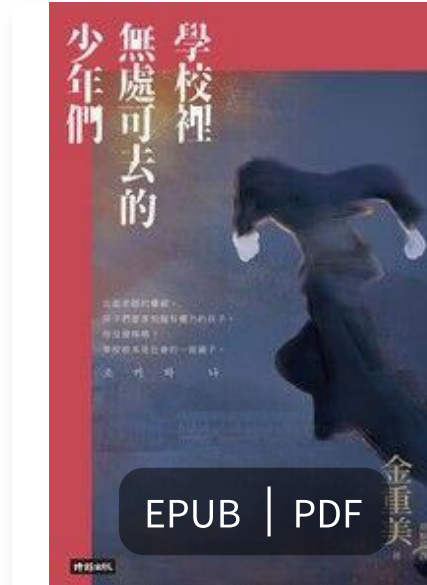
關鍵字在哪裡



2022

通鑑紀事本末

關鍵字在哪裡



2022

學校裡無處可去的少年們

關鍵字在哪裡

10

Search: How to Find the Books You Want to Read?

Find Keywords (Full-Text Search)

This feature displays the first three passages where your search keywords appear within the book content, allowing readers to quickly determine if it meets their needs.



2022

老人與海

關鍵字在哪裡



2022

戰地春夢

關鍵字在哪裡

老人與海

本書與老人與海相關的全文檢索內容

- 但可以設想的是，看過《老人與海》的，是一種人；沒看過《老人與海》的，是另一...
- 有關《老人與海》，再也沒有比他的老對手福克納的說法
- 流動的饗宴》'《我們的時代》等；一九五二年出版的《老人與海》為其巔峰之作，並以此書分別獲得諾貝爾文學獎和普立...
- 老人與海013 譯後記137 THE OLD MAN AN...
- 《老人與海》的故事發生在古巴，當地語言為西班牙語，作者在行文...
- 《老人與海》是他首次翻譯的完整作品，出版前，譯稿曾經國內外多...

年們

關鍵字在哪裡

Search: How to Find the Books You Want to Read?

Search with Different Keywords

Provides segmented search terms and extended word suggestions to help readers conduct more advanced searches.

試試看用不同關鍵字重新搜尋?

關鍵字詞組：

品牌

行銷

管理

延伸關鍵字：

經濟

社群經營

大數據分析...

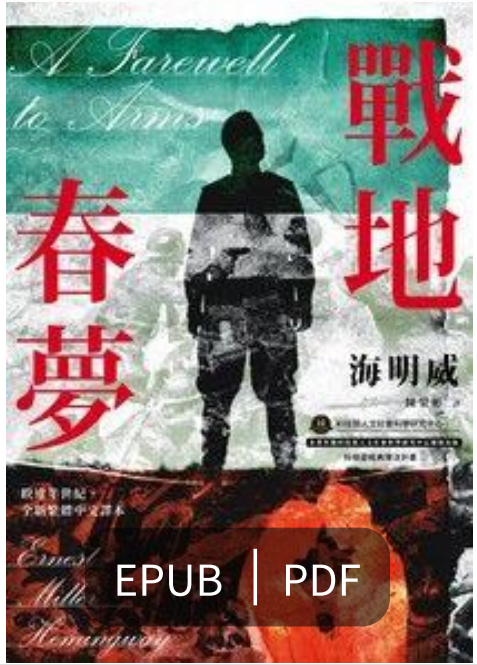
客戶關係

消費者

If your institution's library doesn't have this book, but iRead has the eBook available, there will be a suggestion at the bottom to recommend your library for purchase.

推薦您華藝電子書上的相關書籍

這些書新北市立圖書館尚未採購，您可推薦圖書館採購，成為館藏後就可以看整本書囉！



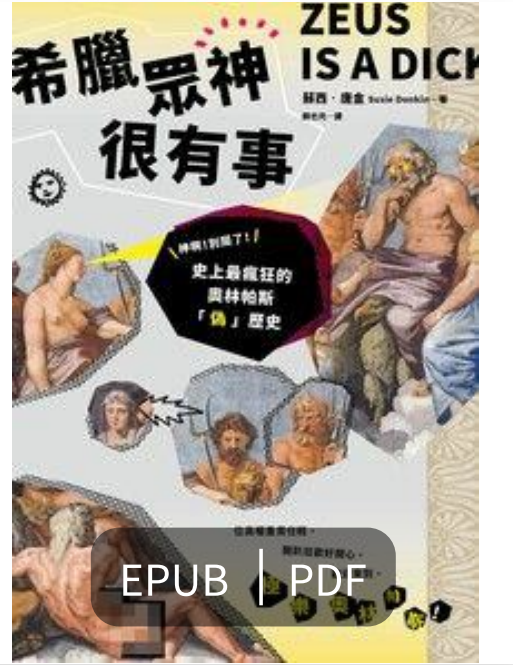
2022

戰地春夢



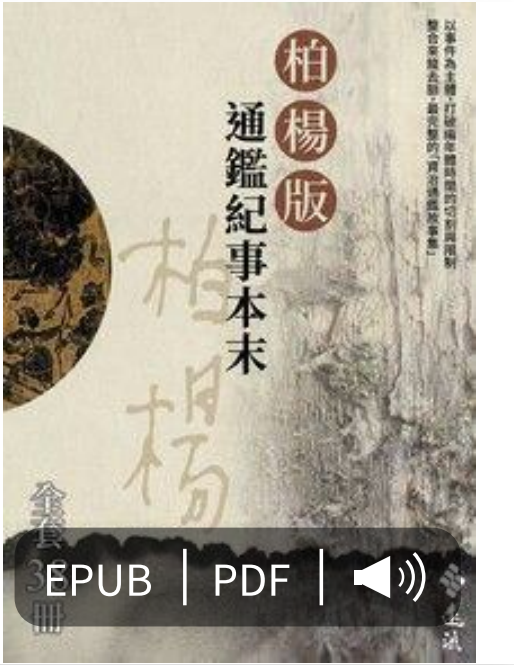
2022

疼痛的隱喻



2022

希臘眾神很有事

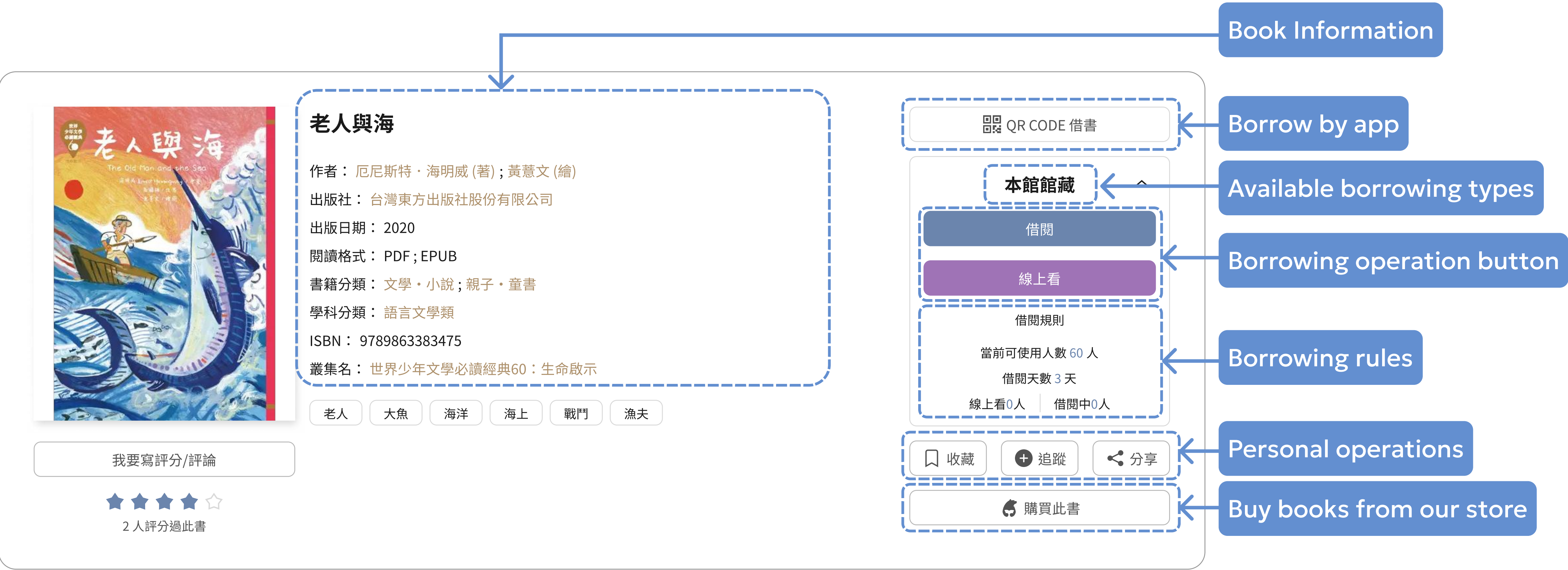


2022

通鑑紀事本末

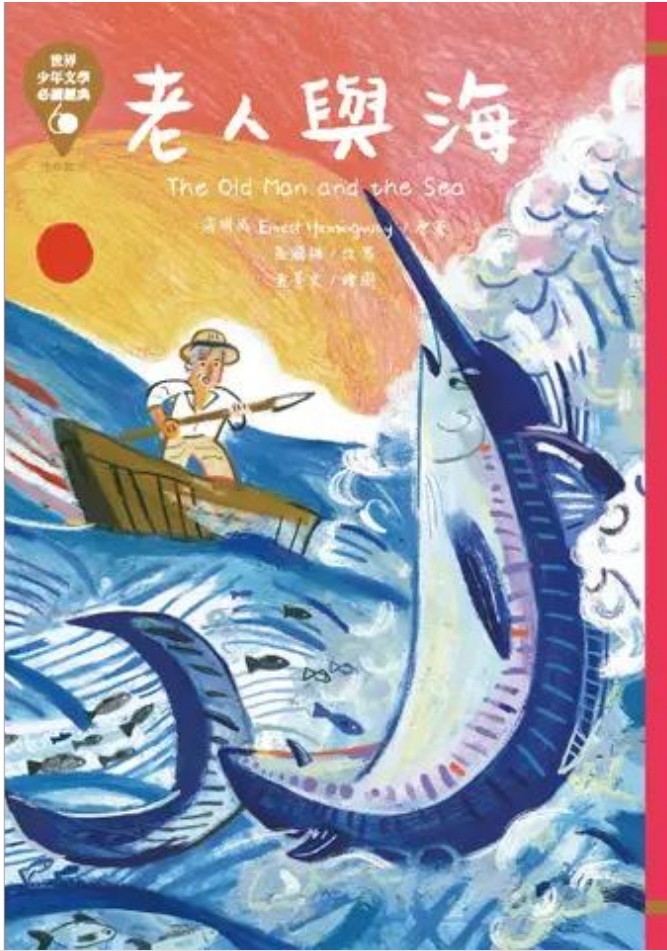
Browse Details Page: How to Borrow Books?

- After finding your target book, click on the book cover or title to enter the book details page, where you can borrow the book and view related detailed information.



Browse Details Page: How to Borrow Books?

- After finding your target book, click on the book cover or title to enter the book details page, where you can borrow the book and view related detailed information.



老人與海

作者：厄尼斯特·海明威 (著) ; 黃薏文 (繪)

出版社：台灣東方出版社股份有限公司

出版日期：2020

閱讀格式：PDF ; EPUB

書籍分類：文學・小說 ; 親子・童書

學科分類：語言文學類

ISBN：9789863383475

叢集名：世界少年文學必讀經典60：生命啟示

QR CODE 借書

本館館藏

借閱

線上看

借閱規則

當前可使用人數 60 人

借閱天數 3 天

線上看0人 | 借閱中0人

收藏 追蹤 分享

購買此書

我要寫評分/評論

★★★★☆

2 人評分過此書

老人 大魚 海洋 海上 戰鬥 漁夫

Book Information

Browse book details like author, publisher, date, format, and more. Click author, publisher, category, or collection links to find related books.

Keywords

keywords highlight key concepts in the book and can be clicked to link to other related books.

Rating and Review

You have to be logged in to rate and review books

Browse Details Page: How to Borrow Books?

■ Available borrowing types & Borrowing operation button



- Books are categorized according to the institution's contract as: **Library Collection, On-Demand, MOC On-Demand**
- Borrowing operation button: Different combinations appear based on book availability, contract settings, and other factors

1. **Borrow:** Login required. After borrowing, the book can be found in your "**Borrowed**" bookshelf
2. **Read Online:** If you are within the institution's IP range or already logged in, you can read the entire book online. However, if you need to take notes or highlight, it's recommended to borrow first
3. **Trial:** You can read the first 10% of the book to help you decide whether to borrow it
4. **Reserve:** If the book is currently at full capacity, you can make a reservation. The system will notify you when your turn comes, please borrow promptly
5. **Recommend to your library:** If your institution doesn't have this book, you can click here to suggest the library purchase it
6. **Renew:** Depending on the library's settings, you can extend the borrowing period

Note: Books under both On-Demand contract types cannot be renewed

Browse Details Page: How to Borrow Books?

Borrowing Rules and Additional Features



Borrow by app: After scanning the QR code, you can find this book in the eXross edu APP

Borrowing Information: Each library has different borrowing rules, and the system follows backend settings. The current available capacity is the book quantity set in the backend, minus the current number of people reading online and the number of borrowed copies.

→ **Loan Period** refers to the number of days you can read this book after borrowing. It will be **automatically returned** when expired, so you don't need to worry about overdue issues

→ The 2 On-Demand types have no usage limit (libraries set their own limits)

Add to My Favorites: Add favorite books to your list for easy future access

Tracking: Set up alerts for authors, publishers, or topics, and the system will automatically notify you when new books arrive

Sharing: Share via Facebook, LINE, or other social platforms to recommend books to friends

Buy books from our store: Represents our e-commerce platform "灰熊愛讀書" where you can purchase physical books or e-books

Browse Details Page: How to Borrow Books?

本書收錄於此書展...

書的故事閱讀馬拉松
你敢說，我們就敢做! Truth or Dare
文學漫遊

至2026/12/31
至2026/10/10
至2026/06/04

Related Book Exhibitions

If this book belongs to a special exhibition, click here to browse more books in the collection

您的查詢詞出現在...

- 本書作者王靖傑老師，以多年經營社交行銷平台的親身實戰經驗，精闢剖析如何透過這些社群網站與人進行交流
- 不論您是想要一窺社群商機的奧秘、或是經營企業，本書都可以提供您全面的行銷知識與實用的經營技法。
- 作者認為人們應該瞭解大腦與消費世界的關係，瞭解行銷團隊背後的脈絡，以縮小消費者與品牌之間的知識落差，平衡消費市場兩端的天平...
- 品牌和行銷策略洞悉這些理論進而操縱消費者，但是，對於大腦會左右人的下意識消費這件事，我們卻渾然不覺。
- 這不是巧合！行銷團隊會迎合我們的偏好，讓購買決定變得簡單又不需要思考，不希望我們做的事情則增加阻力，耍心機讓消費者知難而退。

收起

Keyword Locations

Shows search keyword positions within the book content, up to 10 instances

內容簡介

目錄

“這就像史蒂芬・霍金碰上珍・古德般
透過科學與人文，再由物理看到人類學，開創了美麗又迷人的品牌化旅程。”
近代商業史上，最賺錢的無形資產・其幕後操作原理，首次完整揭露！
3個系統模型×4項品牌要素×5種感官資料×8大指標流程＝自然科學＋社會科學的完美平衡

- 品牌為何能成功流傳：完整剖析人類大腦內部運作邏輯
- 用科技作主軸的品牌：社交網絡是如何對認知造成影響
- 以品牌進行數據分析：探究人類心智、行為，乃至靈魂
- 藉由人與人間的互動：替新創品牌找到進入市場的機會
- 透過人性化真實體驗：為既有品牌尋求管理與生存之道

用科學拆解「品牌」的核心價值
本書彙整出3個與品牌相關的理論模型，其中關鍵的「雅各階梯」是作為「以物理學解釋品牌效應」的主框架。於品牌設計、行銷和廣告、以及市場品牌評估產業耕耘多年的三位作者，透過「雅各階梯」定義「品牌的產生」所需經過的歷程：

Content Introduction: Book summary
Author Introduction: Learn about the author's background and other works

Table of Contents: View the book's chapter structure

詳細資訊

相關連結

國際計量

出版地：台灣
語文：繁體中文
DOI：10.978.986350/3392

Detailed Information: Includes publication details, language, DOI, and other publishing information
Related Links: Provides external websites, appendices, and supplementary resources (such as language learning materials)
Impact Metrics: Shows statistical indicators of this book's academic influence in citations, sharing, etc.

Browse Details Page: How to Borrow Books?

評分與評論

 test@airiti.com 學校名稱學校名稱

☆☆☆☆☆ 送出我的書評

內容有趣

值得一看

很有幫助

Ratings & Reviews

- 1. Share your thoughts and ratings on favorite books - login required for rating
Note: Each account can only rate a book once
- 2. All reader comments for this book will appear here

相似主題

推薦閱讀



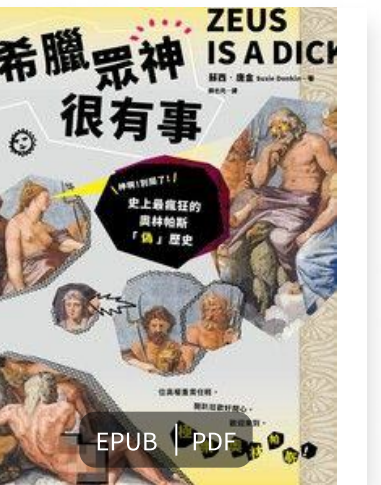
2022

戰地春夢



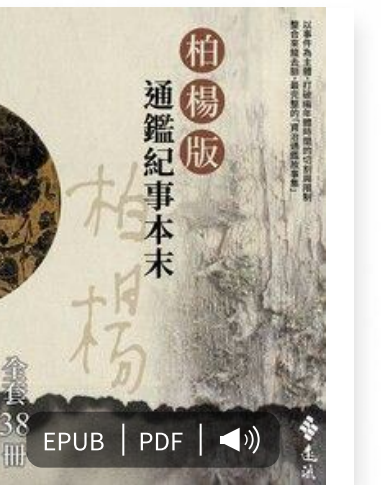
2022

疼痛的隱喻



2022

希臘眾神很有事



2022

通鑑紀事本末



2022

學校裡無處可去的少年們

Recommended Books

Based on each library's collection, we select books with similar topics and related categories

Other Browsing Options: Book Rankings

- Each library's exclusive borrowing rankings and browsing leaderboards, top 100, updated biweekly Come see what everyone's been reading lately

最新最熱門的書籍，來看看大家都在讀什麼吧!

借閱排行

瀏覽排行



2021

土客大械鬥：廣東土客事件研究1856-1867



2024

網管人_NO. 217_2024/2月號



2024

憤怒日記：誠實面對欲望，在殘酷世界迎向勝利



2024

孩子的耐挫力，比什麼都重要



2024

法式繩結編織入門全圖解：用8種基礎繩結聯合原石、串...



系列書籍 2018

三國志的世界：東漢與三國時代



2020

請問輪迴・無極瑤池金母的28堂生死課：第一次母娘與你...



2014

CNN互動英語：CNN運動英語 球星教你說英語特刊【有聲】



2024

提高思考解析度：4個視角，將模糊想法化為精準行動



2024

我的日本爸爸

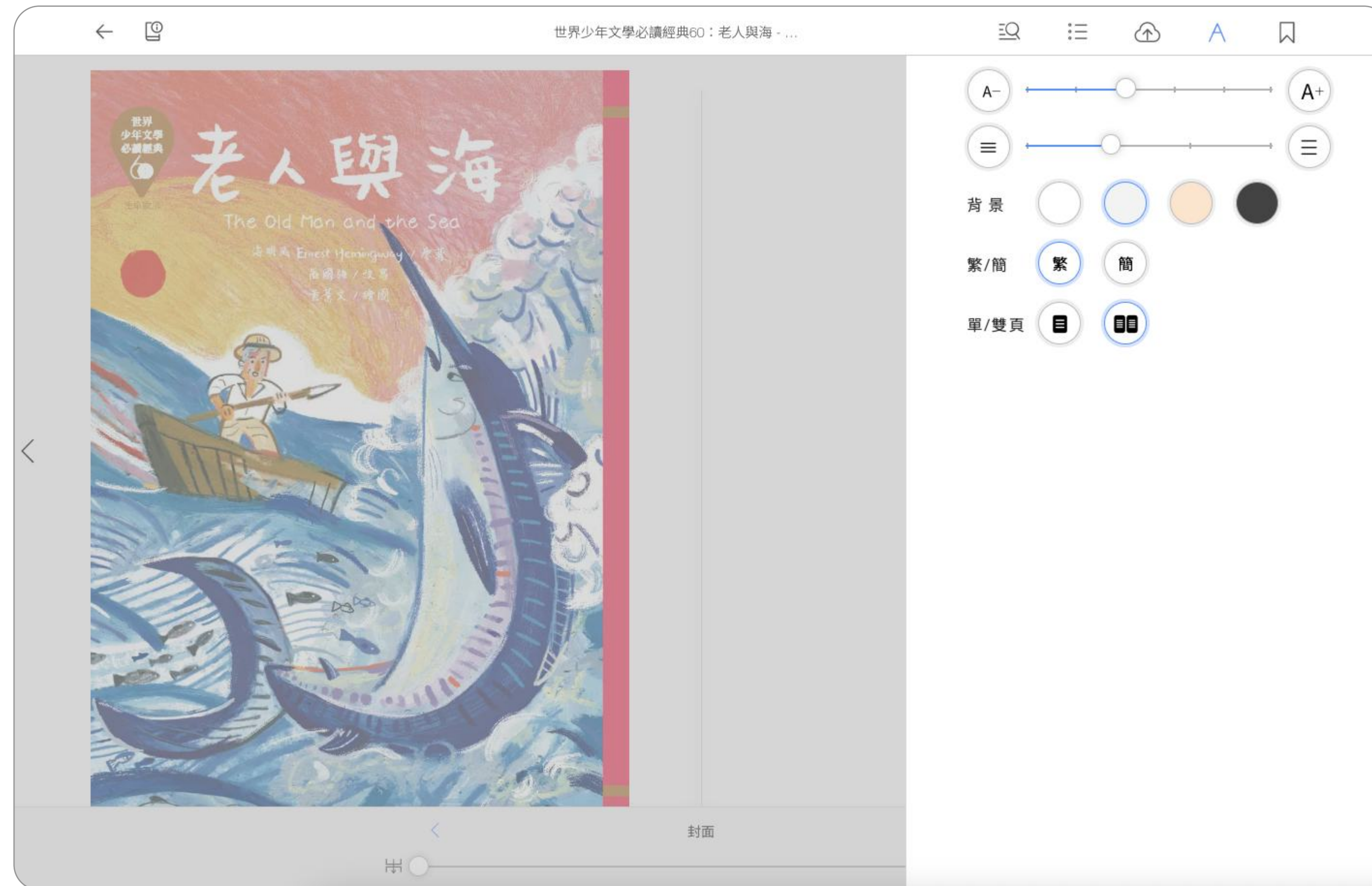
Other Browsing Methods: Featured Book Exhibitions

- Five templates are available for creating book exhibitions. Book exhibitions are updated according to institutional needs, themes, and timing.



How to Read Books?

- **EPUB files** can be adjusted according to user needs for better readability, suitable for books with more text content



Internal Search: Quick content search

Book Annotation: Mark important points; notes can be exported as TXT files

Multi-color Highlighting: Support multiple highlight colors, customize note styles

Font and Line Spacing Adjustment: Adjust font size, font type and line spacing for comfortable reading

Background Color Switch: Switch between light/dark backgrounds according to preference, reduce eye strain

Traditional/Simplified Chinese Toggle: Allows switching between Traditional and Simplified Chinese.

How to Read Books?

- **PDF files** maintain fixed layout and original formatting; format preserves original typesetting, suitable for books requiring precise layout



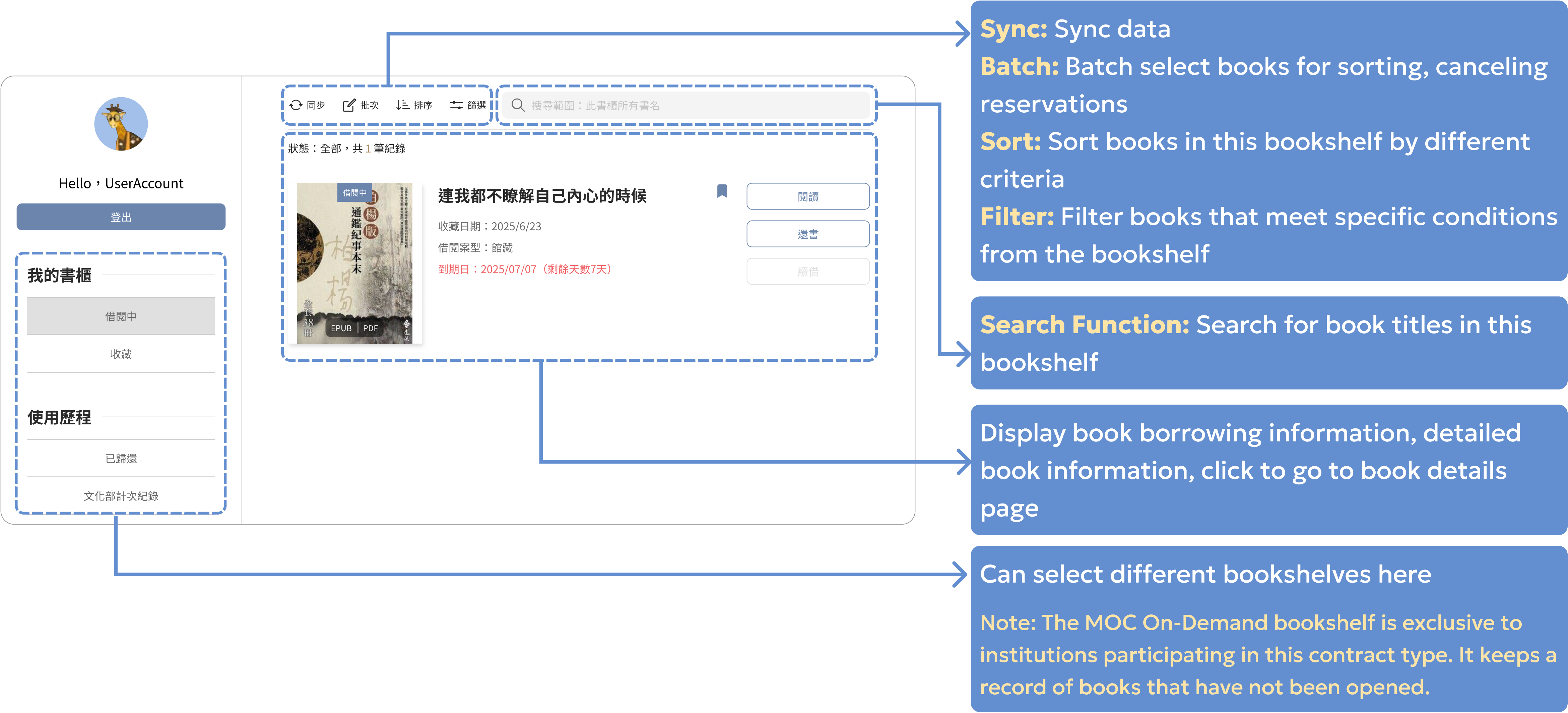
Internal Text Search: Quick content search
Zoom In/Out: Freely adjust reading size
Print Function: If permitted by the book's license, a portion of the book pages can be printed.
Note: Most current audiobooks are in PDF format.

Other Services

- Click " Sign in" in the upper right corner of the website page to log into your institution. After logging in, you can see notifications specific to you, as well as use functions like borrowing history and notification management for these features.



Other Services: My Bookshelf



Other Services: Notification Management

- 1. Book arrival, reservation arrival notifications
- 2. Notifications for new books by followed authors, publishers, topics, and keywords
- 3. When there are other news updates... the system will notify readers

通知

若您有預約、追蹤單位之書籍可供借閱，我們會寄信到此信箱

請於此輸入信箱

前往更新

通知列表

通知管理

個人

年度主題書展：SDGs理念看似遙遠，相關議題其實持續發生在你我生活中年度主題書展：SDGs理念看似遙遠，相關議題其實持續發生在你我生...

2022 / 09 / 13

個人

停機公告：華藝電子書將於2022/09/20停機維護兩小時

2022 / 09 / 13

Other Services: Notification Management

- You can choose to turn individual notification items on or off If you turn off all notifications, the system will not deliver notifications to you in any way (including APP)

通知

若您有預約、追蹤單位之書籍可供借閱，我們會寄信到此信箱

請於此輸入信箱

前往更新

通知列表

通知管理

可自訂選項 ⓘ

全部開啟 / 關閉

書籍提醒 書籍歸還、預約到館

新書上架 追蹤的出版社、作者、主題關鍵字

最新消息 書展活動、新功能上線、停機公告

Reminder: If your library uses **Authentication provider Login**, you need to enter your email address here first to receive email notifications from us.

Other Services: Follow Management

- You can follow specific authors, publishers, or keywords. When new books related to your followed items become available in your library, the system will notify you via messages and system alerts.
- Other Services: Follow Management

追蹤

出版社

作者

主題關鍵字

您關注的出版社清單，當有新書上架時會系統通知。

出版社A

取消追蹤

出版社B

取消追蹤

出版社C

取消追蹤

出版社D

取消追蹤

Reminder: If you have disabled notifications, you will not receive these alerts.

Besides the platform, we also have an APP available for download

- Access and search across multiple libraries to meet your diverse needs.



Reading APP



Compatible with Android devices. Android 6.0 or later is recommended. The eXross edu app is available for download on Google Play.

Andriod



Google Play



Compatible with iPhone and iPad devices. iOS 13 or later is recommended. The eXross edu app is available for download on the App Store.

iOS



App Store

Other Common Questions: How many books can I borrow from this library?

■ There are two places on the platform where you can check borrowing rules.



Click the “Help” button at the bottom right of any page. Under "Borrowing Rules", you'll find your library's borrowing terms and book limits.



Other Common Questions: How many books can I borrow from this library?

- Go to "My Bookshelf" and expand the section to view your library's borrowing rules.



If you have more questions about usage

- You can access help from the bottom right corner [Help] > [Common Questions] to find answers
- Or scroll down to the bottom of any page to find the Issue Report form

首頁 - 客服中心 - 借閱規則

借閱規則

本館借閱規則一覽

借閱

可借閱：10本
借閱天數：見各本書詳目頁

續借

可續借：1次
開放續借時間：到期前3天
續借延長天數：7天

預約

可預約：10本

計次借閱

每月可借閱：10本/ 可跨月累計
借閱天數：14天

文化部計次借閱

可借閱：10本
借閱天數：14天

* 部分書籍規則可能圖書館設定，而與借閱規則不同，請依書籍頁面顯示為準。

本館書籍數量

館藏書籍1000本

試用書籍1000本

PDA書籍1000本

租賃書籍1000本

計次借閱1000本

文化部計次借閱1000本

↑

i

幫助

下載 Airiti Reader

追蹤我們

關於我們

關於iRead Books

授權合作

成為經銷夥伴

著作權聲明

隱私權政策

服務條款

相關服務

iRead eBooks 華藝電子書總館

Airiti Library 華藝線上圖書館

Ainosco 是科外文電子書

Ainosco Search 是科探索

DOI服務

灰熊愛讀書

問題回覆
請由此進入表單

連絡電話
0800 - 000 - 747

服務時間
週一至週五 AM09:00 - PM18:00

地址
231新北市永和區
成功路一段80號18樓

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31

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