



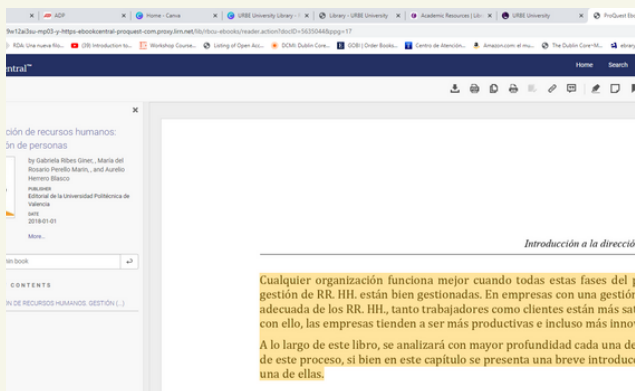
<https://library.urbe.university/>

DID YOU KNOW THAT?

You can Underline, Insert Notes or Comments and make your own Bookshelf with Electronic Books in Proquest.

You don't know how to do it?

We can help you, write us an email and we can set up the Virtual Session in Zoom to teach you.



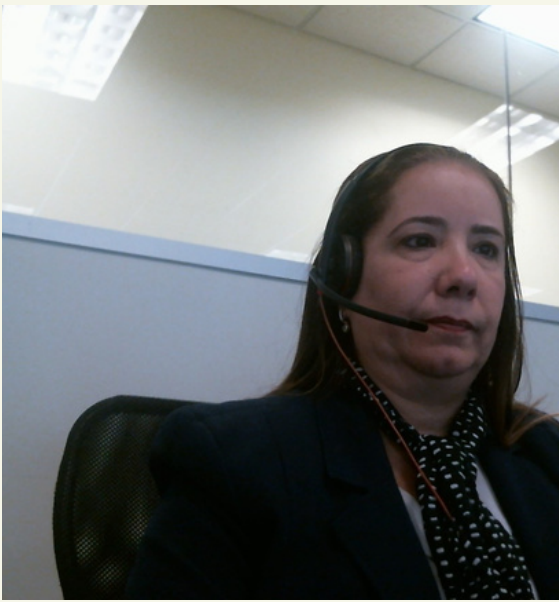
DID YOU KNOW THAT?

URBE Library has access to **Proquest Ebook Central Database**, thru LIRN.

This Database includes the most complete collection with nearly 1.85 million EBooks from 1,300+ leading publishers covering all academic disciplines, researchers have access to everything they need in one place.

Quick Guide for access to PROQUEST EBOOK CENTRAL

1. Go to: <https://library.urbe.university/>
2. Click on: **Databases** and click on: <https://www.lirn.net/>
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"



LIRN

NEW ADDITIONS

INTERNATIONAL BUSINESS



Searching Journals Articles in Proquest Central

DATE: April 4 and 7, 2023

TIME: 2:00 PM–3:00 PM

WHERE: Zoom Platform

How can you use the Tools in Proquest Ebook Central

DATE: April 10 and 14, 2023

TIME: 2:00 PM–3:00 PM

WHERE: Zoom Platform

APA Format, what is and how to use?

DATE: April 18 and 20, 2023

TIME: 2:00 PM–3:00 PM

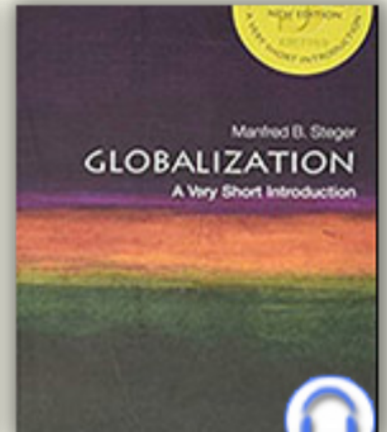
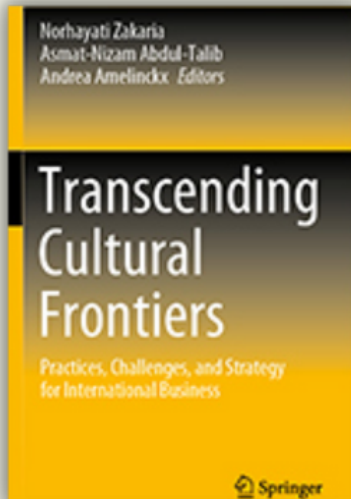
WHERE: Zoom Platform

If you need specific training, please contact with:

URBE Librarian. Karely Carrion.

Phone: (786)744-8211

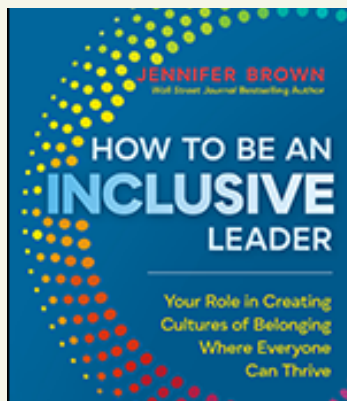
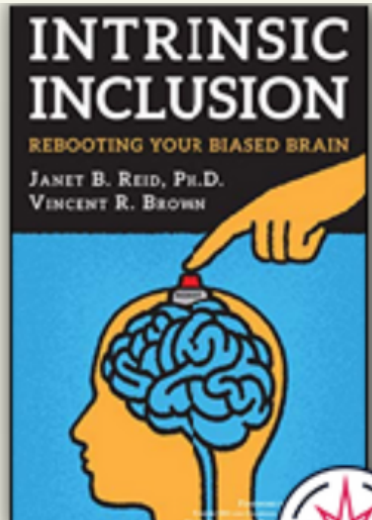
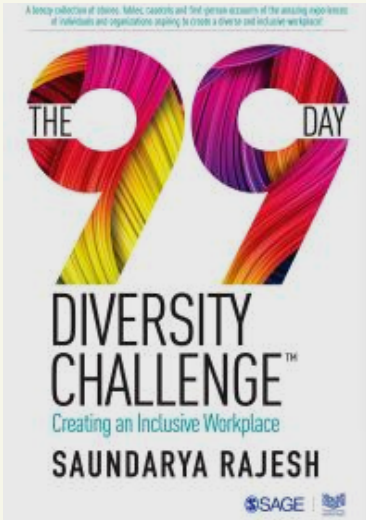
Email: karely.carrion@urbe.university



LIRN

NEW ADDITIONS

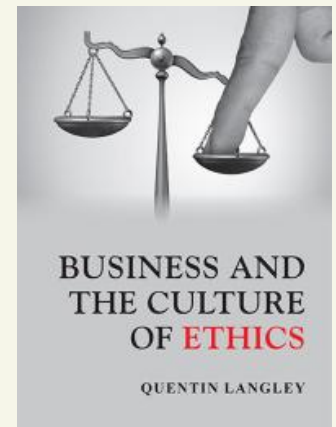
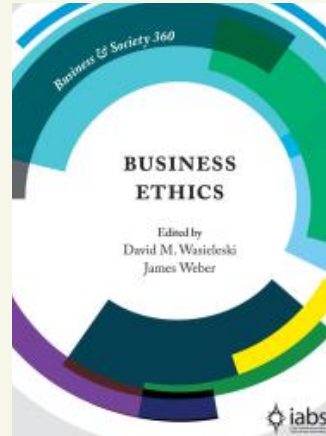
DIVERSITY



LIRN

NEW ADDITIONS

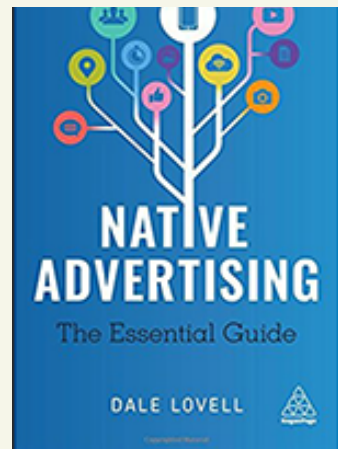
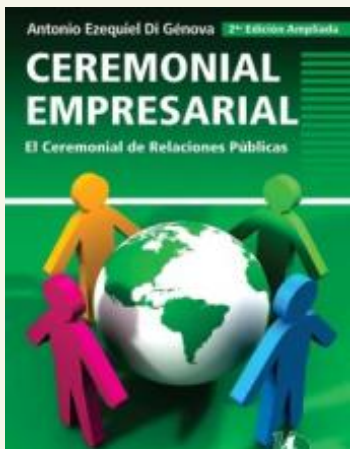
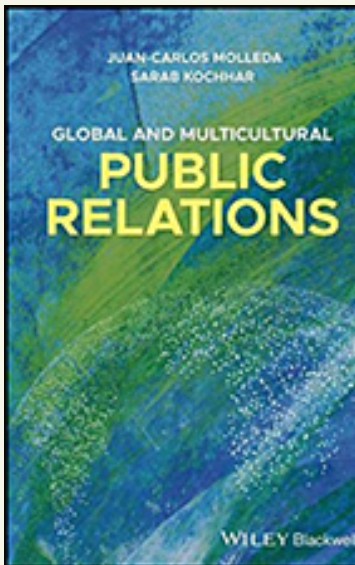
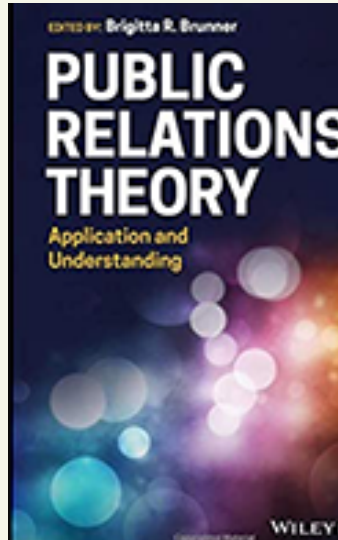
BUSINESS ETHICS



LIRN

NEW ADDITIONS

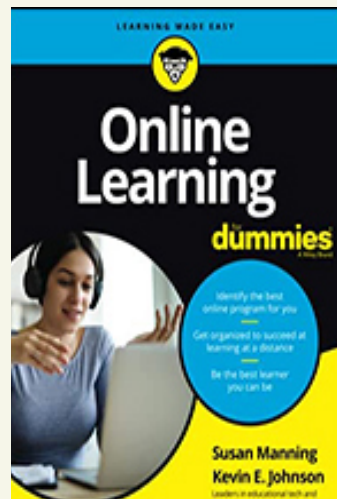
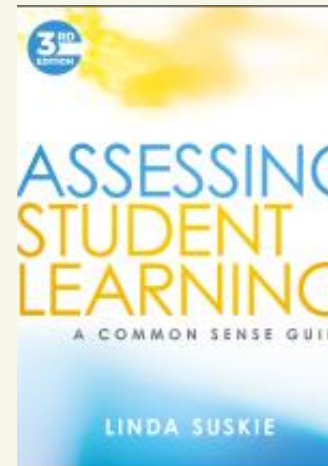
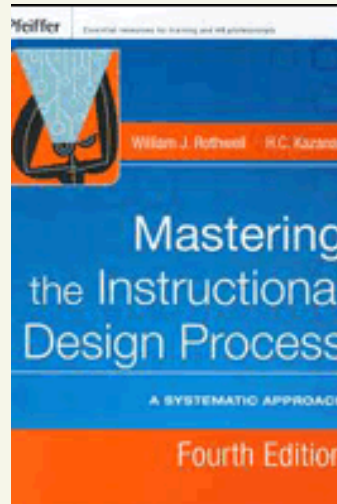
ADVERTISING



LIRN

NEW ADDITIONS

EDUCATION



OPEN RESOURCES

BUSINESS

ACADEMIC & NEWS SOURCES

Google Scholar: If you need academic resources for a paper or your research, Google Scholar is a great free resource. Your paragraph text

Financial Times: FT is one of the world's largest international newspapers, with a strong focus on business, economics, and, of course, finance.

American Marketing Association: You'll need a subscription to access every article, but even a free account grants access to lots of free articles and journals from the world's top marketing professionals.

Harvard Business Review: HBR is one of the world's leading resources for business news and research. There are plenty of free articles, webinars, videos, and even more, if you subscribe.

Fortune: Run by Time, Fortune is the leading magazine for American-based businesses. Their website contains tons of free content, including articles, videos, and business conferences.

OPEN RESOURCES

BUSINESS

WEBSITES

U.S. Small Business Administration: The SBA provides an incredible amount of resources for small business owners that MBA students can take advantage of, including plenty of free online and offline courses and seminars.

Sloan School of Management: If you want to supplement your education with even more classes, you can take completely free graduate business classes from MIT's open courseware program.

Kaplan Test Prep: Kaplan is another great resource for prospective MBA students, providing completely free GMAT test prep classes and materials.

Saylor.org: The Saylor Academy is a foundation that aims to provide free education to everybody. If you want to learn more about a particular subject, chances are good you'll find something here.

Purdue Online Writing Lab: Purdue's OWL offers incredible guides and tools to help you write and research better

OPEN RESOURCES BUSINESS

OPEN ACCESS TEXTBOOKS

[Principles of Marketing](#)

[Digital Marketing Strategy](#)

[Visuals for influence: in project management and beyond](#)

[Critical Employment, Ethical, and Legal Scenarios in Human Resource Development](#)

[Organizational Behavior](#)

OPEN RESOURCES BUSINESS

OPEN ACCESS TEXTBOOKS

[Leading Innovation](#)

[Introduction to Financial Analysis](#)

[Financial Management for Small Businesses: Financial Statements & Present Value Models](#)

[Business Computers 365
Version 2.0 - 2023](#)

[Principles of Management](#)

OPEN RESOURCES COMMUNICATION

OPEN ACCESS TEXTBOOKS

[Producción de Noticias
Televisivas en Español en
Estados Unidos de América](#)

[Reading Rhetorical Theory](#)

[The International Journalism
Handbook - 1st Ed.](#)

[Effective Professional
Communication: A Rhetorical
Approach](#)

[Introduction to Narrative Journalism](#)

OPEN RESOURCES COMMUNICATION

OPEN ACCESS TEXTBOOKS

[Advanced Public Speaking](#)

[Intercultural Communication](#)

[Open Technical Writing: An Open
Access Text for Instruction in
Technical and Professional Writing](#)

[Tools for Podcasting](#)

[Media Innovation and Entrepreneurship](#)

OPEN RESOURCES EDUCATION

OPEN ACCESS TEXTBOOKS

[Learning in the Digital Age](#)

[Hybrid-Flexible Course Design](#)

[Contextualised open educational practices: Towards student agency and self-directed learning](#)

[Foundations of Educational Technology](#)

[Creating Online Learning Experiences](#)

OPEN RESOURCES EDUCATION

OPEN ACCESS TEXTBOOKS

[Teaching Crowds: Learning and Social Media](#)

[Reflective Practice in Early Years Education](#)

[Parenting and Family Diversity Issues](#)

[Critical Thinking in Academic Research](#)

[Foundations of American Education: A Critical Lens](#)



Florida Electronic Library

The Florida Electronic Library is your source for up-to-date, online information. If you have a public library card, or if you are a student in a public K-12, university, college or ICUF school, then you have access to the Florida Electronic Library's wealth of information, including:

- Homework help
- Health research
- Career, job and small business assistance
- A library of reference e-books



Gale OneFile: Business

Understand the activities of companies and industries worldwide through leading business and trade publications. Updated daily.



Gale Business: Entrepreneurship

Learn how to start, finance, or manage your small business. Includes sample business plans, how to guides, articles and more.



Gale OneFile: Economics and Theory

Discover content useful for starting a business, marketing a product, developing policy, analyzing trends and more.



**Dr. Jesus Alberto Fuenmayor. URBE
Instructor**

Keys to communicating in difficult situations.

It is completely normal that we have to face difficult conversations. People often find it easier to avoid communicating something they think is going to be controversial or mean, by putting off communication and letting the situation escalate.

Postponing the difficult conversation relieves short-term anxiety. However, constantly putting off difficult communication situations often leads to feelings of frustration, guilt, annoyance with oneself, anger, reduced self-confidence, and ultimately more stress and anxiety.

By following a few simple guidelines and using some finely honed communication skills, communicating in difficult situations becomes easier.

Types of Difficult Conversations: Planned and Unplanned

Planned conversations occur when the topic has been thought about, planned because the time, place, and other circumstances, have been arranged or chosen for a reason.

Difficult unplanned conversations happen on the spur of the moment; these are often fueled by anger which, in extreme cases, can lead to aggression.

How to deal with difficult conversations

There has to be a balance between communicating something difficult and being as sensitive as possible to the stakeholders. The skill set required to do this may seem somewhat contradictory, as you may need to be both firm and gentle in your approach.

Recommended skills include:

- **Information Gathering**

Make sure you have the facts straight before you start, know what you are going to say and why you are going to say it. Try to anticipate any questions or concerns that others may have, and think carefully about how you will answer the questions.

- **Be Assertive**

Once you're sure something needs to be communicated, do it assertively. Don't back off or change your mind in the middle of a conversation, unless of course there's a very good reason to.

- **Show Empathy**

Put yourself in the other person's shoes and think about how they will feel about what you are saying. How would you feel if the roles were reversed? Give others time to ask questions and make comments.

- **Prepare to negotiate.**

Often a difficult situation requires a certain amount of negotiation, and you must be prepared for this. When negotiating, aim for a win-win outcome; in some way, all parties can benefit.

- **Use appropriate verbal and non-verbal language**

Speak clearly, avoiding any slang that others don't understand, make eye contact, and try to sit or stand in a relaxed manner. Do not use confrontational language or inappropriate body language.

- **Listen**

When we are stressed, we tend to listen less, try to relax and listen carefully to the views, opinions and feelings of the other person or people. Use clarification and reflection techniques to offer feedback and show that you were listening.



**Dr. Jesus Alberto Fuenmayor. URBE
Instructor**

Keys to communicating in difficult situations:

- **Stay calm and focused**

Communication becomes easier when we are calm, take a few deep breaths, and try to maintain an air of calm; others are more likely to stay calm if you do. Stay focused on what you want to say, don't get sidetracked or distracted from the reason you're communicating.

Once you master these techniques, you won't have to be a part of the difficult conversations that inevitably come your way.

If you want to participate, send an email to:
URBE Librarian. Karely Carrion
karely.carrion@urbe.university

APRIL HOLIDAYS



GOOD FRIDAY April 7, 2023

Good Friday is a Christian observance held two days before Easter Sunday and it commemorates the crucifixion of Jesus Christ at Calvary (located right outside the walls of Jerusalem). Good Friday is the sixth day of Holy week and is also known as Holy Friday, Great Friday, Black Friday and Easter Friday. The day is also part of the Paschal Triduum that starts on the evening of Maundy Thursday and continues to Easter Sunday recalling the passion, death, burial and resurrection of Christ.



EASTER DAY APRIL 9, 2023

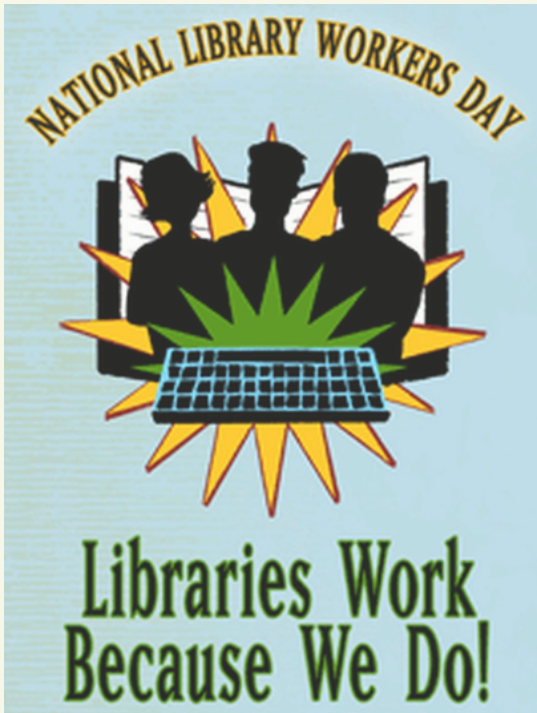
Easter is one of the principal holidays, or feasts, of Christianity. It marks the Resurrection of Jesus three days after his death by crucifixion. For many Christian churches, Easter is the joyful end to the Lenten season of fasting and penitence. Since its origins, Easter has been a time of celebration and feasting and many traditional Easter games and customs developed, such as egg rolling, egg tapping, pace egging, cascarones or confetti eggs and egg decorating.



National Donate a Book Day April 14, 2023

National Donate a Book Day is celebrated on April 14 by readers across the U.S. Whether it's new or gently used books, you're encouraged to donate them to your local libraries. If the books are not added to the libraries' collections, they'll hand them to Friends of Libraries. The Friends of Libraries use donated books to load their book sale fundraisers for the library. So, donate yours to a local public library as a means to share knowledge with others.

APRIL HOLIDAYS



National Library Workers Day April 25, 2023

National Library Workers Day is observed on the Tuesday of National Library Week, which is on April 25 this year.

The day recognizes the importance and contributions of the library staff who keep our libraries running while we get lost in the wonderful books.

Libraries are more than a place for borrowing books, they reflect the needs and expectations of our community.

Library workers are the ones fulfilling those needs and expectations by making information, books, and resources more accessible. Libraries work because they work!



Libraries are full of stories in a variety of formats from picture books to large print, audiobooks to eBooks, and more. But there's so much more to the story. Libraries of Things lend items like museum passes, games, musical instruments, and tools.

Library programming brings communities together for entertainment, education, and connection through book clubs, story times, movie nights, crafting classes, and lectures.

Library infrastructure advances communities, providing internet and technology access, literacy skills, and support for businesses, job seekers, and entrepreneurs. National Library Week 2023 will be a great time to tell your library's multi-faceted story.

Earth Day 2023

Saturday, April 22



Earth Day was founded in 1970 as a day of education about environmental issues, and Earth Day 2023 will occur on Saturday, April 22. The holiday is now a global celebration that's sometimes extended into Earth Week, a full seven days of events focused on green living and confronting the climate crisis.

The brainchild of Senator Gaylord Nelson and inspired by the protests of the 1960s, Earth Day began as a "national teach-in on the environment" and was held on April 22 to maximize the number of students that could be reached on university campuses. By raising public awareness of pollution, Nelson hoped to bring environmental causes into the national spotlight.

