



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



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IIM INDORE

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

☰ MENU

THE MORNING CONTEXT

SUBSCRIBE SIGN IN

Context is everything. Only read stories that matter.


Enter your email address **SIGN UP**


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@iimidr.ac.in

Password SHOW

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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



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

☰ MENU

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Please verify your email



Click on the **"verify"** button in the email we've sent you to get started.

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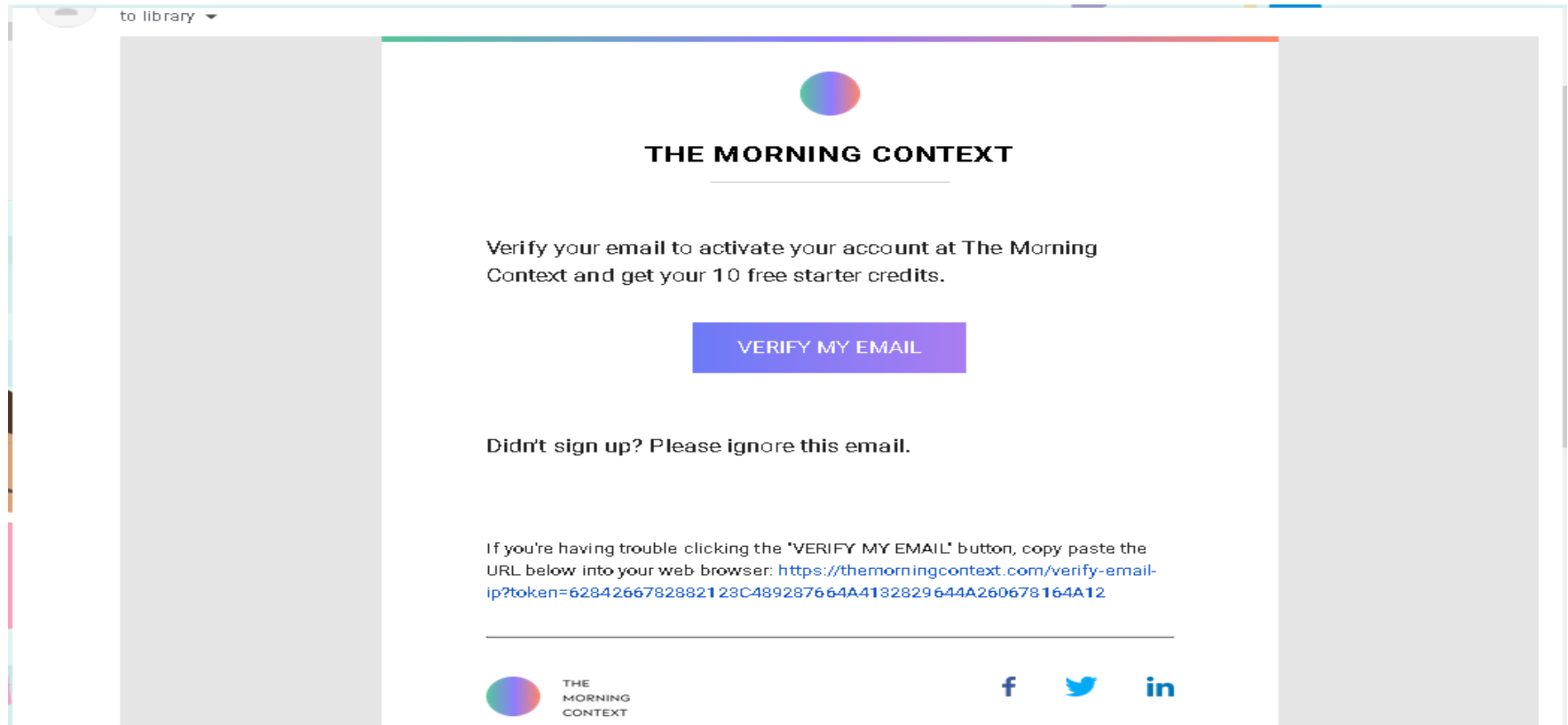
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- Please verify to create an account.



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.

