

JULY 2024

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## NEWS

### **"I WANT TO SHARE WITH YOU THAT..."**

URBE University Library has a Website with relevant information for your courses, for access go to :

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You can find different sections: Catalog, Digital Repository, Databases, Training and Docs, APA, Newsletters, and Request Assistance.

**Databases** section includes **Open Access Databases** such as Dialnet, OpenStax, Management Library, etc.

Also, you can find **Private Databases**: LIRN (URBE Virtual Library) and Florida Electronic Library (For Florida Residents).

### **"DID YOU KNOW THAT..."**

*In URBE Digital Library (LIRN) you can find the **Entrepreneurship Database**. This database bridges theory with practice, covering a wide spectrum of resources useful to educators, researchers, students and practitioners. Content ranges from the scholarly - including journals, dissertations, working papers and conference proceedings - to a full toolkit of practical guides, templates, forms, sample business plans and tips from successful entrepreneur in a wide range of formats - from video to downloadable Word and Excel files, as well as traditional text and PDFs.*

You can access this Database thru the page :  
<https://www.lirn.net/>

If you have doubt or need training contact to:  
Librarian. Karely Carrion  
Email: [library@urbeuniversity.edu](mailto:library@urbeuniversity.edu) or  
[karely.carrion@urbeuniversity.edu](mailto:karely.carrion@urbeuniversity.edu)

## EVENTS



### **Library Orientation for New Students Summer B 2024**

Date: July 8 to July 11, 2024

Time: 2:00 to 3:00 PM

WHERE: Zoom Platform

### **How to use the Tools in Proquest Ebook Central**

Date: July 18, 2024

Time: 2:00 to 3:00 PM

WHERE: Zoom Platform



Librarian. Karely Carrion

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## BEST ARTICLES



**127 Best Businesses to Start for May 2024: An In-Depth Guide to Start Your Own Business**  
Written by Baruch Gordon | Edited by Max Abraham.

*The world is changing at an unprecedented pace. The advent of new technologies, the rise of the digital economy, and the changing needs of consumers have all contributed to a shift in the business landscape.*

*Entrepreneurs continuously look for innovative, profitable, and profitable business ideas. This comprehensive guide will explore the 127 best businesses to start for 2024 that could help you create the ultimate business plan to turn your business idea into a reality.*

*If you want to read the complete article, go to: <https://management.org/best-business-ideas>*

## BEST ARTICLES



**How to Interview Someone for a Job – Step-by- Step Guide**  
Written by Steven Mostyn | Edited by Ian

*The objective of the Interview is to determine if the candidate being interviewed meets the specific criteria that the hiring manager is looking for from a technical perspective. As well, the candidate must have the right soft skills for that hiring manager and organization. From an analytics perspective, the difference between average recruiters and advanced experts is their ability to choose the right interviewed candidates.*

*Continue reading to find out more about the best practices to follow during the interview process.*

*If you want to read the complete article, go to: <https://management.org/how-to-interview-someone>*

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## **GUEST WRITER**



**Dr. Alberto Silva. URBE MBA INSTRUCTOR**

### **SUMMARY OF U.S. HISTORY**

*The present-day territory of the United States was inhabited only by indigenous people from Asia from more than 15,000 years ago until only about 400 years ago, when the first settlements of people of European origin began. When Europeans began to arrive, it is estimated that about two million Indians or Native Americans lived in this territory. The main tribes were the Iroquois in the Northeast, the Cherokee in the South, the Sioux in the Midwest, and the Navajo and Apache in the West.*

*The Spaniards, who were the first to explore the U.S. territory, founded St. Augustine, Florida, in 1565, and then Santa Fe, New Mexico, in 1610, and El Paso and San Antonio, Texas, in 1651 and 1691, respectively. In 1607 the English founded Jamestown, Virginia, in 1630 they founded Boston, and in 1682 Philadelphia. Meanwhile, the Dutch settled in New Amsterdam in 1624, in what from 1664, captured by the English, would become New York City.*

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*In 1700 the major cities were New York, Boston, and Philadelphia.*

*In the eighteenth century, the foundation of the main cities that exist today continued. The French founded Detroit in 1701 and St. Louis in 1764. The Spaniards founded Albuquerque in 1706, San Diego in 1769, Tucson in 1775, San Francisco in 1776, and Los Angeles in 1781. Around 1770 the English colonies in the east of the territory began to express their desire for independence and the war against England began in 1776 and lasted until 1783. In 1787 the Constitution was promulgated and in 1789 the first president, George Washington, who had been the commander-in-chief of the Continental Army, was elected.*

*In 1800, the country's major cities were still New York, Philadelphia, and Boston, but they were joined by Baltimore.*

*As soon as the nineteenth century began, the United States began its expansion, first acquiring from the French all the territory of the central United States, called Louisiana, then taking over Florida, Texas, and all the current Western States.*

*The country was divided over whether to accept or abolish slavery and this situation led to the Civil War, between North and South, from 1861 to 1865, under the presidency of Abraham Lincoln. The Southern states sought to secede from the Northern states but lost the war and the Union was preserved. Then the United States carried out a great industrial development and ended the nineteenth century becoming one of the three great world powers, along with Germany and England.*



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*During the first half of the 20th century, the United States participated in both world wars, allied with England and Russia against Germany and then also against Japan. Between those two wars, the country suffered a severe economic crisis, called the Great Depression, which was resolved with great success during the presidency of Franklin Roosevelt. World War II ended with the defeat of Germany and the surrender of Japan after the United States dropped two atomic bombs on Hiroshima and Nagasaki.*

*In the second half of the 20th century, the United States continued its development, although it had to confront the Soviet Union in the so-called Cold War, which ended in 1989 with the fall of the Berlin Wall and later the Soviet Union.*

*At the end of the 20th century, the largest metropolitan areas were New York and Los Angeles, followed by Chicago. Philadelphia and Boston continued to be among the nation's top cities, but now at the level of Dallas, Miami, Washington, Houston, and Atlanta.*

*The major event of the twenty-first century has been the terrorist attacks of September 11, 2001, in New York and Washington, but perhaps more important has been the great divide between Republicans and Democrats, who have demonstrated an almost total inability to agree on fundamental issues, risking the future of the country.*

*The demographic composition of the United States has changed a lot, and it is estimated that by 2045 less than half of its inhabitants will be white people of European origin; in other words, more than half of the inhabitants will be of Latin American, African and Asian origin.*

**HOLIDAY**

*The Fourth of July celebrates the passage of the Declaration of Independence by the Continental Congress on July 4, 1776. The Declaration announced the political separation of the 13 North American colonies from Great Britain.*

*The tradition of patriotic celebration became even more widespread after the War of 1812, in which the United States again faced Great Britain. In 1870, the U.S. Congress made July 4th a federal holiday; in 1941, the provision was expanded to grant a paid holiday to all federal employees. Over the years, the political importance of the holiday would decline, but Independence Day remained an important national holiday and a symbol of patriotism.*

*Falling in mid-summer, the Fourth of July has since the late 19th century become a major focus of leisure activities and a common occasion for family get-togethers, often involving fireworks and outdoor barbecues.*

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## GUEST WRITER



*Lawyer and Master in Public Administration  
Barbara Puglisi Spadaro. MBA URBE Student*

### **The Invaluable Contribution of Latinos to the United States Economy**

*The United States economy is one of the most dynamic and robust in the world, and one of the pillars that sustains it is the contribution of the Latino community. With more than 60 million Latinos residing in the country, its impact extends across various economic sectors, from agriculture to technology.*

*Recognizing and valuing this contribution is not only fair, but essential to understanding the true engine behind economic growth and innovation in the country. Latinos represent a vital workforce in the United States. According to the Pew Research Center, Latinos make up about 17% of the total workforce. This group not only covers essential jobs in agriculture, construction and services, but is also increasingly present in high technology, education and entrepreneurship sectors.*

*The diversity of skills and professions within the Latino community is a reflection of its adaptability and ability to boost different areas of the economy.*

## GUEST WRITER

*In terms of entrepreneurship, Latinos have proven to be a notable force. According to the Stanford Latino Entrepreneurship Initiative's annual report, Latino-owned businesses have grown at a faster rate than the national average. These companies not only create jobs within their communities, but also contribute significantly to innovation and competition in the market. The Latino entrepreneurial spirit, characterized by resilience and creativity, is a crucial driver for local and national economic development.*

*Additionally, the purchasing power of Latinos has grown considerably in recent decades. The economic impact of Latinos in the United States continues to grow, reaching \$3.2 trillion in 2021, up from \$2.8 trillion in 2020, according to a new report from the Latino Donor Collaborative (LDC) in partnership with Wells Fargo. If Latinos were an independent country, their GDP would rank fifth in the world, ahead of the United Kingdom, India and France, according to the study.*

*This increase in purchasing power has transformed markets and has forced companies to adapt and respond to the needs and preferences of Latino consumers.*

*Industries such as fashion, food and media have seen a direct influence from Latino culture and spending, driving greater diversity in products and services.*

*Education also plays a fundamental role in the economic contribution of Latinos. With a growing number of Latinos earning college degrees, the community is increasingly equipped to play leadership roles and contribute to the country's technological and scientific advancement.*

