



**Dublin
Business
School**

Excellence Through Learning

Library Newsletter

Volume 1: Issue 4, March 2008

Library News & Events

Opening Hours in March

The Library will be closed on Monday, March 17th for St Patrick's Day due to the parade, which impedes access to our libraries.

Easter



The opening hours over the Easter period are:

Friday 21st March: 11am - 5pm

Saturday 22nd March: 9:30am - 5pm

Sunday 23rd March: 11am - 5pm

Monday 24th March: 11am - 5pm

Sunday opening

Sunday opening (from 11am - 5pm) will start from Easter Sunday onwards, until the middle of May.

Resources Update

MINTEL reports

Irish Market research reports are now available from Mintel. Mintel is a global supplier of consumer, media and market research.

New reports which have been published this year so far include 'Multicultural Ireland', 'Women's Changing Lifestyles' and 'Childrenswear Retailing'.

Remote access log-in details:

Username: dbs

Password: Ireland

(both are case sensitive)

(<http://academic.mintel.com>)

Company Dossier



Company Dossier (available through LexisNexis) is a new resource for accessing company and industry reports. Dossier allows users to access key financial information (from Dun & Bradstreet, Hoover's, Standard & Poor's, and more), as well as company news and industry reports.

To access *Company Dossier*, click on the 'Companies' link in the red horizontal menu of the *Nexis UK* news and business database, then select 'Company Dossier' on the right hand side. Remote access is available (please ask a member of staff for the relevant log-in details).

Encyclopaedia Britannica Online



Britannica Online is now available (on campus access only) on a permanent basis at <http://search.eb.com/>. The database allows users to search *Encyclopaedia Britannica* articles as well as media, web sites, and videos. Selected magazine and journal articles from EBSCO and Proquest are also available.

Creative Arts

We are currently enhancing the Library's Creative Arts collection and we welcome suggestions and reading lists from staff in this area. Please contact emilie.jost@dbs.edu.



Tourism Review

The full text of Tourism Review, is now available through Emerald (www.emeraldinsight.com). Some of the areas that Tourism Review covers are:

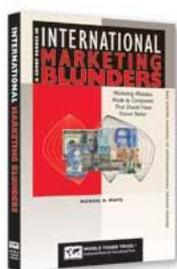
- Sustainable tourism
- Marketing and managing tourism products
- Economic impact of sporting events
- Tourism in developing countries
- Destination development and image.

Recommended Titles

International Marketing Blunders – Michael D White (658.84 WHI)

Review by Colin O’Keeffe, Aungier St. Library

This witty and entertaining book by Michael White is a compact insight into marketing blunders by both world renowned and smaller local companies.



The book begins with an outline of why these blunders can occur, giving examples of major companies such as Mc Donald’s and Coca-Cola and then moves on to give specific types of mistakes that companies can make.

Each major type of blunder has a full chapter in the book dedicated to it. Examples of headings are translation blunders, which contain the obligatory story of a company naming its product in a local expletive and distribution blunders, in which unscrupulous middle men destroy the producer’s stock.

Each chapter ends with a moral in which the author gives advice to the reader to prevent them making the same mistake. This is essentially a book of very short stories, some of which are more interesting than others; the chapter dedicated to Japan is particularly amusing.

The book should be read by marketing students, not so much for its must-have content but as a litany of mistakes that a marketing student can draw upon when required to give an example of marketing gone wrong and to answer related questions. As a person from a non-marketing background it was a very enjoyable read.

Portobello Staff Profiles

Jane Buggle, Librarian

After completing a BA in Philosophy and Greek and Roman Civilisation in UCD, I worked in Books Inc. in San Francisco for three years. I moved to London where I studied for the Diploma in Library and Information Studies in University College London while working in Camden Town Public Library.

I spent the following year working as a Researcher with the Institute of Irish Studies. I then returned to UCD and attained the Master in Library and Information Studies Degree. I have been working in Portobello College Library since 1992.

Joan Colvin, Assistant Librarian

I can’t believe that I’ve been working in Portobello College for almost sixteen years! I started here in 1992 on a part-time basis, but have been full-time for the past four years. My introduction to library work was in the Economics and Rural Welfare Research Centre of An Foras Taluntais (the Agricultural Institute), now part of Teagasc. While working there I studied for the Diploma in Information Studies.

Jane Jones, Senior Library Assistant

I came to work in Portobello College Library in October 2004 as a part-time Library Assistant. I previously worked in Trinity College Library for many years, working in a variety of different areas and ending up running the Undergraduate Lending Library there for ten years.

Tracey O'Neill, Library Assistant

After school, I completed a Diploma in Nursing, and after several years of living abroad, in America, the UK, France and Barcelona, I returned to college to complete a B.A in Applied Social Care. I was delighted to recently join the very welcoming team at Portobello Library where I am getting the opportunity to use the knowledge of law that I gained during my degree.

I have also studied acting and performance for a year in the U.K. I recently completed several short courses in documentary and film funded by the Arts Council one of

which was aired at the Jameson and Phoenix film festival 2006. I am an artist, painter and photographer in my spare time and I exhibit in Ireland and overseas. I was recently profiled in *Voice* magazine.

I am really enjoying working at Portobello Library. The students are extremely nice and there's a great team here. I try to be as flexible as possible and also cover at the Libraries at Aungier Street and Dame Street when they are short. In all of these libraries, I am learning something new everyday. There is a lot of technological change and innovation in the library world.