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The **DATABASES** section includes: LIRN (Private Databases), Florida Electronic Library and Open Access Databases, here you will find an ample selection of resources to improve your academic performance.

How to search and cite articles in Journals

DATE: August 8 , 10 and 12 (Zoom)

TIME: 2:00 OM TO 3:PM

How to use Proquest Ebook Central Database

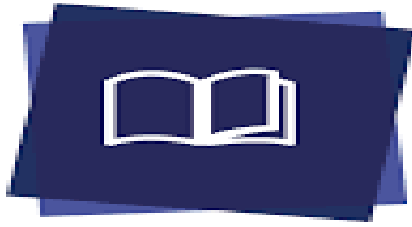
DATE: August 15 and 17 (Zoom)

TIME: 2:00 PM to 3:00 PM

Library Orientation for New Students

DATE: August 23, 24 and 25 (Zoom)

TIME: 2:00 PM to 3:00 PM



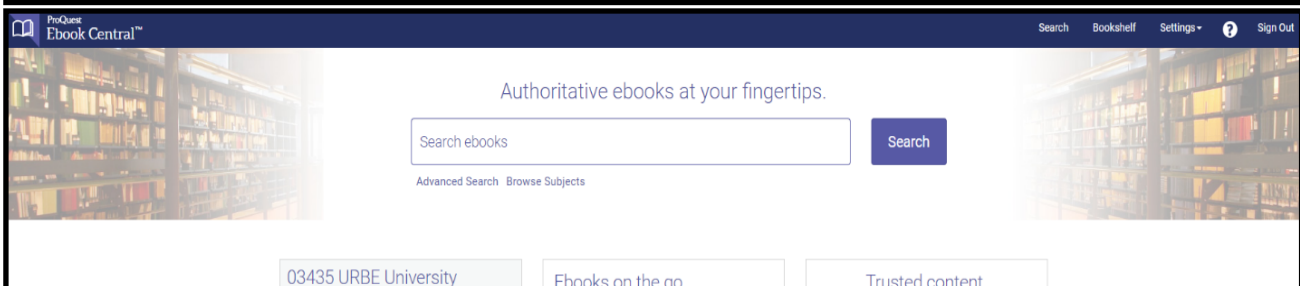
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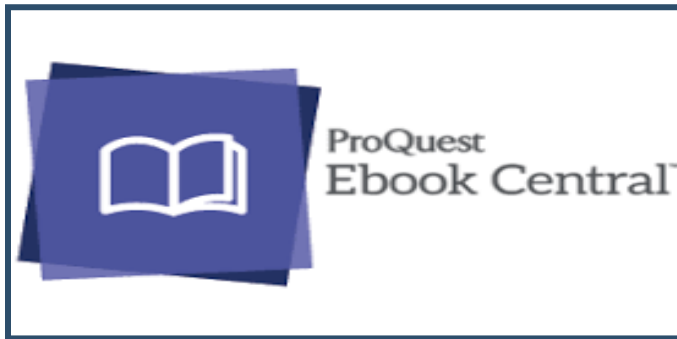
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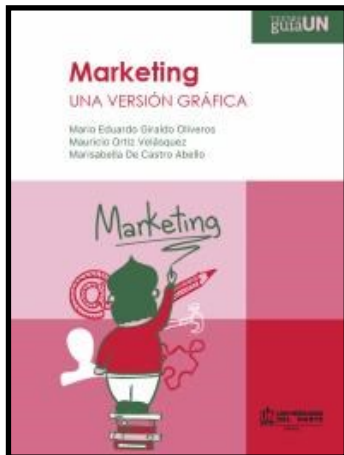
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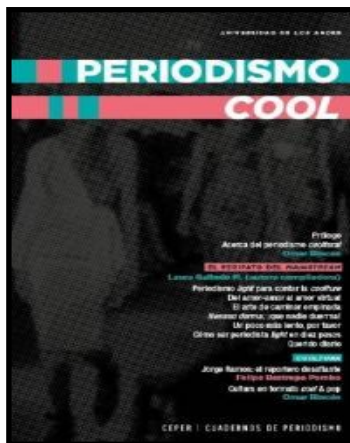
NEW ADDITIONS SPANISH BOOKS



MARKETING : UNA VERSION GRAFICA.

Mauricio Ortiz Velásquez. Universidad del Norte, 2021

Este libro introduce los conceptos, herramientas y estrategias fundacionales utilizados para administrar el proceso de marketing en las empresas desde la escuela del Marketing Management. Esta obra permite, gracias a su concepto gráfico y estilo narrativo, llegar de manera práctica y dinámica a estudiantes de diferentes programas académicos y a quienes estén interesados en conocer los principios del marketing y cómo estos se pueden aplicar en las mipymes y nuevos emprendimientos de bienes y servicios.



PERIODISMO COOL

Omar Gerardo Rincón Rodríguez. Universidad de los Andes, 2021

El periodismo cultural debe reinventarse para dar cuenta de los juegos de lo simbólico en el siglo XXI, de nuevas prácticas y objetos culturales, tales como la moda, las redes sociales, las músicas y las comidas. Por eso, en esta obra hacemos una propuesta por un periodismo cool sobre lo pop social. La autora, Laura Galindo M., narra con pasión desenfadada las levedades que nos habitan para aventurarse a darle sentido a nuestro tiempo, efímero y fluido. Es un trabajo que enuncia y mira desde ese “desdeñable” mundo de lo light & cool, que es signo del presente. Lo acompañan un perfil sobre el periodista



DIEZ CLAVES PARA CONTAR BUENAS HISTORIAS EN PODCAST

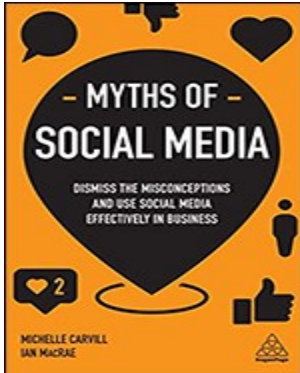
Andoni Orrantia. Editorial UOC, 2019.

En 2018 se crearon cada día 100 podcasts en Estado Unidos. Para los jóvenes con smartphone, que nunca tendrán una radio, estos contenidos sonoros bajo demanda representan su radio. Crea comunidad. Los podcasts le cuentan sin intermediarios al usuario historias emocionalmente complejas, reales o inventadas. Ofrecen claridad dentro del caos y también son fruto de un proceso largo de creación. Porque una buena historia mueve y conmueve. Y en este libro encontrarás muchos ejemplos y las claves para producirlas con éxito.

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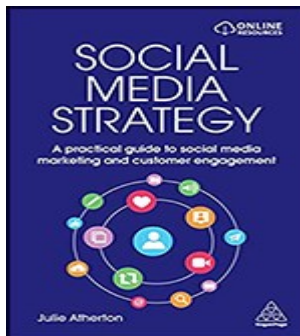
NEW ADDITIONS SOCIAL MEDIA BOOKS



MYTHS OF SOCIAL MEDIA: DISMISS THE MISCONCEPTIONS AND USE SOCIAL MEDIA EFFECTIVELY IN BUSINESS

Carvill, Michelle & MacRae, Ian.. Kogan Page, 2020.

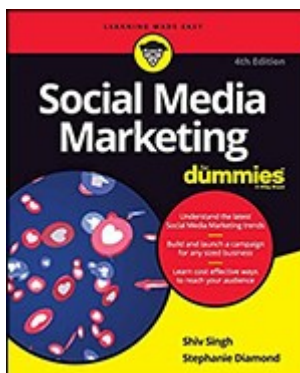
Using helpful and instructive, sometimes entertaining and occasionally eye-watering examples of what you should and should not do, this book debunks the most commonly held myths and shows you how to use social media effectively for work and at work.



SOCIAL MEDIA STRATEGY: A PRACTICAL GUIDE TO SOCIAL MEDIA MARKETING AND CUSTOMER ENGAGEMENT

Julie Atherton, Kogan Page, 2020

Providing a simple, structured way to create integrated customer engagement and social media campaigns that work, this book offers a clear road map for efficient planning, deliverance and financial accountability of social media's contribution to the business.



SOCIAL MEDIA MARKETING FOR DUMMIES

Shiv Singh and Stephanie Diamond. John Wiley & Son, 4th Edition, 2020

Incorporating the latest trends and presented in a friendly, easily digestible step-by-step style, this book clears away the confusion helping you discover how to navigate the ever-changing social media playing field.

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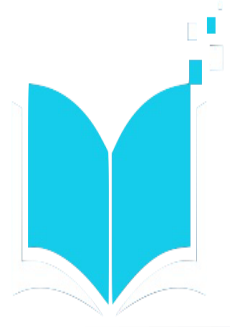
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13 UNIVERSITY LIBRARIES IN THE WORLD THAT YOU HAVE TO KNOW

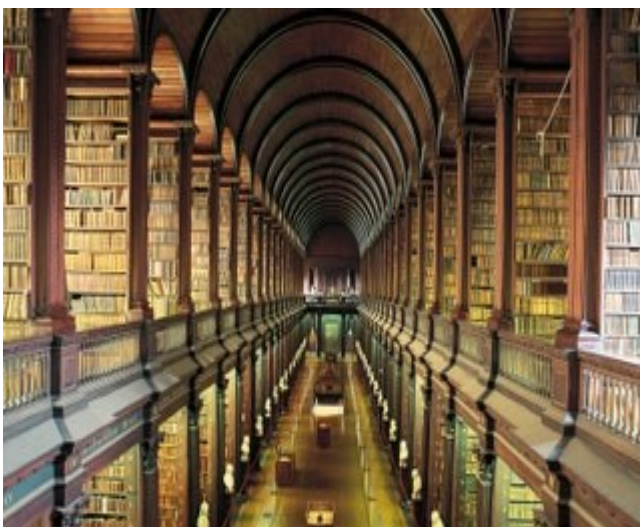
Por Nick Mafi y Jessica Cherner

<https://www.admagazine.com/galerias/bibliotecas-universitarias-del-mundo-que-tenes-que-conocer>

From Yale to UNAM, these university libraries are worth visiting beyond the books they keep

College libraries are more often associated with wall-to-wall shelving, poor fluorescent lighting, and padded sofas from decades ago than with flashy design by some of the world's most renowned architects. That said, there's more than one university library with impressive design elements—whether it's original 15th-century Tudor ceilings or wrought-iron balconies—that make students want to spend a few nights at the book-laden shelves.

For centuries, some academic institutions have invested a good deal of resources to ensure that their libraries inspire their students. At the University of Chicago, for example, school officials turned to world-renowned German-American architect Helmut Jahn to build his new library. Others, notably in the UK, are much older and reflect the styles in vogue when they were built. From the historic library of the University of Vienna to the fascinating Central Library of the National Autonomous University of Mexico, AD shares a list of 13 of the most beautiful university libraries in the world.



University of Dublin

Dublin University Trinity College Library is not only the largest library in Ireland, it is also one of the most beautiful. The main section of the Long Room was built in the early 18th century, and today contains approximately 200,000 of the library's oldest books.

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Yale University

Completed before one of the most popular and seminal design movements, Yale University's Beinecke Rare Book & Manuscript Library was designed by Gordon Bunshaft of Skidmore, Owings & Merrill in 1963. The library, a grand offering from three alumni of Yale (Edwin J. Beinecke, Frederick W. Beinecke, and Walter Beinecke), is a cathedral-like exhibit hall clad in marble—enhancing minimal light—to keep the rare book and manuscript collection safe. It is perhaps the only library intentionally kept in the dark. For the sake of the books, of course.



Tama Art University

On the Hachioji campus of the Tama Art University in Tokyo, the library was finally opened in 2007, after three years of construction. Although it was a highly anticipated building, students and faculty were willing to wait for the two-story steel and concrete masterpiece designed by Toyo Ito. Although very modern, the library refers to the past with its imposing and slender arches, which intersect at various points.



Eötvös Loránd University

In Budapest, the Eötvös Loránd University Library, built in 1959, houses some three million documents, including relics of the first Hungarian language, medieval charters, guild patent charters, autograph manuscripts, unique prints and maps.

In addition, the library's collection of old books is part of the Hungarian National Cultural Heritage and is known throughout the country.



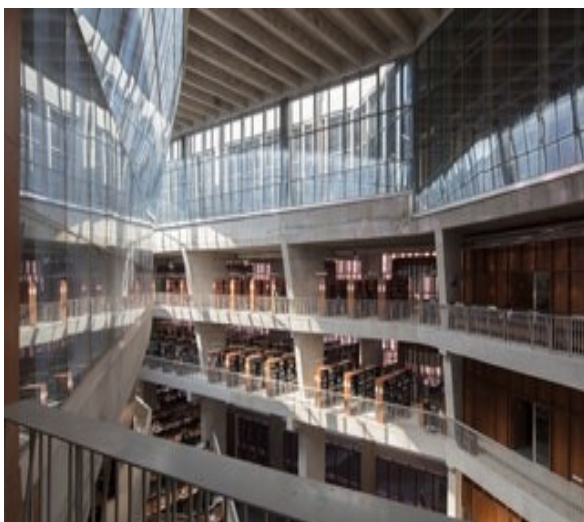
National Autonomous University of Mexico

Although it was inaugurated in 1956, the Central Library of the National Autonomous University of Mexico houses one of the largest collections in all of Mexico. Plus, with Juan O'Gorman's mural, called "Historical Representation of Culture," covering nearly every square inch of the library's exterior, it's hard to miss. And in July 2007, the United Nations Educational, Scientific and Cultural Organization proclaimed that both the Central Library and the Central Campus of Ciudad Universitaria are World Heritage Sites.



University of Utrecht

At the Universiteitsbibliotheek Utrecht Binnenstad (Utrecht University) in the Netherlands, Grosfeld Bekkers van der Velde Architecten was commissioned to create a modern library for students, and the company more than delivered. The creatives designed a modern take on brutalism with a gigantic dark cube made up of textured transparent and opaque panels that are printed on the glass and carved in relief on the concrete. Inside, however, the colorful shelving is surprisingly light.



Thapar Institute of Engineering and Technology

If the Nava Nalanda Central Library, which belongs to the Thapar Institute of Engineering and Technology in Punjab, India, looks new, that's because it is. The highly contemporary five-story structure was added to the university as part of a massive expansion in 2018.



University of Uppsala

At first glance, Carolina Rediviva looks more like a study in an old English country house than the main building of the Uppsala University Library in Sweden. However, the 19th-century structure is part of the university and, having been completed in 1841, is also the oldest library in the country. Unlike so many libraries or university buildings named after people, Carolina Rediviva is named after the Carolina Academy building, which served as the university library for much of the 18th century.



University of Coimbra

In Portugal, the Biblioteca Joanina of the University of Coimbra is undoubtedly one of the most beautiful libraries in the world. Like so many other historic libraries, this one is named after its founder, King John V of Portugal, who commissioned the library's construction at the height of the Age of Enlightenment, in 1717. The library, which houses more than 70,000 volumes and manuscripts, is perhaps the only nationally protected monument that intentionally houses families of bats.



University of Vienna

The University of Vienna Library is much older than it seems, although it has undergone several renovations and changed location more than once. Construction of the main library began in 1365, making it the oldest in the German-speaking area. And, like everything that is so old, it has a very interesting history: while the Ottoman wars ravaged Europe and plagues spread across the continent, the university and its libraries suffered. It was not until 1756 that the Jesuit monastery took over the few remains of the university library and merged it with the holdings of the imperial court library, finally saving it.

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Yale University

If the kitchen is the heart of the home, the library is the soul of a university, and the Sterling Library, one of the most outstanding buildings of Yale University, is proof of this. Completed in 1930 by alumnus James Gamble Rogers, who graduated in 1889, the classic Collegiate Gothic-style space houses nearly three million volumes spread over 14 stories of shelving. Named for its benefactor, John William Sterling, who graduated from Yale in 1864, the library leans toward drama with a 60-foot ceiling, cloisters, clerestory windows, side chapels, and a circulation altar. Not to mention the 3,300 stained glass windows designed by artist G. Owen Bonawit throughout the space.



University of California at San Diego

The William Pereira-designed Geisel Library, an iconic brutalist structure that is part of the University of California, San Diego, has been a famous building since it came to campus in 1968. It was named the Geisel Library after Audrey and Theodor Seuss Geisel, better known by his pseudonym Dr. Seuss. Easily the most recognizable structure on campus, the library was so well received that the building is featured in the UC San Diego logo.



All Souls College

All Souls College's elegant library, the Codrington Library, was built in the 18th Century, courtesy of former All Souls fellow Christopher Codrington, who left £10,000 to the college on his death in 1710. He insisted that the college build a new library, and not only did All Souls do it, but the institution, which is a constituent college of Oxford University, named it after its benefactor. . The change occurred in 2020.



Did you know that the most beautiful bookstore in the world gave rise to the story of Harry Potter?

This is the bookstore that inspired the Harry Potter story

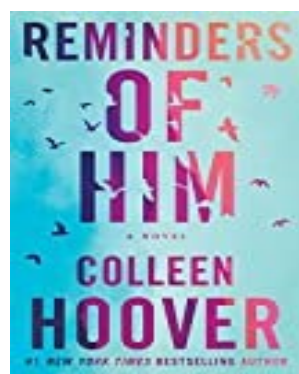
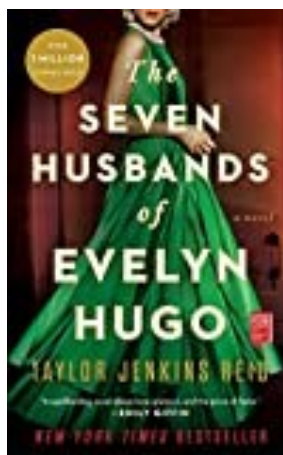
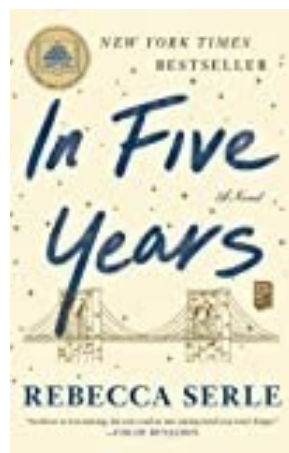
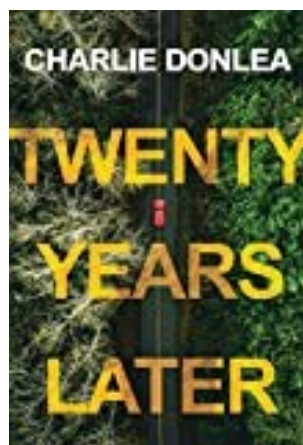
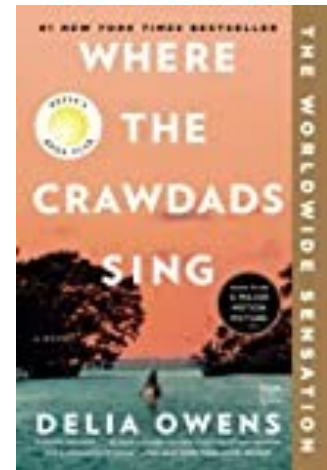
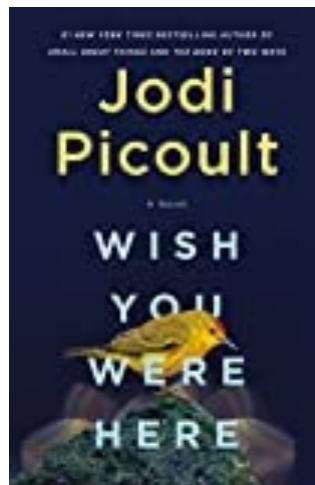
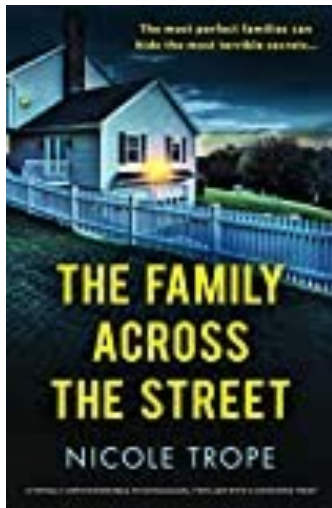
One of the most successful sagas in recent years is Harry Potter, not only thanks to its plot, but also because of **the world that J.K. Rowling created around this character.**

Thus, Flourish and Blotts is inspired by a real bookstore, located in Portugal and considered one of the most beautiful in the world and, therefore, one of the most visited as well.

Lello, the most beautiful bookstore in the world Located in Porto, Portugal, Lello is considered one of the most beautiful bookstores in the world. Therefore, it is no coincidence that J.K. Rowling was inspired by it to create Flourish and Blotts, a place where the wizard children of the Harry Potter saga buy their books for Hogwarts in the Harry Potter story.

BOOKS RECOMMENDATION

TOP 10 BEST READS IN 2022





The continuous struggle for women's participation and equality in all spheres of life and society is observed on **Women's Equality Day on August 26.**

Women's Equality Day, celebrated every August 26, commemorates the passage of women's suffrage in the U.S. and reminds us of the hurdles overcome by the heroic women who faced violence and discrimination to propel the women's movement forward.

In the early 19th century, American women, who generally couldn't inherit property and made half of a man's wages in any available jobs, began organizing to demand political rights and representation.

By the early 1900s, several countries including Finland, New Zealand, and the United Kingdom had legalized voting for women as the movement continued to sweep across the world. In the U.S., the 19th Amendment to the Constitution was first introduced in 1878, but it failed to gain traction. It wasn't until women's involvement in the World War I effort made their contributions painfully obvious that women's suffrage finally gained enough support. Women's rights groups pointed out the hypocrisy of fighting for democracy in Europe while denying it to half of the American citizens at home.

Because a Constitutional amendment requires approval from two-thirds of the states, 36 of them had to ratify the 19th Amendment before its passage. The deciding vote in the Tennessee legislature came from Harry T. Burn, a young state representative whose mother's plea to support the amendment became a deciding factor in his vote (which he switched at the last minute).

To remind us of the struggles of the past, present, and future, Congress designated August 26 as Women's Equality Day in 1971.