



The Morning Context

Database Guide

Learning Centre
Indian Institute of Management Indore



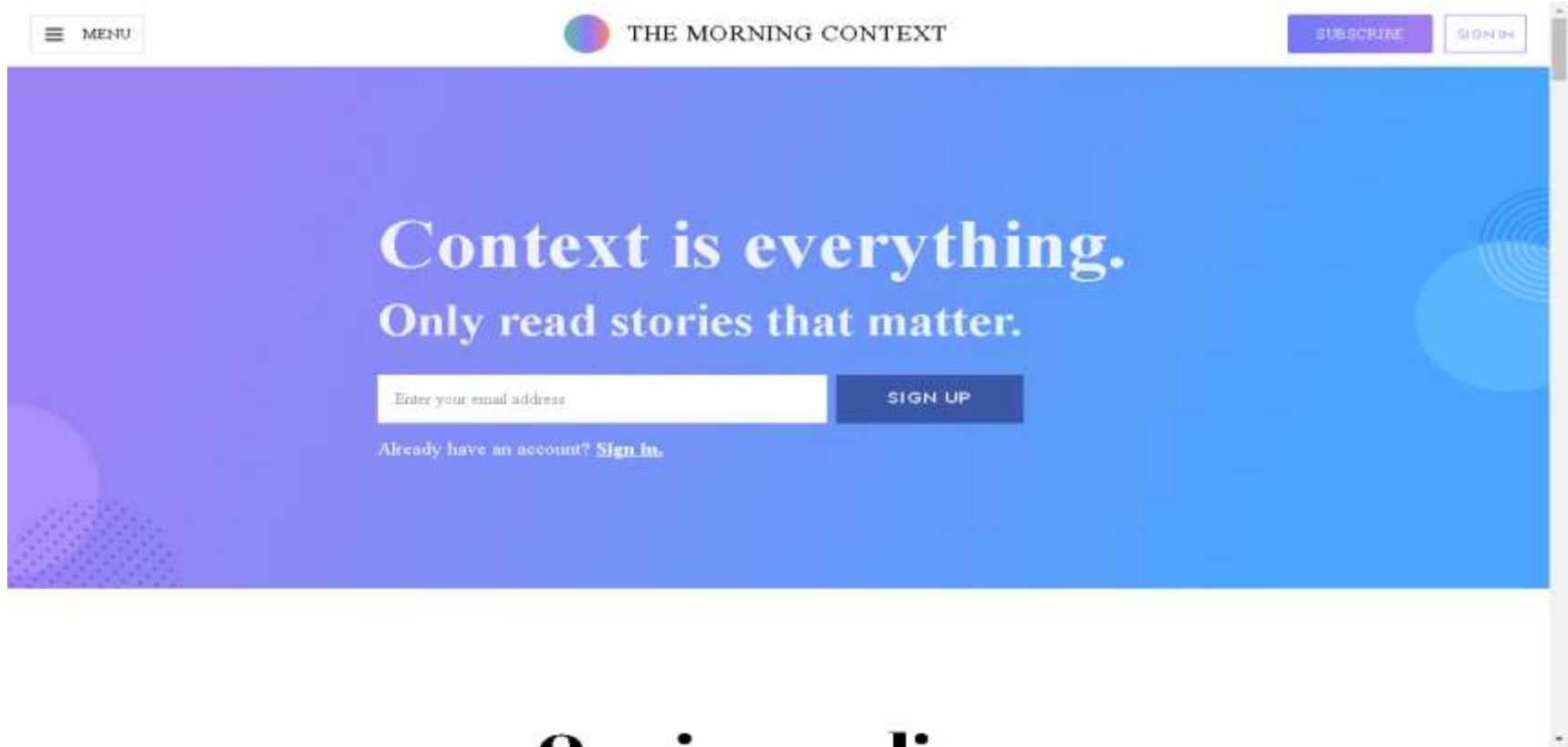
Introduction

The Morning Context is a research and media company, which tells stories on the internet, business and chaos. Most of the stories have the following characteristics:

- 1) The story has an original point of view
- 2) The story covers new ground in critical analysis of the business
- 3) The story is an investigation into why something happened
- 4) The story makes sense of the complex world around us

Home Page

- Sign up using the institute email address by visiting TMC page themorningcontext.com



The screenshot shows the homepage of 'THE MORNING CONTEXT'. The header includes a 'MENU' button, the site logo, and 'SUBSCRIBE' and 'SIGN IN' buttons. The main content area has a blue and purple gradient background with the text 'Context is everything. Only read stories that matter.' Below this is a sign-up form with an input field labeled 'Enter your email address' and a 'SIGN UP' button. A link for existing users is provided: 'Already have an account? [Sign in.](#)'

STEPS TO REGISTER

- This will direct the user to a specific “Sign up Page”. To create an account, use the button “Access through your Institution”. Fill in details to create your TMC account.

Sign up

 Sign up with Google

 Sign up with Facebook

OR

Name

tulikas@iimidrac.in

Password SHOW

Sign up

 Access Through Your Institution

Already have an account? [Sign In](#)

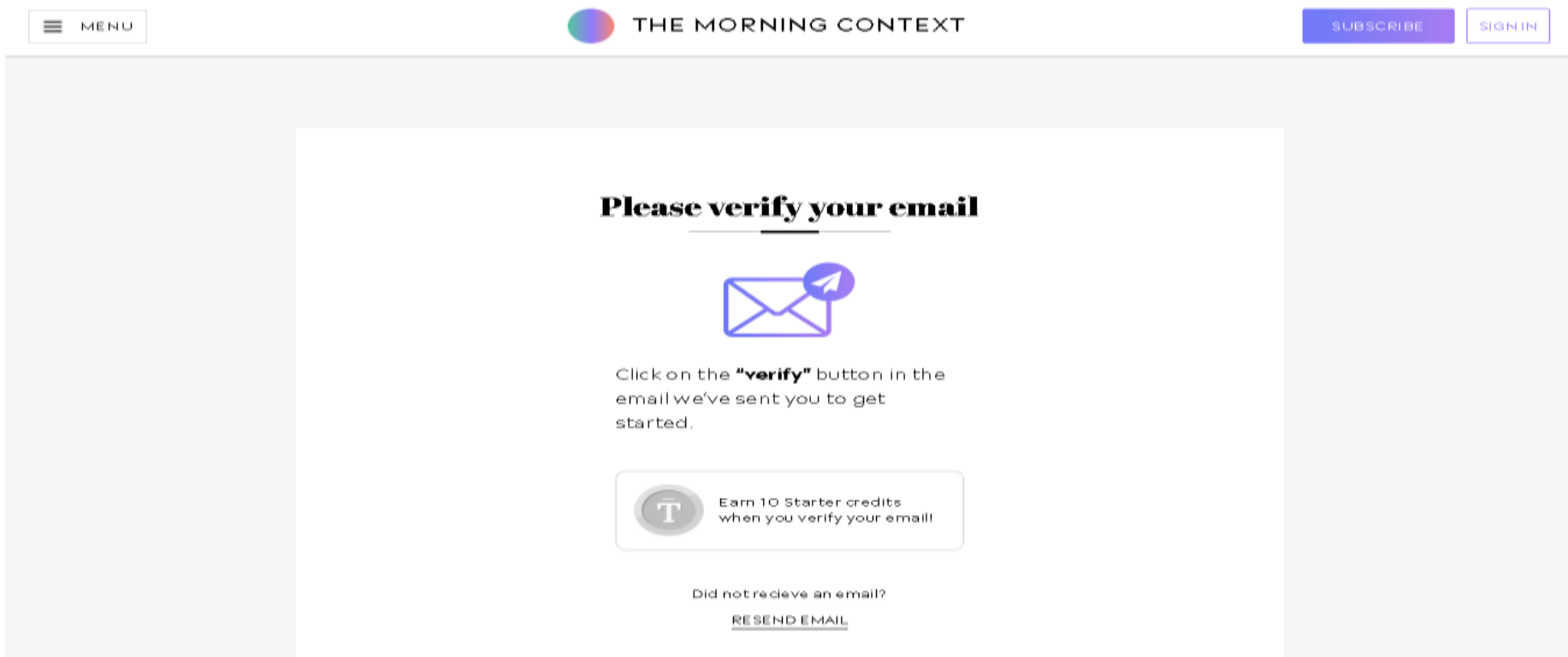


Get 10 free Starter Credits on Sign up

- ✓ 10 credits, which do not expire.
- ✓ Access to starter collection
- ✓ Unlock specific stories, newsletters and long reads

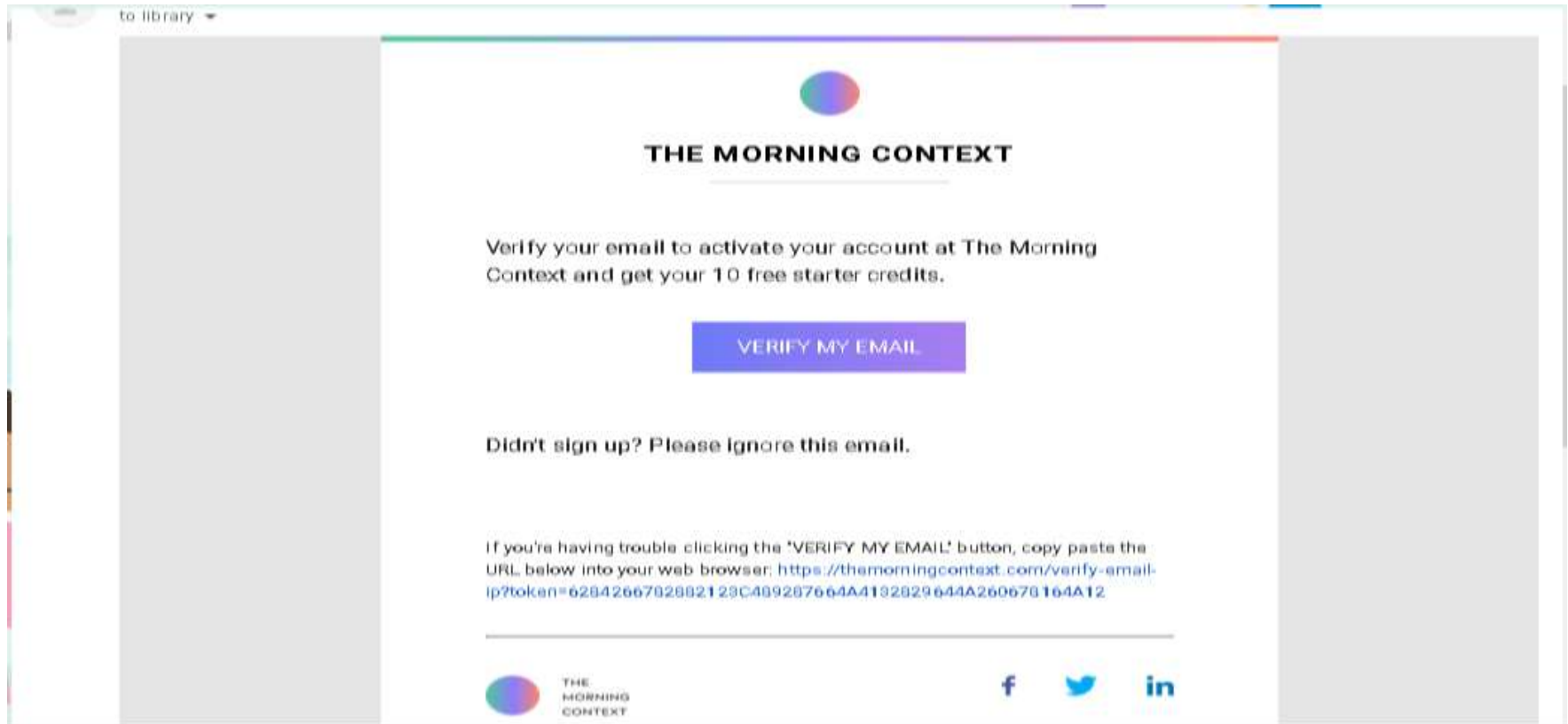
STEPS TO REGISTER

- Upon signing up, a verification email will be sent to the email address used to create login.



STEPS TO REGISTER

- Please verify to create an account.



REGISTER PRIVILEGES

Through register account, user can enjoy the following privileges

- Receive daily 8 AM emails with the Story of Day in their inbox
- Read all latest long form stories, across Internet, Business and Chaos
- Have complete access to published archives
- Read all of subscriber-only newsletters (weekly and fortnightly) written on diverse subjects
- Read TMC on mobile using TMC subscriber-only mobile app
- Attend TMC fortnightly events where they hold discussions on some of the most important topics From internet regulation, education technology to understanding the large growth opportunities in India.

NOTE TO STUDENTS:

Join TMC exclusive student community on Telegram where you can interact with TMC team and be on top of their stories and events:

<https://t.me/joinchat/RfAbEZXNo7WEBZpA>



Thank You

Please write back at
library@iimidr.ac.in
for further help/clarification.

