

Library Newsletter

Volume2: Issue8 October 2008

Library News & Events

Increased activity in the Library

The number of items borrowed in 2008 compared to 2007 has increased by 16.15 % at the Undergraduate Library and 34 % at the Postgraduate Library.



Portobello Library also had a fantastic year in 2008 with extremely high borrowing statistics. Comparative statistics for Portobello will be available next year. Use of the E-Book collection has also increased by 106 % in 2008. Thanks to all Library staff that work in the Reader Services area at all three locations. Thanks also to Marie O' Dwyer who has developed the e-book collection considerably.

Library Website Week

What do Chairman Mao, Philip Larkin, Benjamin Franklin, David Hume and Casanova have in common? They were all librarians! Everyday during Library Website Week Laura Rooney promoted the new Library Website on the Library blog by highlighting an important aspect of the website, by adding famous quotes about libraries and information about famous librarians. For further information, please see the Library blog on:



<http://dbslibrary.blogspot.com/>

Dublin Business School Library, 13-14 Aungier Street, Dublin 2. Ph: 01-4177572 Email: library@dbs.ie

(click on older posts at the bottom of the page). Subsequent to Library Website Week hits to the website increased by 15.7 %. Thanks to Laura Rooney for all her hard work on this project and for make it such an interesting and fun event.

The new Library Website is attracting a lot of hits with 2889 visits in the week 13/10/2008 – 19/10/2008 and 3344 visits in the week 20/10/2008-26/10/2008. Thanks to Dave Mitchell who regularly updates information on our pages.

Subject Specific Classes



The Library runs subject specific classes. Recent examples include:

Company Information in the Library
Market Research Data in the Library
Tourism resources in the Library
Media resources in the Library

Lecturers interested in their students receiving classes on a particular aspect of library resources can contact Marie O' Neill at marie.oneill@dbs.ie.

Library Classes

The Library now has classroom space for its programme of Library classes on essay writing, avoiding plagiarism, referencing and exploiting library resources. These are:

Non Business Students
Monday, AS 1.4 5-6pm

Business Students:
Wednesday, AS 3.1 5-6pm

Compiled by Head Librarian, Marie O' Neill (marie.oneill@dbs.ie)

All students are welcome. The Library has provided classes to 306 students since the start of term with numbers growing on a weekly basis. Thanks to Neus Fernandez and Tony Kenny for their assistance with this and to Richie Uzell who photocopies all our handouts.

Getting Good Grades Programme



Don't forget to check out the Library's online academic support programme:

<http://library.dbs-students.com/OnlineSupp/OnlineSupp.aspx>

which has podcasts and interactive tutorials on essay writing, avoiding plagiarism, referencing and exploiting library resources. The Library will be adding tutorials on producing a literature review, study skills and dissertation preparation imminently. Thanks to Emilie Jost for her contribution to preparing the tutorials and to Laura Rooney for the huge amount of work she has done in adding multi-media technology to these presentations.

Resources Update

Exam papers Online

For increased student

convenience, the majority of exam papers for 2006/2007 are now available online via Moodle. Once logged onto Moodle, select Exam Papers which is listed approximately half way down the page on the right hand side. Exam papers for law will be posted imminently. Special thanks to Tanya Balfe for all her hard work on this. Thanks also to Bernadette Higgins, Garret Byrne, Susie Gray and Marie o Grady.



Passwords to Library Databases



Once logged onto Webfeat (*search all resources* on the Library Website), it is now no longer necessary to enter separate password details for the following

databases:

Academic Search Complete, Business Source Complete, Emerald, Hospital and Tourism Complete, Pep Archive, PsycInfo, Psycharticles and WARC.

The Library is striving towards single login access to all its electronic resources. Staff members will require a staff login for Webfeat which is available from the Library. Remote access to Westlaw is currently on Moodle. The Library is currently working on providing remote access to Westlaw via *Search all Resources* as well.



Multi-media presentation on the Library Catalogue

Check out the Library's new multi-media tutorial on the Library Catalogue which is available on the Library Website: <http://library.dbs-students.com/LibGuide/LibGuide.aspx?WebPageID=5003>

There are three separate tutorials: a guide to basic and advanced searching on the Library Catalogue as well as a guide to accessing your library account online, (renewing, renewals etc). Thanks to Laura Rooney for all her hard work on this.

Company Information

The Library has produced a guide outlining company information resources in the Library. To access the guide please go to:

<http://library.dbs-students.com/LibGuide/LibGuide.aspx?WebPageID=5006>

I.T. Facilities: Postgraduate Library.

The PCs at the Postgraduate Library have been replaced with new PCs. Many thanks to Eddie Ormonde and Stephen Hyland for all their work on this.

Having problem logging onto a PC or Papercut?

The Library can now set you up on the spot. Thanks to Olivea Maguire for arranging this and to Peter Daly for training David Hughes, the Systems Librarian.

Electronic over dues



Keep an eye out for your over due notices which are being emailed direct to your student account.

Recommended Website



[Cardiff Legal Abbreviations](http://www.legalabbrevs.cardiff.ac.uk/)

<http://www.legalabbrevs.cardiff.ac.uk/>

This site is particularly helpful for new law students in getting to grips with legal abbreviations. It provides a database of legal terminology which can be searched by the abbreviation or the title.

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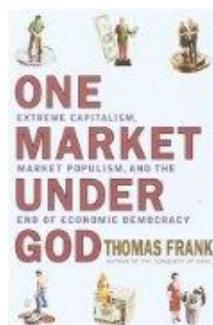


Sense of Cinema

<http://www.sensesofcinema.com/>

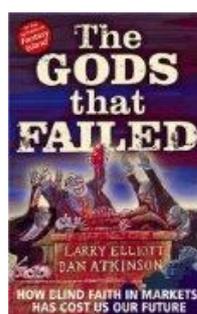
Barnaby Taylor, Head of Creative Arts recently recommended the following website on the Library blog. The site contains contents of the film journal Senses of Cinema, devoted to the serious and eclectic discussion of cinema. Many thanks to Barnaby for this suggestion.

Recommended Titles



One market under God: extreme capitalism, market populism and the end of economic democracy. Thomas Frank. New York: Doubleday, 2000 (One copy Dame St. Main

Lending, 330.9051 ELL)



The gods that failed: how blind faith in the markets has cost us our future. Larry Elliot and Dan Atkinson. London: Bodley Head 2008 (One copy Aungier St. Main Lending, 330.9051 ELL).

Reviewed by David Hughes, Systems Librarian

“There is no alternative” Margaret Thatcher
“I expect to see the stock market a good deal higher than it is today within a few months”
Professor Irving Fisher, Yale University Economist, October 1929

Compiled by Head Librarian, Marie O' Neill (marie.oneill@dbs.ie)

The unfortunate Professor Fisher was forced to eat his words as the stock market crashed two weeks after his vote of confidence. It probably hasn't escaped your notice that there has recently occurred a similar ...perturbation in the economy. Many parallels can be drawn between then and now, including risky banking practices encouraged by lax legislation and an irrational faith in the ability of the market to solve problems. Two books that expand on this are: *One market under God: extreme capitalism, market populism and the end of economic democracy*, which illuminates the triumph of the market economy and the reinvention of big business as friend to the downtrodden, while *The gods that failed: how blind faith in the markets has cost us our future* illustrates how risky banking practices and an irrational faith in markets to solve problems are leading us to economic ruin.

Frank, an American author and social critic, defines market populism as the belief that (free) markets are more democratic and representative of the will of the people than democratic government and traces its roots, from the 1920s, the rebelliousness of the 60s, through the 90s bull market and the rise of the "new economy". Frank sees market populism as a fusion of 60s rebellion with 80s greed (made flesh by the utterings of John Perry Barlow, a former lyricist for the Grateful Dead turned technology writer and cyberlibertarian responsible "for A Declaration of the Independence of Cyberspace") and wryly details the rebirth of Wall Street as a hip, happening place filled with cool dudes who were

'flooding into bohemian neighbourhoods like San Francisco's Mission District, chatting with the guys in the band and working on their poetry at Starbucks; they were going it alone with millions and their out-of-wedlock child; they were abjuring stodgy ties and suits for 24/7 casual; leaping on their trampolines, typing out a few last lines on the laptop before paragliding, riding their bicycles to work, listening to Steppenwolf while they traded, drinking beer in the office, moshing at the Motley Crue show, startling the board members with their streetwise remarks, roaring down the freeway in their Lamborghinis, snowboarding in Crested, racing their jetskis

by the platform at Cannes and splashing all the uptight French people. '

These people are the champions of the common man, fighting the forces of elitism, represented by er...governments and organised labour. In support of his thesis, Frank examines how media representations of both corporations and entrepreneurs changed in the 1990s, citing corporations comparing themselves to rock stars, the French Revolution, the civil rights movement and God(!) while the megarich like to portray themselves as just like you and me (only cooler and richer). Management theorists and commentators are humorously deconstructed, though those more sympathetic to such a pro-business points of view may find his tone a little mocking. Their writings, he posits, have popularised corporate culture and enlisted our support for corporate demands for more privatisation, more deregulation and less interference, thus "making the world safe for billionaires"; convincing people that the interests of corporations and the privileged classes intersect with their own. This, he avers, has been aided and abetted by the realignment and rebranding of nominally left-wing parties in the UK and US by Tony Blair and Bill Clinton to more market-friendly, if not actually right-wing parties. Published in 2000 Frank presciently observes the similarities between banking practices on the 1920s and 30s preceding the great depression, with those of the present day. He concludes that the fundamentally, the market is not democratic (the interests of corporations and the privileged classes are not the same as those of ordinary people), and with the gap between and the rich and the poor ever increasing, there would appear to be some credibility to his thesis.

While I realise that the book may not be to everyone's taste, as it is written from an unashamedly left-wing point of view, I just want to say, I love this book.

Two anecdotes from Elliot and Atkinson's (respectively the economics editors of *The Guardian* and the *Mail on Sunday*) book, published early in 2008 in the wake of the Northern Rock debacle, illustrate Frank's thesis. At the Conservative Party 2007 conference, Barclays Bank sponsored an event entitled "Absolutely Equal". Barclay's chief executive earns more than 40 times the UK average national wage, but then, the event concerned "identity" rather

than wealth. The second anecdote concerns 5 days in March 2008. On the 17th, the British government announced plans to crack down on the so-called “sick-note culture, aiming to remind individuals that receipt of public money carries certain responsibilities. Four days later, the chief executives of Britain’s largest banks met Mervyn King, governor of the Bank of England requesting a loosening of the rules regarding the types of collateral against which the banks could lend. “In plain English”, according to Elliot and Atkinson, “this meant the banks wanted Mr. King to lend taxpayers money against much flakier assets than would normally be considered acceptable”: public money and responsibilities?

The central thesis of Elliot and Atkinson’s book is that the global economy is on the brink of disaster and has been driven there by manic speculation, engendered by the increasing power of financial markets, who have taken advantage of a serious weakening of controls (by privatisation, deregulation and less government interference) to indulge in much riskier activities than would be allowed under tighter regulation.

They forensically dissect the current state of the economy in great detail (but they lack Frank’s deft touch) and like Frank, give some historical background. Of some interest to these authors is the weakening of union power, the trends towards direct taxation, privatisation and deregulation, policies, they, that lead to debt, wealth inequality, and economic instability. They note in passing the decline of the left as a political force, whose focus has shifted from class politics to identity politics.

Cheerfully the authors predict that things will get worse, not better, but do devote one chapter (15 of 320 pages) on how to salvage our gloomy economic future. Chief among their suggestions is the subordination of finance to government, not to mention increasing protection for industry and a gradual downsizing of the financial sector as a whole, with the long-term aim of having city “rocket scientists” redeployed to designing and building the likes of ...rockets. Of the two books, Frank’s is the better written and more entertaining (and more polemical). Elliot and Atkinson are a little too strident at times. Their literacy device of having the “12 gods of globalisation” (speculation, recklessness, greed, arrogance,

etc) as the eponymous failing gods, and their disciples (traders, bankers etc.) cast as “new Olympians” is not entirely successful, and indeed a little clumsy at times. As a librarian, I’m also forced to note their poor referencing. Read both if you can, but read Frank if you can’t.

O’Neill, Ailbhe

The Constitutional Rights of Companies

346.066417, Portobello Library

Dublin: Thomson Round Hall, 2007

**Reviewed By Jane Buggle, Librarian,
Portobello**

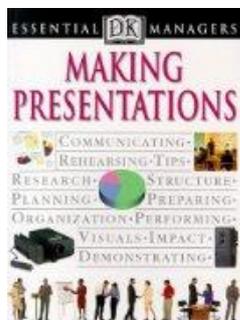
“It is a curious feature of modern Irish Law that, for many years, constitutional law and company law were relatively close neighbours who barely spoke”, Donal O’Donnell S.C. in his foreword to Ailbhe O’Neill’s timely text. Although constitutional law has immense impact on every area of company law, this is the first book to address the intersection of the two comprehensively.

O’Neill takes a philosophical approach to the concept of the company and treats it as an entity which is subject to the same constitutional rights and protections as individual citizens. It is interesting to view the company in this way vis-à-vis the enumerated constitutional rights, for example, the rights to silence and freedom of expression. Indeed, there is a chapter on “Guarantees of no Relevance to the Constitution”. Throughout the book, she examines the impact of the recently incorporated European Convention on Human Rights. She uses the UK Human Rights Act as a backdrop for the analysis of the future coactions of the constitution and the ECHR. Reference is also made to the legal positions in other comparable jurisdictions.

Eminently readable, O’Neill’s book is provocative and interesting throughout. However, it is likely to be of more value and appeal to practitioners and legal theorists than to undergraduate students who may be less interested in philosophical discourse than in the hard facts of their examinable subjects.

Making presentations and Reducing stress
by Tom Hindle,

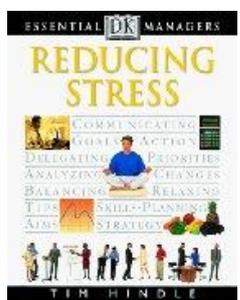
Reviewed By Emilie Jost, Postgraduate Librarian



(Dorling Kindersley's Essential Managers series)

2 copies of each title in Dame Street Library
658.452 HIN and
155.9042 HIN

Two short practical books with 101 tips that will be of help to students in the course of their studies and in their future professional lives. *Making presentations* gives a step-by-step approach to making presentations: from preparing the presentation itself, to preparing yourself, to delivering the presentation and handling the audience, Tim Hindle's advice makes presentations a lot less daunting for first-timers.



Reducing stress focuses on understanding and managing stress in work and study environments. Tim Hindle not only gives advice on how to deal with stress but he also shows how to take

action to make work, study and everyday life environments less stressful.

Two useful reads with impending academic deadlines.

Staff Profile

The staff of Portobello College have had an extremely positive affect on Dublin Business School's Library service. Subsequent to the acquisition of Portobello College, the Library Service acquired a first class law collection and two specialised law librarians: Jane Buggle and Joan Colvin. The Library team has been further enriched by another member of staff at Portobello College: Vasantha Yeruva. Vasantha is employed on Reception at Portobello College. Not lacking in stamina, Vasantha also works part-time in the Undergraduate and Postgraduate Library two evenings a week and on Saturdays.

Vasantha is a native of Southern Indian. She came to Ireland in September 2007 to study a Masters at DIT in Computer Science. Her customer service skills from her day job at Portobello as well as the computer skills that she has acquired at DIT have proved her to be a very effective, efficient and pleasant addition to the Library staff. Vasantha has made quite a mark at DIT by becoming the President of the College's first International Society.

Vasantha is enjoying her time in the Library. Not surprisingly given her academic background she particularly enjoys working with the wide variety of new technology in the Library. Vasantha particularly enjoys administrative work and her long term career aspirations lie in this area.