

## URBE UNIVERSITY LIBRARY NEWSLETTER

FEBRUARY/2023

### **DID YOU KNOW THAT?**



**URBE University Library** has a Webpage with relevant information for your courses. You can access this page thru this link: <a href="https://library.urbe.university/">https://library.urbe.university/</a>

The library webpage has different sections such as: Catalog, Repository, Databases, Training and Docs, Newsletters and Request Assistance.

The <u>DATABASES SECTION</u> includes: Free access to different Open Access Databases such as: DIALNET, Directory of Open Access Books( DOAB), Directory of Open Access Journals (DOAJ), etc., also you can find: LIRN (URBE Virtual Library) and Florida Electronic Library (Open Virtual Library for Floridian Residents)

### FLORIDA ELECTRONIC LIBRARY (FLE)

https://www.flelibrary.com/



The Florida Electronic Library is funded under the provisions of the Library Services and Technology Act from the Institute of Museum and Library Services.

Florida's LSTA program is administered by the Florida Department of State's <u>Division of</u>

Library and Information Services

Since 2003, the FEL has provided over 90 million **Articles**, **Ebooks**, **Videos and other Electronic Resources** to the citizens of Florida.

The access to Virtual Library is free.





Overview of Proquest Central Database (Spanish Presentation)

**DATE:** Tuesday, February 14, 2023

**TIME:** 2:00 PM to 3:00 PM

How to Search, Save and Cite Ebooks in Proquest Ebook Central

**DATE**: Tuesday, February 21, 2023

**TIME:** 3:00 PM to 4:00 PM

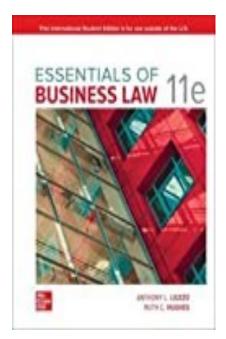
How can you use Books 24/7
Database

DATE: Friday, February 24, 2023

**TIME:** 2:00 PM to 3:00 PM

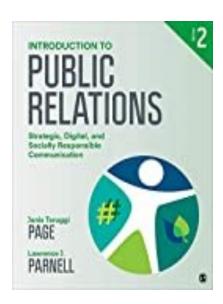
# NEW ADDITIONS PRINTED BOOKS





#### **Essentials of Business Law**

The new, eleventh edition of the Essentials of Business Law program is a practical, concise, and broad-based introduction to the vibrant field of business law. While continuing to offer all of the features that have made the ten prior editions successful, this new edition includes a chapter on the areas of law affected by social media, updated content, and enhanced support materials. Both the traditional areas of law, such as contracts and property, and the emerging areas of law, such as e-commerce and environmental, are covered in short, informative chapters written to capture the essence of each topic. The objective of the text throughout its coverage is ease-ease of use, ease of teaching, ease of assessment, and ease of understanding. It has been developed for those seeking a more fundamental overview of the concepts and principles that are vital to the understanding of business law"--



## Introduction to public relations : Strategic, Digital, and Socially Responsible Communication

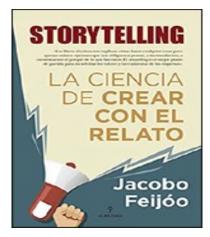
"How can public relations play a more active role in the betterment of society? Introduction to Public Relations: Strategies for Digital and Socially Responsible Communication, Second Edition presents the comprehensive field of public relations as it is today and will be tomorrow.

Since the practice of public relations is rooted in credibility, the authors' main goal is to develop ethical and socially responsible communicators who are more concerned with building trust and respect with the diverse communities than envisioning the next viral campaign"--

# NEW ADDITIONS ELECTRONIC BOOKS

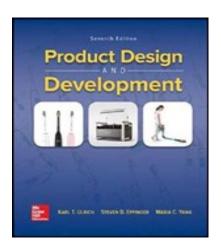






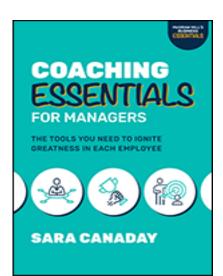
#### STORYTELLING: La Ciencia de crear con el relato

En este ensayo, el célebre storyteller Jacobo Feijóo analiza qué es el storytelling, y aporta ideas frescas y muchas respuestas que servirán de sólida base para nuestra mejora profesional y la de las instituciones y empresas en las que participamos.



#### **Product Design and Development**

Designed for use in the interdisciplinary courses on product development as well as by practicing professionals, this thorough resource strikes a balanced approach between theory and practice through the authors' emphasis on methods.



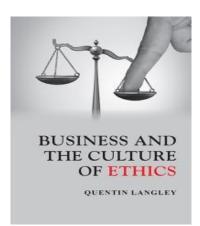
## Coaching Essentials for Managers: The Tools You Need to Ignite Greatness in Each Employee

In Coaching Essentials for Managers, leadership development expert Sara Canada y presents a solid business case for sharpening these skills by explaining the tangible, proven benefits for employees, managers, and their organizations, and reveals that coaching—like many other management skills—is one you can hone and perfect with the right information and tools.

# NEW ADDITIONS ELECTRONIC BOOKS



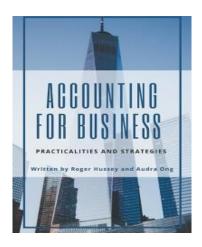




#### **Business and the Culture of Ethics**

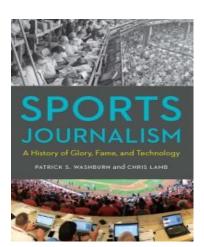
This book explores business ethics as applied in a modern context including data management, corporate social responsibility, media ethics, and government ethics. Ethics are not the same as morals. They are contextual and apply to specific relationships.

This work explores business ethics as applied in a modern context including data management, corporate social responsibility, media ethics, and government ethics. Drawing on the work of philosophers, the work is nonetheless contemporary and practical.



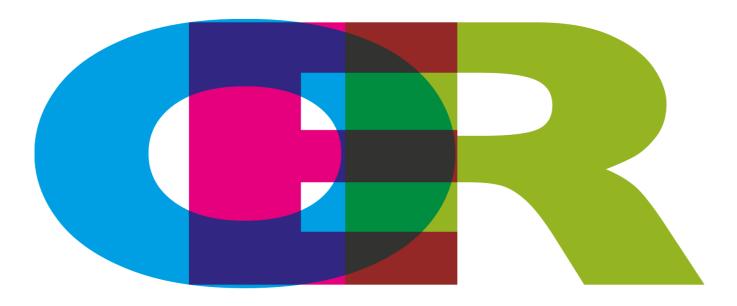
### **Accounting for Business: Practicalities and Strategies**

The book identifies the types of organizations that generate financial information and explains how you can use it for your benefit. The early chapters focus on the information that is publicly available for large companies and demonstrate how to select and analyze the figures for decision making. The later chapters concentrate on the detailed management accounting information that is available internally for managers so that they can make decisions, investigate problems, and set performance targets. The final chapter, explores emerging and very pertinent issues such as "Can the organization obtain the basic resources to stay in business?" and "Are its activities harmful to the environment?"



## Sports Journalism : A History of Glory Frame, and Technology

Patrick S. Washburn and Chris Lamb tell the full story of the past, the present, and to a degree, the future of American sports journalism. Sports Journalism chronicles how and why technology, religion, social movements, immigration, racism, sexism, social media, athletes, and sportswriters and broadcasters changed sports as well as how sports are covered and how news about sports are presented and disseminated.



# OPEN EDUCATIONAL RESOURCES

<u>LibreTexts</u>: The LibreTexts mission is to unite students, faculty and scholars in a cooperative effort to develop an easy-to-use online platform for the construction, customization, and dissemination of open educational resources (OER) to reduce the burdens of unreasonable textbook costs to our students and society.

<u>Lumen Learning:</u> Education technology company that partners with higher education institutions to create accessible course materials utilizing OER. **Licensed SUNY partner.** 

**MERLOT:** Peer-reviewed collection of free and open teaching and learning materials contributed and used by the international education community.

<u>OASIS (Openly Available Sources Integrated Search)</u>: Search tool to make the discovery of open content easier. Includes content from the leading sources of open content.

<u>OpenStax:</u> Nonprofit educational initiative that publishes high-quality, peer-reviewed, openly licensed college textbooks, which are free online and low cost in print.

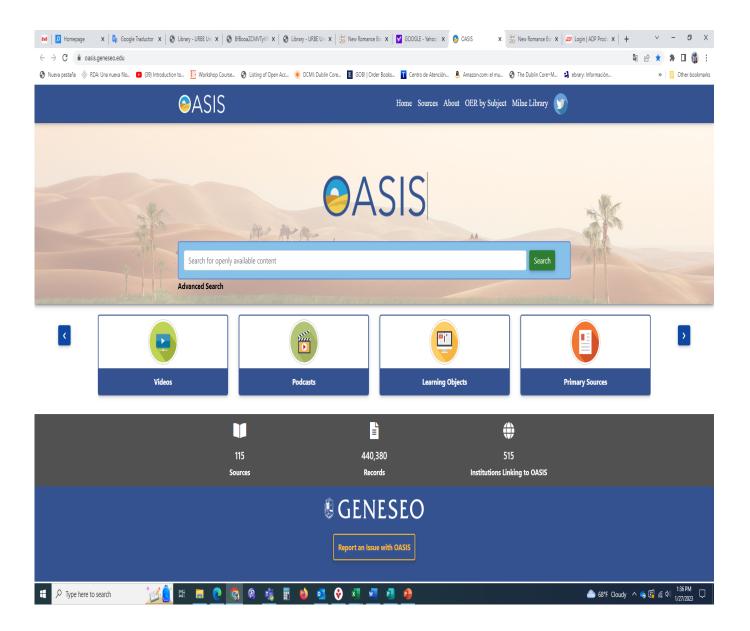
<u>Open Textbooks for Engineering:</u> Open textbooks in various areas of engineering compiled by the Engineering Libraries Division of the American Society for Engineering Education (ASEE).

<u>Open Textbook Library</u>: Collection of published, and licensed to be freely used, adapted, and distributed textbooks in a variety of fields. <u>Licensed SUNY partner</u>.

## **Openly Available Sources Integrated Search (OASIS)**

Is a search tool that aims to make the discovery of open content easier. OASIS currently searches open content from 115 different sources and contains 440,380 records.

OASIS is being developed at SUNY Geneseo's Milne Library.





"Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions. What makes it possible is the internet and the consent of the author or copyright-holder."

## **Business & Management OA RESOURCES**











## FREE MANAGEMENT LIBRARY







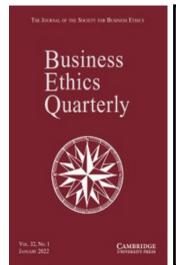
## **BUSINESS JOURNALS**



#### **Accounting History Review**

https://www.proquest.com/publication/28881?accountid=180358

**Accounting History Review** is an international forum for research into the history of accounting thought, practice, and institutions. Our primary goal is the publication of scholarly articles that investigate accounting and its implication in diverse social, cultural, and multi-faceted institutional contexts across space and time.



#### **Business Ethics Quarterly**

https://www.proquest.com/central/publication/31897/citation/79C21F20B69E40EDPQ/5?accountid=180358

Business Ethics Quarterly (BEQ) is a peer-reviewed scholarly journal which publishes theoretical and empirical research relevant to the ethics of business, corporate social responsability, and corporate sustainability. Recognizing that contributions to the better understanding of these topics can come from any quarter, and that the best scholarship on these themes is often interdisciplinary in nature, it publishes scholarship from the humanities, social sciences, and professional fields. Including the internal ethics of business organizations, the ethics of specific business practices such as marketing, stakeholder relations, and international business.



#### Harvard Business Review

https://www.proquest.com/central/publication/publications 40634?accountid=180358

Harvard Business Publishing (HBP) was founded in 1994 as a not-for-profit, wholly-owned subsidiary of Harvard University, reporting into Harvard Business School.

The three market groups Higher Education, Corporate Learning, and Harvard Business Review Group, produce a variety of media including print and digital (Harvard Business Review, Harvard Business Review Press Books, Harvard Business School Cases, Brief Cases, blogs), events (Participant-Centered Learning Seminars, Custom Events, Webinars)



## **COMMUNICATION JOURNALS**



### Journal of Broadcasting & Electronic Media

https://www.proquest.com/publication/42128?accountid=180358

Published quarterly for the Broadcast Education Association, the Journal of Broadcasting & Electronic Media contains timely articles about new developments, trends, and research in electronic media written by academicians, researchers, and other electronic media professionals.



#### Journalism & Mass Communication Quarterly

https://www.proquest.com/central/publication/publications 15546?accountid=180358

Journalism & Mass Communication Quarterly (JMCQ) is the flagship journal of the AEJMC. This quarterly, peer-reviewed journal is ranked in the Journal Citation Reports and focuses on research in Journalism and Mass Communication.



#### Media Culture & Society

https://www.proquest.com/central/publication/publications 30120?accountid=180358

*Media, Culture & Society* provides a major international forum for the presentation of research and discussion concerning the media, including the newer information and communication technologies, within their political, economic, cultural and historical contexts.



## **QUICK GUIDE**

- 1. Go to: <a href="https://library.urbe.university/">https://library.urbe.university/</a>
- 2. Click on: Databases and click on: <a href="https://www.lirn.net/">https://www.lirn.net/</a>
- **3. Sign in for full access** with the library credentials and choose the Database: **Proquest Ebook Central**
- 4. **Search for books** by entering a Keyword, ISBN, or other terms into the search box. For more search options, click "Advanced Search" or "Browse Subjects
- 5. **Narrow search results** using Year Published, Subject, and other filters at the left.
- 6. **Learn more about a book** by clicking its title or "Table of Contents and more". The detail page will show the book's availability for online reading and download, copy and print allowances, and bibliographic data.
- 7. **Save a link to a book** into your bookshelf by clicking "Add to bookshelf"

## **FEBRUARY 14**

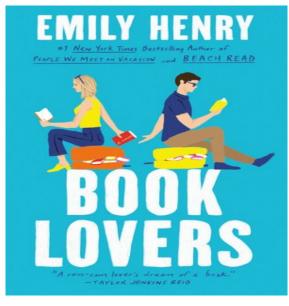
## Valentine's Day A Day of Romance

Valentine's Day occurs every **February 14**.
Across the United States and in other places around the world, candy, flowers and gifts are exchanged between loved ones, all in the name of St. Valentine.



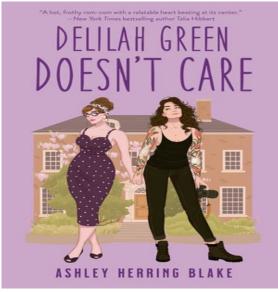


## **Suggested Romance Books**



by Emily Henry

Nora Stephen's life is books—she's read them all—and she is *not* that type of heroine. Not the laidback dream girl, and especially not the sweetheart. In fact, the only people Nora *is* a heroine for are her clients, for whom she lands enormous deals as a cutthroat literary agent, and her beloved sister Libby. Which is why she agrees to go to Sunshine Falls for a sister's trip away.



### by Ashley Herring Blake

Delilah Green swore she would never go back to Bright Falls—nothing is there for her but bad memories. Her life is in New York, with her photography career finally gaining steam. But when Delilah's estranged stepsister, Astrid, pressures her into photographing her wedding with a guilt trip and a five-figure check, Delilah finds herself back in the godforsaken town that she used to call home.



## February 20, 2023

Presidents' Day is celebrated every year on the **Third Monday of February** — **February 20 of this year**. All the presidents in American history are remembered and honored for their exemplary work in making America the great country it is today.

Washington's Birthday didn't officially become Presidents' Day until the late 1960s. Senator Robert McClory of Illinois concocted a plan that moved key bank holidays to Mondays to increase the number of three-day weekends for workers in what's known as the Uniform Monday's Act. The hope was that it would increase productivity and decrease employee absenteeism. Unsurprisingly, the labor union agreed with this idea and so did the private sector.

In 1971, Richard M. Nixon made the executive order to pass the Uniform Monday Holiday Act, which shifted Washington's Birthday, Columbus Day, Memorial Day, and Veterans' Day to Monday. With the date landing in the middle of Lincoln's and Washington's birthday, it became known as Presidents' Day, while having a simultaneous benefit for retail stores as they advertised their special sales events during this time. By the mid-1980s, Presidents' Day became the common term and continues to be called as such to this day.