

URBE UNIVERSITY LIBRARY NEWSLETTER January/2023

DID YOU KNOW THAT?



UPCOMING EVENTS



URBE University Library has a Webpage with relevant information for your courses. You can access this page thru the link:

<https://library.urbe.university/>

The library page has different sections: Catalog, Repository, Databases, Training and Docs, Newsletter and Request Assistance.

You can find the Open Access and Private Databases with different types of the documents, such as: Books, Audiobooks, Journals Articles, Videos, Companies Report, etc.

If you need to learn how to use the Databases please contact to the librarian.

Karely Carrion to: karely.carrion@urbe.university

Library Instruction for New Students and Instructors

DATE: January 9, 10 and 11

TIME: 2:00 PM to 3:00 PM

How to Search the Ebooks in Proquest Ebook Central

DATE: January 18 and 24

TIME: 2:00 PM to 3:00 PM

How to Access and Use the LIRN Databases (Spanish)

DATE: January 26, 2023

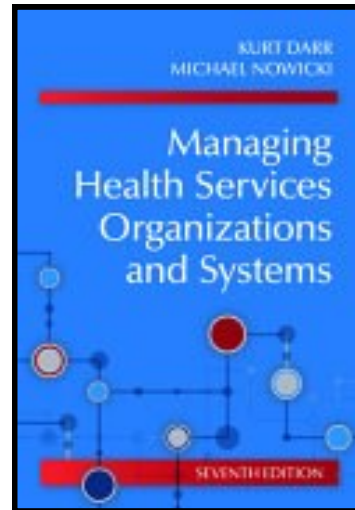
TIME: 2:00 PM to 3:00 PM

NEW ADDITIONS

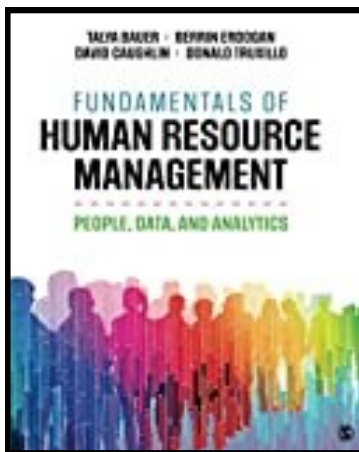
PRINTED BOOKS



[Feature Writing and Reporting](#)



[Managing health services organizations and systems](#)



[Fundamentals of human resource management : people, data, and analytics](#)

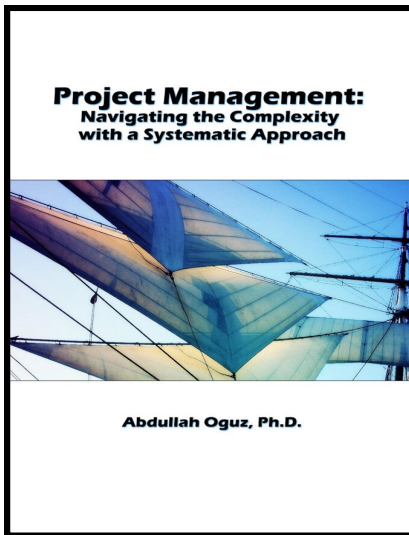


[Project management : a strategic managerial approach](#)



Open Textbook Library

Business Textbooks

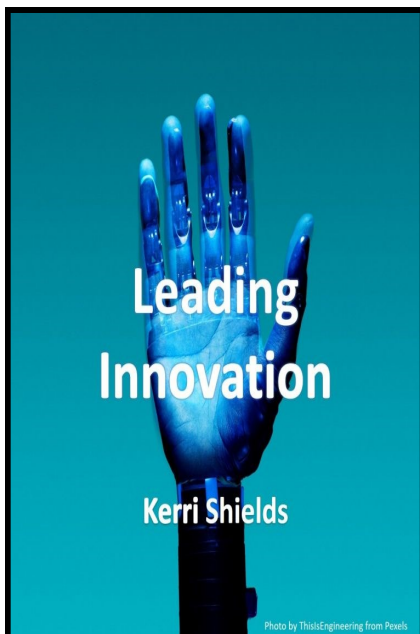


[Project Management: Navigating the Complexity with a Systematic Approach](#)

Abdullah Oguz, New Britain, CT

Copyright Year: 2022

This book covers the fundamentals of project management, and aims to guide undergraduate and graduate students to acquire the building blocks of project management. This book also includes Microsoft Project tutorials for project scope, schedule, resources, and cost, and monitoring and controlling.



[Leading Innovation](#)

Kerri Shields, Toronto, CCA

Copyright Year: 2022

This book introduces business innovation, from incremental innovation such as enhancing the performance of an existing product, service, or process, to radical or disruptive innovation such as one that has a significant impact on a market. The content examines how leaders foster a culture of innovation, how companies turn creativity into innovation, and how innovation transforms not only organizations but economies as well.



Open Textbook Library

Business Textbooks

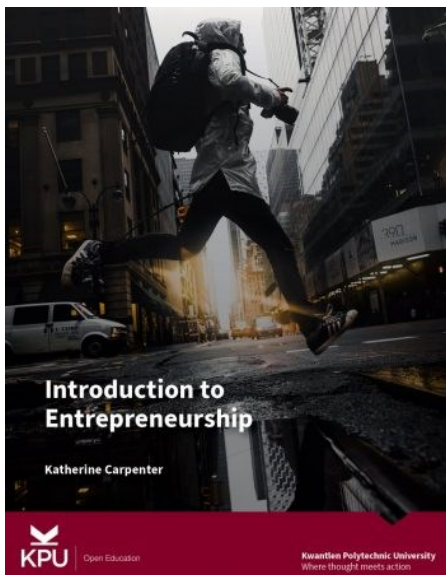


[Digital Marketing Strategy](#)

Pierre-Yann Dolbec, Concordia University Research

Copyright Year: 2021

The Internet has transformed how businesses conduct their activities and how consumers go about buying products. This textbook aims to provide a way of conceptualizing how to do marketing online and a strategic framework to do so.



[Introduction to Entrepreneurship](#)

Copyright Year: 2021

Contributor: Carpenter

Learn about entrepreneurship and what makes entrepreneurs successful, all while developing your entrepreneurial skills.



PROQUEST CENTRAL

<https://www.proquest.com/central/?parentSessionId=YVOGDYjP81F0AzmR3J8sFMFIFMsP3ZPkb5BeNxq0E1s%3D&accountid=180358>

[parentSessionId=YVOGDYjP81F0AzmR3J8sFMFIFMsP3ZPkb5BeNxq0E1s%3D&accountid=180358](https://www.proquest.com/central/?parentSessionId=YVOGDYjP81F0AzmR3J8sFMFIFMsP3ZPkb5BeNxq0E1s%3D&accountid=180358)

ProQuest Central is the largest, multidisciplinary, full-text database available in the market today. This resource provides access to 47 of ProQuest complete databases, with a variety of content types across over 175 subjects, making this the broadest single research resource in the world. Unlike other resources, ProQuest Central is made up of separate, fully searchable databases which may be used together or separately. ProQuest Central won the Software & Information Industry Association (SIIA) 2010 CODiE Award for **Best Online General Reference Service**.

This Database covers different subjects such as:

Business

[ABI/INFORM Collection](#)

[Accounting, Tax & Banking Collection](#)

[Asian & European Business Collection](#)

[Business Market Research Collection](#)

Social Sciences

[Criminal Justice Database](#)

[Education Database](#)

[Library Science Database](#)

[Linguistics Database](#)

[Social Science Database](#)

News

[International Newsstream](#)

[Canadian Newsstream](#)

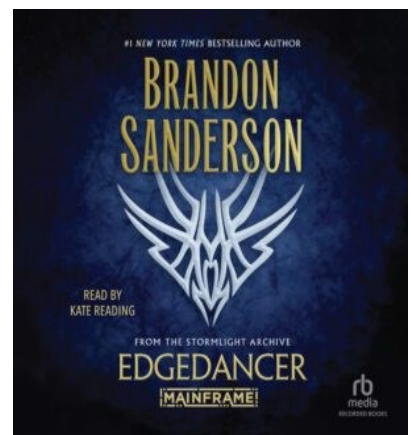
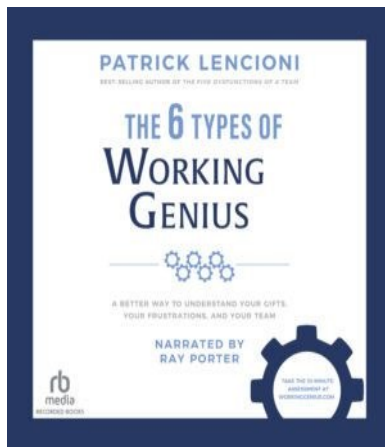
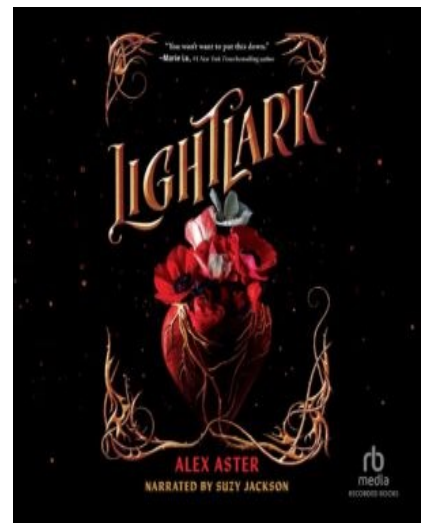
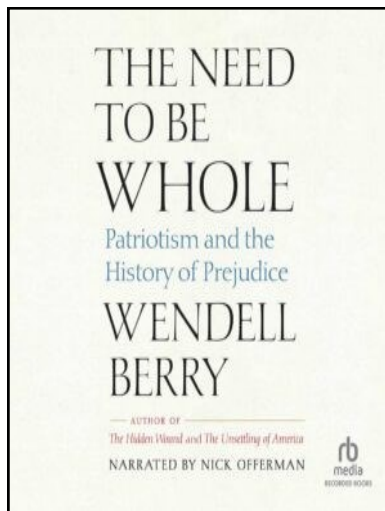
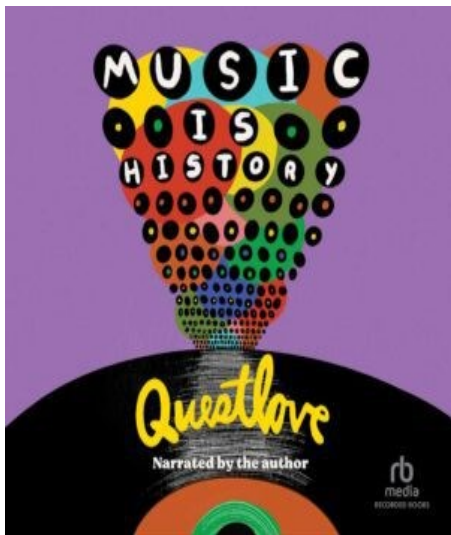
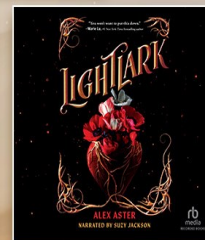
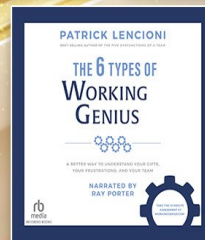
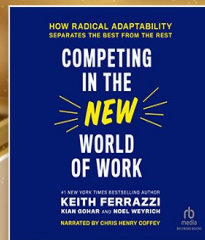
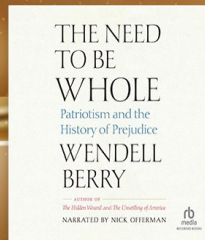
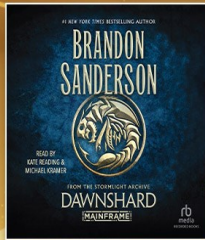
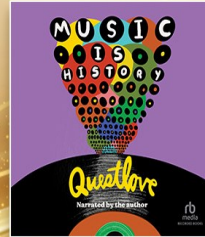
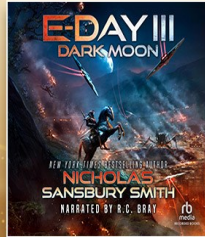
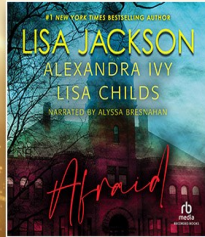
[U.S. Newsstream](#)

[Global Breaking Newswires](#)

LIBGUIDES

<https://proquest.libguides.com/proquestplatform>

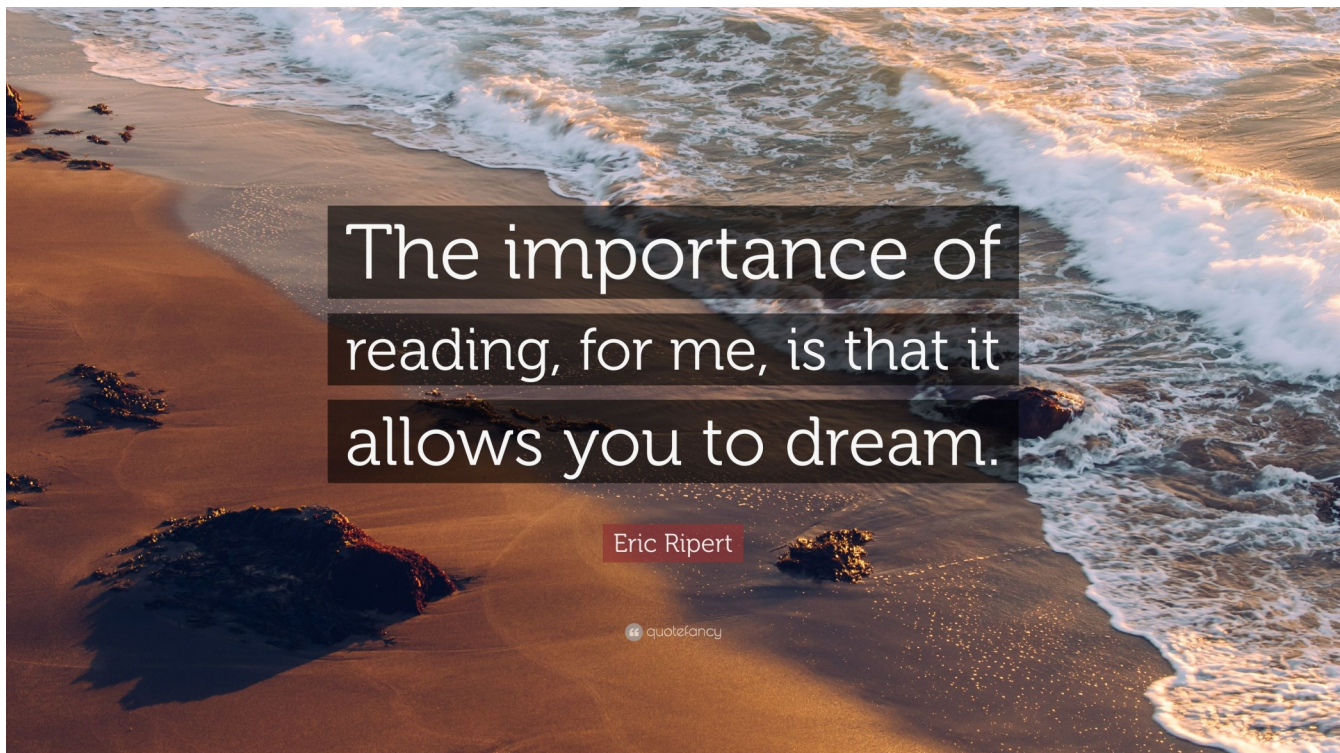
Best Audiobooks of 2022



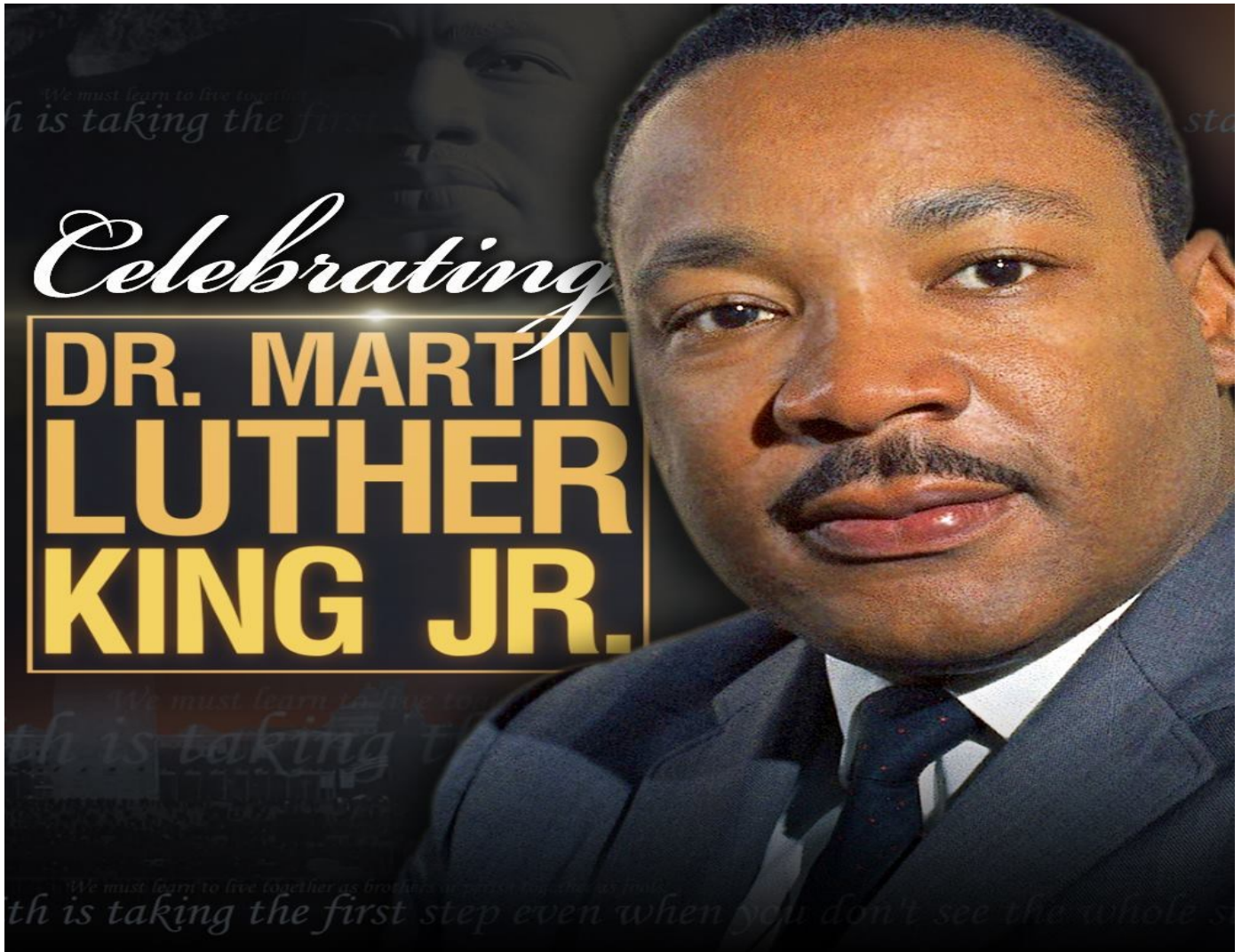
"Reading opens the doors of knowledge and gives wings to our inspiration and imagination."

Reasons why reading is important to all of us

1. Increase our curiosity and knowledge.
2. It keeps us informed.
3. Facilitates communication.
4. Helps to understand texts, improves grammar, vocabulary and writing.
5. Release our emotions: joy, sadness, anger, fear, surprise, love...
6. Exercise our brain: awaken neural pathways, activate memory...
7. It keeps us busy, entertained and distracted.
8. It allows relaxation, rest and is even capable of reducing stress.
9. It allows us to grow as people.
10. It allows us to share / recommend our reading: news, books, articles...



JANUARY 16, 2023



Martin Luther King Jr. Day was created to celebrate the life and work of the Civil Rights Era leader. Dr. King's work was instrumental in helping African-Americans secure their rights. In addition to his work in civil rights, Dr. King also spoke up for the disadvantaged and impoverished.

On August 28, 1963, in front of a crowd of nearly 250,000 people spread across **the National Mall in Washington, D.C.**, the Baptist preacher and civil rights leader Rev. Dr. Martin Luther King, Jr. delivered his now famous "I Have a Dream" speech from the steps of the Lincoln Memorial.

GUESS WRITER COLUMN

URBE INSTRUCTOR: JESUS FUENMAYOR



5 Infallible Strategies to be a Successful Professional in 2023

Every time a new year begins, we have a period of introspection, and some difficult internal conversations may arise. All this looking for resolutions that allow us to achieve success and end a triumphant year.

Prepare for change and put into practice the following strategies to boost your career in 2023:

1-Promotes visibility:

Visibility is more important than ever in this digital world. Therefore, take the time to focus on the quality and consistency of what you offer professionally, while making it visible. Try to build a personal brand to make yourself visible in the workplace.

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2-Establish relationships

Relationships are key to success in your career. Seek to connect with people who have the same interests as you, with whom you can share value. That way you can have allies.

Make the effort to organize and attend meetings focused on your professional area, so that you know colleagues and other interested parties. This way they will know that you exist and will be able to recommend or take you into account.

3-Adapt to situations

Currently, professional adaptability is required to respond in a timely manner to the changes that occur every day. This will allow you to receive information and apply new concepts in real time.

Reviewing your behaviors and processes to adapt quickly and stay on top of the rapid advancement of technology to enable business growth, will reduce stress and increase Resilience in a dynamic business environment.

4-Practice your communication and leadership skills

The more we rely on technology, the less time we spend face-to-face, and people are losing practice on how to communicate effectively through face-to-face.

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5 Infallible Strategies to be a Successful Professional in 2023

This affects our effectiveness in communication and decision-making. Understanding how you can tailor your communication style to diverse audiences while promoting opportunities for more frequent face-to-face interaction will help you demonstrate Leadership in a world that has never been more connected through technology, but feels even more disconnected than ever.

5-Establish relationships

Permanent development is key, so you must take new trainings that allow you to stay ahead of the changing demands of the market.

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Many roles are currently outsourced, automated, and eliminated, which may include your core skill.

Stay on top of market trends and find out where your core skill is headed and what you can do to stay ahead of the curve, through skill enhancement and updating, while also you advance in your professional area.

Take advantage of these first days of the year to evaluate how you are in these 5 areas and what actions you can take to improve your career and be a **Successful Professional in 2023**.

If you want to participate, send an email to:

karely.carrion@urbe.university

Thank you
For
your participation