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Edited by Amye Quigley
Design by Fiona Cashell

January/February 2013 Issue



LCSS Newsletter

Dublin Business School Library, Careers and Student Services Newsletter

Credo Reference Trial

By David Hughes,
Systems Librarian.

Check out David's postings
on the Library Blog-

<http://library.dbs.ie/blog>

Another resource trial for DBS Library users: [Credo Reference](#) is an online reference resource providing full-text online versions of nearly 1200 published reference works from more than 70 publishers in every major subject, including general and subject dictionaries, thesauri, encyclopaedias, quotations and atlases, plus a wide range of subject-specific titles covering everything from the arts to accountancy, science to Shakespeare and law to literature.

The trials consists of all resources in the General Reference collection as well as the Business

Continued on P.2

BiblioTech – A Public Library without Books

By Alex Kouker,
Digitisation Librarian

There are interesting developments to report from the digital libraries frontier. The first digital-only public library, BiblioTech, will pilot in [Bexar County](#) in autumn of this year.

The library is designed for the digital age and will offer about 10,000 e-books to start with. Access is also provided to desktop, laptop and tablet computers as well as study spaces, meeting rooms and a designated interactive children's area. Patrons can either borrow e-readers or bring their own (see [press release](#) for further details). No details have been released as to which e-book distribution service will be recruited, but [3M Cloud Library](#) could be a viable contender for the provision of the necessary technical infrastructure. The driver of this initiative, [Judge Nelson W. Wolf](#) regards the bookless library not as an exclusive alternative but rather as an experimental add-on to the traditional public library service.

A comparative example within the academic library context would be [Drexel's Library Learning Terrace](#) (a bookless and flexible learning space that includes computers providing access to the school's digital library resources near where graduates live and eat on campus; see [Howard, 2011](#)). In essence, Drexel's Learning Terrace provides a library and study environment that is decentralised across the campus.

Introducing a bookless library service to the general public, rather than the tech-savvy student, is a more complex story altogether. For



example, challenges revolve around the creation of an easily accessible technical environment that will make interaction (retrieval and borrowing etc.) with electronic books a straight forward and pleasant experience. Another issue is that of digital rights management as the business model shifts from content ownership to content licensing, i.e. e-books are not always owned when purchased by libraries.

Another challenge is the potential for limited discovery of e-book content as libraries want a single, easy-to-use, easy-to-search platform: many platforms offer too little interoperability (see for example [Overdrive](#), [3M](#), [ProQuest](#), [EBSCO](#)). Also in need of consideration is the limitations for interlibrary loan opportunities due to potential operational limitations set by e-book vendors.

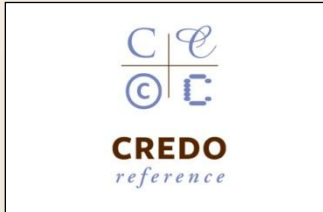
It'd be interesting to learn about BiblioTech in more detail further down the line...

References

- Sendze, M. (2012). [The E-Book Experiment](#). *Public Libraries*, 51(1), 34-37.
- Hamaker, C. (2011). [Ebooks on Fire](#). *Searcher*, 19(10), 20-28.

Subject collection (so science, Shakespeare, law and literature may only be a bit of alliterative hyperbole)

You know the score: on-campus only.



South County Dublin Libraries looking for embroiderers for 1913 Lockout Project

South County Dublin Libraries are currently looking for embroiderers who would like to be involved in a tapestry project to commemorate the centenary of 1913 lockout. Groups/individuals will meet in Tallaght library to work on individual panels designed by artists Cathy Henderson and Robert Ballagh. (Dates and times TBC).



The 1913 Lockout Tapestry, commissioned by Siptu, is expected to be completed in time for the anniversary of the start of the seminal strike, in August. If you are interested in taking part in this project please email eperry@sdblincoco.ie or phone Tallaght Library 01 462 00 73.

For more information on this visit the South County Dublin Libraries website at:

<http://www.southdublinlibraries.ie/news/2013/01/calling-all-embroiderers>

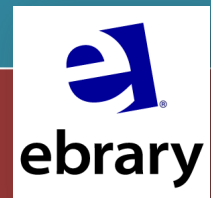
DBS Library Locations

13/14 Aungier St, Dublin 2.
Ph: 01- 4177572

19/22 Dame St, Dublin 2.
Ph: 01 - 4178745

More Database Trials *By David Hughes, Systems Librarian.*

Check out David's postings on the Library Blog- <http://library.dbs.ie/blog>



We have 3 trials extant. Our Academic Complete ebook trial is extended until the end of January. Remember [ebrary](#) from November? Scholarly e-book database? Read these online or download either chapters (40 pages maximum) as imaged PDFs (so no cutting and pasting) or as Adobe Digital Editions format documents? Of course you remember. And you also remember that you need download the free [Adobe Digital Editions software](#) before you can use this format. You also remember that and you can't read these on your Kindle, but you'll be able to read them on most other devices. We never did add them to the library catalogue, but if we do purchase any titles we'll add them to the library catalogue.

We also have a trial of [JustCite](#), "an innovative legal citator", or, in other words a legal research platform brought to you by the creators of [Justis](#) until 8th February. It's a legal search engine, with built-in citation index functionality, that focuses on case law and legislation from common law jurisdictions around the world. I imagine it will be very useful law students

We're also pleased to announce a 30 day trial of Euromonitor's [Passport GMID](#), a global market information database and analysis tool containing comprehensive data and reports across all industries, countries and consumers. Subscribers use the system to

support a wide range of business functions and academic research projects:

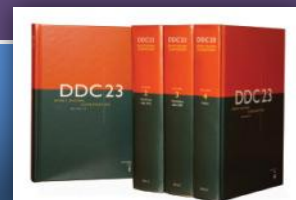
- Industry analysis
- Export and market entry strategies
- Trend monitoring
- Company analysis
- Country profiling
- Consumer and household profiling
- Lifestyle analysis
- Modelling and forecasting
- General business reference

A Passport GMID subscription includes:

- Millions of internationally comparable market statistics on industries, countries and consumers
- 1,000s of full text market reports, company reports and country reports
- Expert Euromonitor analyst comment on emerging industry trends, country trends and consumer trends
- Powerful data analysis functions allowing users to customise data for specific needs

Passport GMID would be a bit of an upgrade on Marketline, so especially spread the word about this one.

This is a trial, so it's only available on campus and there's no downloading. The trial ends Friday 15th February.



What are the strengths and weaknesses of the Dewey Decimal Classification?

The Dewey Decimal Classification System (DDCS) like all classification systems has both strengths and weaknesses. This short synopsis aims to outline both.

The primary strength of the DDCS is the fact that it is number based (Government of Quebec, 2008). This makes the system a universal one as numbers are universally recognised. This also creates a natural flow within a library environment as logically the collection begins at 001 and ends at 999, so aiding the library user in scanning shelves and ultimately retrieving a particular item. A second strength of the DDCS is that materials are grouped by subject (Encyclopaedia Britannica, 2011); researchers interested in a particular subject will find all related material in the same location. If a particular resource cannot be located the library patron should find something of interest in that general shelf area. One previous disadvantage was the speed, or lack thereof of the DDCS manual updates. This disadvantage has been overcome by the advent of the online version of the manual which is updated on a regular basis (OCLC). Dewey was initially compiled in the late 19th Century (Mitchell and Vizin-Goetz, 2009) at a time when many subjects either did not yet exist (computing) or had not evolved into their present form (EU Law); a further strength of DDCS is that it can facilitate all these new subjects easily. Another advantage of DDCS is the fact that the decimalised nature of the system makes it computer friendly, library management and other software systems can incorporate it quite easily.

The weaknesses of DDCS relate to the fact of when and where the system was developed, there is a clear cultural bias found in the system in favour of Western European Christianity and Western European languages (Kua, 2004). For example Christianity occupies the full class range 200-299 and American literature alone has 810-819 reserved for it. Another weakness of the system is that although similar subjects are grouped together, different aspects of the same subject may not be; for

example: psychology is located at 150 but abnormal psychology is found at 616.89, and this could render it at the other end of the collection. This is not a major issue for experienced users but could be off-putting for novices. A third weakness of DDCS can also be regarded as a strength; the more detailed the classification number becomes the longer it becomes also. For example, in DBS library, *Death by Fire* by Mala Sen is 305.42095409045 SEN, the precision is there but at the expense of alienating users and making life very difficult for library shelvees.

Overall the strengths of DDCS contribute to its weaknesses; the cultural bias found in it is a product of its time and as stated it has been able to facilitate new topics. Like all classification systems both strengths and weaknesses are present but the fact that DDCS is decimal based allows it to adapt with relative ease.

Reference List

- Government of Quebec (2008) Dewey Decimal Classification System. Available at:
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- Encyclopaedia Britannica "Dewey Decimal Classification.". Encyclopædia Britannica Online. Encyclopædia Britannica, Inc., 2011. Web. 17 Nov. 2011.
<http://original.search.eb.com/eb/article-9030189>.
- Kua, E 2004, 'Non-Western Languages and Literatures in the Dewey Decimal Classification Scheme', *Libri: International Journal Of Libraries & Information Services*, 54, 4, pp. 256-265, Academic Search Complete, EBSCOhost, viewed 29 November 2011.
- Mitchell, Joan S. and Diane Vizin-Goetz. 2009. "Dewey Decimal Classification." In *Encyclopedia of Library and Information Science*, Third Edition, ed. Marcia J. Bates and Mary Niles Maack. Boca Raton, Fla.: CRC Press. Pre-print available online at:
<http://www.oclc.org/research/publications/library/2009/mitchell-dvg-elis.pdf>
- Sen, M. (2001) *Death by fire: sati, dowry death and female infanticide in modern India*. London: Phoenix.

Refreshers' Week 2013

Each January, hundreds of new students from all over Europe, the US and the world join Dublin Business School and each year the Student Services department organise Refreshers' Week to welcome these students to the College, while also reminding current students of the range of activities and supports available to them.

This year will be no different; Refreshers' Week 2013 will run from January, 29th to 31st. We have a very varied programme of events planned for this year including Sports & Societies Sign-Up day, an exclusive trip on the Dublin Ghost Bus and a tour that we bring students and staff to lesser visited sites of Dublin's fair city.

Most of the events during the week are free to attend, with the exception of the Ghost Bus tour, which costs just €15. Admission to the Refreshers' Ball, organised in conjunction with Radio DBS, is also free with a wristband; wristbands are available from Student Services and Radio DBS.

Our full programme of events is detailed below. For more information on any of the events or to sign up for Dublin...Off the Beaten Track and/or the Ghost Bus Tour please email student.services@dbs.ie or pop into either Student Services Offices in Aungier Street or Castle House.

Tuesday, January 29th

Sports & Societies Sign-Up Day

Castle House 4th Floor

11am to 3pm

Wednesday, January 30th

Companies Day

Aungier St Reception

11am to 3pm

Dublin Ghost Bus Tour

Meeting at Aungier St Reception

@ 7.45pm

Tickets just €15pp

Thursday, January 31st

Dublin...Off the Beaten Track

Tour of Temple Bar @ 12noon

Christchurch Cathedral @ 1.15pm

St Michan's Church & Crypt @ 2.30pm

Poster Guy

Aungier St Reception

11am to 3pm

The Refreshers' Ball

The Village, Camden St

10.30pm 'til late

Free entry with wristband



DBS STUDENT SERVICES PRESENTS
REFRESHERS' WEEK
29 JAN - 31 JAN 2013

GET REFRESHED!

FOR MORE INFORMATION CONTACT student.services@dbs.ie

DBS
Dublin Business School
excellence through learning

Let us hear you!

Library survey 2013

WIN a €100



VOUCHER!!!!

Give us your feedback by filling in the Library survey and you could be the lucky winner of a €100 One 4all voucher.

As every year, to make sure that our Library services meet your needs and more, we would love to hear from you and know what you think of our current services and how we could improve.

So go online at:

http://www.surveymonkey.com/s/DBS_Library_Survey_2013

Or scan the QR code here or on the posters around the

libraries:



Scan me!

Or grab a print copy in the libraries or at the Student Services' desks, and let us know what you think!

Libraries Around the world *By Amye Quigley, Library Assistant.*



The Old Library of the Dutch Parliament (Handelingenkamer), The Hague, Netherlands

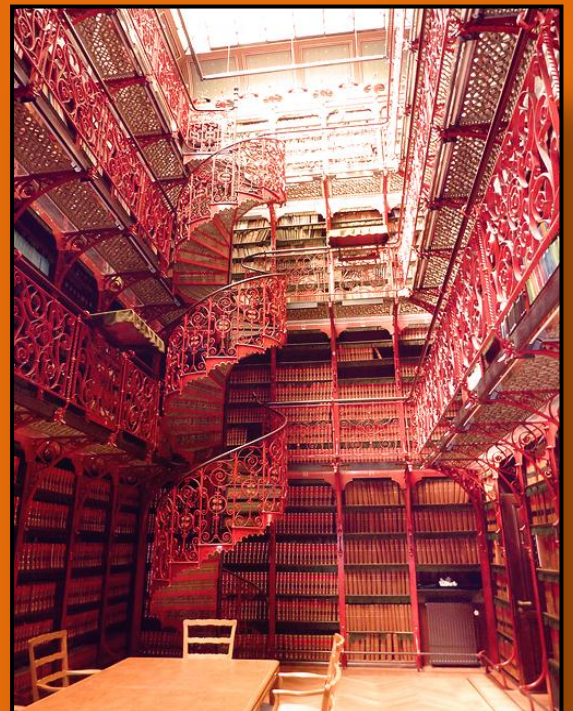
All Acts of the Senate and House of the Dutch Parliament up to the late 1970s are located in the Old Library or Operations Room (Handelingenkamer).

The room is composed of bookshelves over four storeys on all sides. As the library was built before the introduction of electric lighting the balustrades and staircase are constructed from open cast iron so as to allow the light to fall through from the massive leaded glass domed ceiling. Candles, oil and gas lamps were not allowed in the room for fear of fire.

The architect C.H. Peters also designed the main post office in Amsterdam (now the mall Magna Plaza).

References:

<http://www.mentalfloss.com/blogs/archives/124742#ixzz2H1mL9ek7>
<http://www.houseofrepresentatives.nl/node/433>
<http://nl.wikipedia.org/wiki/Handelingenkamer>





Throughout my 21 years spent on this Earth, few things have made me happier than sitting on a comfortable chair with a mug of tea and a good book. Yeah, it makes me seem old-fashioned but who cares? I certainly don't. I do enjoy heading out for a night on the town with my mates now and again, and I always have a good time, but I like my quiet nights in. My brother's the one who'd be more likely to head out for a few hours and come back at two in the morning, in his own words, "absolutely sloshed." While he's in whatever pub, I'm sat at home on the sofa with the dog at my feet and Stephen King's latest work in my hands, happily lost in the world of modern-day terror.

But, as is the case with everything these days, it's all about technology. Where once people were delighted by the prospect of bringing a new book home to pop on the shelf and only read when it got dusty, nowadays people can stay at home, press a button, and have the latest bestseller downloaded

straight to their iPad or Kindle. It's a pity, because many people still revel in the sound of a page turning, and the synthetic noise provided by a tablet isn't the same as the one made by turning the page yourself.

I find this to be a pity. I mean, I've been reading since the tender age of four and a half. When I was thirteen, I read *The Lord Of The Rings* in a week. I'm not trying to brag or anything, but I think that my efforts to be the best-read I can be are in vain now that everybody is using electronic readers and eBooks to peruse the shelves, rather than the peace and calm of a bookshop or library. It seems to me that the only place people are reading anything these days are in institutes of learning, and that's purely because they have to.

So, in a way, this entry is similar to the earlier one about kids becoming more and more like miniature adults. Except that this entry emphasises the point that everybody is becoming more reliant on technology to do simple, ordinary things. I asked my younger cousin a while ago how his reading was coming along (he's nine) and he told me it was great. I asked him had his mum or dad bought him any new books and he said, with a poker-straight face, "No, Mum got iOS6 installed on her iPad so I just downloaded it from The App Store."

Case and point.

From Luke's Blog at:

<http://lkoconnor40.wordpress.com/2012/12/13/read-all-about-it/>

Librarians in the Movies >>> By Amye Quigley, Library Assistant.



The Music Man (1962)

Director: Morton DaCosta

Stars: Robert Preston, Shirley Jones and Buddy Hackett

Shirley Jones plays Marian Paroo ("Marian the Librarian") of the River City, Iowa, Public Library, who makes available scandalous materials such as the works of Balzac and Chaucer, and sings while she stamps book slips. Later she looks up the fact that Prof. Harold Hill (Robert Preston) could not have graduated from the Gary, Indiana school in the year that he claimed because it didn't exist at that time.

<http://www.imdb.com/title/tt0056262/>



Meet the DBS Careers and Students Services Team!



Careers and Student Services (CSS) Team

Back (Left to Right): Ian McGlynn, Employability Executive, **Claudia Uriarte**, Acting International Student Services Officer, **Robert O'Neill**, Sports & Societies Officer, **Caitriona McGrattan**, Education & Welfare Officer.

Front: (Left to Right): Danielle Kerins, Careers & Placements Advisor, **Denise McMorow**, Head of Careers & Student Services, **Alison Farrell**, Employer Liaison officer, **Rebecca Martin**, Student Services Officer.

DBS Student Welfare, International Support and Sports and Societies have now merged with Careers and Placement Services. The merger comes under the appointment of Denise Mc Morrow as the Head of Careers and Student Services (CSS). The entire team is pictured above and look forward to delivering sports and society related events, international student activities, student welfare and disability support, one-to-one and careers support seminars to help make your time in DBS a fun learning experience. Our key emphasis is engagement with DBS students, staff and employers so that our students can prepare themselves to succeed in the many and varied roles they will undertake in future life.

The DBS Advantage offers students a comprehensive

range of co-curricular activities, be it sports, societies, part-time work, internships, entrepreneurial schemes or volunteering. We encourage students to recognise the value of these activities as part of their career development during their time with us. Engagement with non-academic pursuits is not only beneficial to student development, but is known to be highly valued by employers. The CSS team continues to commit to providing high quality support services to all students.

The Careers Service Office has moved!

The careers service has moved from the library to the ground floor office in the Aungier Street

campus. The new office is located on the ground floor behind reception. The careers team are on hand to help support students with their career management skills via online resources, one to one appointments and career skills seminars. Resources including CV's and application tips, interview skills and options for further study will be made available to students online through the DBS Careers website – careers.dbs.ie, and through the Careers and Placement Service tab on the left side of all student's Moodle homepage. We also advertise Job Vacancies, Work Experience and Internship Opportunities through our website and

Facebook/Twitter accounts. We have a range of very exciting employer events lined up for you over the coming weeks.

Contact Us:

You can contact any member of the CSS Team through email using – firstname.surname@dbs.ie

To make a one to one careers advisor appointment, email careersservice@dbs.ie

Don't forget to like the **DBS Careers** page on Facebook and follow us on



Twitter too!

Book Review >>> by Angelika Haaf, Reader Services

The Curious Incident of the Dog in the Night-Time *by Mark Haddon*

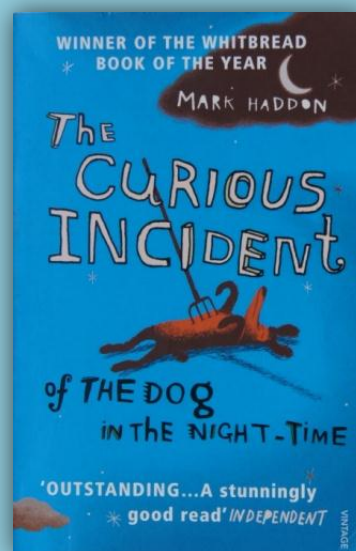
London: Vintage, 2004

Aungier St, 823.914 HAD

The "Curious Incident of the Dog in the Night-Time" is a book I came across by chance. It is a murder mystery told from the perspective of a Christopher, a teenager who suffers from Asperger's syndrome. Asperger's is an Autism Spectrum disorder (ASD) characterized by significant difficulties in social interactions, as well as restricted and repetitive patterns of behavior and interests. In contrast to other autism spectrum disorders, however, it is characterized by its relative preservation of linguistic and cognitive development. In Christopher's case this means that he is very good at mathematics, but has difficulties interacting with others, in particular strangers, and has a number of dislikes or other peculiarities. For example he does not like the colours brown or yellow, hates being touched, cannot read or interpret peoples' expressions and a good or bad day depends on how many red or yellow cars he sees on a day.

When Christopher discovers a neighbour's dog murdered, he decides to play detective and find out who did it. This leads him on a difficult journey, as he has to overcome many of his problems, such as interacting with neighbours and other people, and in the end he even goes on a train journey to London on his own, which proves quite a traumatic experience, as had previously only been to the end of the road. In the course of his adventures he discovers the truth about what happened to his mother, and that a parent's love or weakness can lead him or her to make mistakes that can have devastating consequences for someone like Christopher, destroying his trust and making it very difficult for him to forgive.

The book is written from Christopher's perspective and in his



words, and I found it fascinating how Mark Haddon has delved into the mind of a teenager with Asperger's. He manages to capture the peculiar way Christopher thinks and acts, the way he tries to understand others and cope with the situation he is faced with in the best way possible. The book also shows how deeply Christopher's father cares for him and tries to do the best he can for his son, showing great patience when trying to deal with his sons behavioral difficulties.

I was not sure what to expect from the book initially, but found it to be in turn heart-warming, funny and also quite moving. Christopher's narrative is often dry or very matter of fact, but I think this conveys the way he sees the world and things very well. The book makes you realize what difficulties parents face, whose children suffer from Asperger's, and is a very interesting read for different ages.



Movies..

Dublin Jameson International Film Festival, 14th - 24th February

A host of movies to be screened all over Dublin. During the festival special offers will be running daily. See www.jdifff.com for more details.



Dublin Chinese New Year Film Festival, 1st - 9th February

Hosted by the Lighthouse cinema this year a special screening of the Chinese 1940s movie "Confucius" a famous Chinese philosopher will be shown on Sunday 3rd February. A lecture will take place afterwards entitled "Confucius for our time". See www.lighthousecinema.ie for further details.



Music...

National Library of Ireland... 13th February

A recital lecture by Mícheál Ó Súilleabháin, internationally known as a composer and pianist and by Nicholas Carolan, the Director of the Irish Traditional Music Archive in Dublin. There will be a number of other talks and events in February and March, check the National Library website for more details at <http://www.nli.ie/en/list/current-events.aspx>



Whelans on Wexford Street...

Celebrating new Irish music every Tuesday night, and loads more good music nights on offer. Check out www.whelanslive.com



Art...

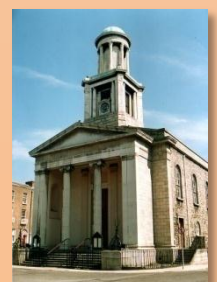
National Gallery of Ireland, 2nd February - 5th May

The sketchbooks of Jack B. Yeats. This exhibition will showcase a significant collection of Yeats sketchbooks with digital access to letters and photographs from the Yeats Archives. See http://nationalgallery.ie/en/whatson/Exhibitions/Sketchbooks_of_Jack_B_Yeats.aspx



Janus at St. Stephen's Church, 18th January – 16th February

Peppercanister's first show of 2013 brings together original works interpreting the theme of Janus from many of Ireland's most distinguished artists as well as a number of notable UK artists. See <http://www.dnote.info/dnotes/janus/> for more details.



C.V. DO'S AND DON'TS

>>>> By Sharjeel Ashraf, 2nd Yr. Hons. BA Accountancy and Finance.



Specialist recruitment agency, [Morgan and Mc Kinley](#) delivered a Career Management Skills seminar on Thursday, 17th January. For those of you who missed it, here are some C.V Do's and Don't Tips I took away from the presentation.

Do:

- Use Arial font - Size 10.
- Use bullet points.
- Put everything in reverse chronological order.
- Try to use the same language as the job specification.
- Tweak your CV to the specific job.
- Spell and grammar check your CV.
- Have somebody proof read it before you send it.

Additional Insider Tip:

When stating the employer's name in your Career History, you might want to include which industry sector the company operated within.

DON'T:

- Include your photo.
- Write a lengthy personal description; it's a CV and not a personal statement.
- Include anything you can't talk about in the interview.
- Leave gaps in your timeline.
- Use fancy clip-arts, photos, fonts, etc.
- Use paragraphs =>Do use bullets points.
- Include excessive details.
- Write CV/Curriculum Vitae at the top.
- Include tables or borders (unless it makes things look better or summarises).

Recipes >>>> By Sharon O'Shea, Reader Services

Three easy to prepare breakfast recipes to start your day and boost your energy levels...

Banana and peanut butter toasty...

1 Banana
2 slices brown toast (wholegrain/
wholemeal)
Peanut butter

- Lightly toast the bread.
- Spread with peanut butter.
- Top with sliced banana.

Porridge served with fresh fruit...

Half a cup of porridge oats / one and a half cup boiled water.
Fruit / seeds such as sesame and milled linseeds.

- Prepare fresh fruit of your choice (black grapes and pineapple are my favourite and delicious)
- Simmer oats and water together for 3-5 mins. (If preferred frozen berries can be added to mixture at this stage)
- Serve in a bowl topped with seeds and fruit and enjoy...

Cream cheese, honey and walnut toast...

2 slices bread (wholemeal/wholegrain)
Cream cheese
2 tsp honey
Walnuts (handful)

- Lightly toast the bread.
- Spread cream cheese.
- Top with walnuts.
- Drizzle with honey.



Poetry

And it was at that age ... Poetry arrived
in search of me. I don't know, I don't know where
it came from, from winter or a river.

I don't know how or when,
no they were not voices, they were not
words, nor silence,
but from a street I was summoned,
from the branches of night,
abruptly from the others,
among violent fires
or returning alone,
there I was without a face
and it touched me.

I did not know what to say, my mouth
had no way
with names,
my eyes were blind,
and something started in my soul,
fever or forgotten wings,
and I made my own way,
deciphering
that fire,
and I wrote the first faint line,
faint, without substance, pure
nonsense,
pure wisdom
of someone who knows nothing,
and suddenly I saw
the heavens
unfastened
and open,
planets,
palpitating plantations,
shadow perforated,
riddled
with arrows, fire and flowers,
the winding night, the universe.

And I, infinitesimal being,
drunk with the great starry
void,
likeness, image of
mystery,
felt myself a pure part
of the abyss,
I wheeled with the stars,
my heart broke loose on the wind.

References:

<http://www.poemhunter.com/poem/poetry-2/>
http://en.wikipedia.org/wiki/Pablo_Neruda



Pablo Neruda

(July 12, 1904 – September 23, 1973) was the pen name and, later, legal name of the Chilean poet, diplomat and politician Neftali Ricardo Reyes Basoalto. He chose his pen name after Czech poet Jan Neruda. In 1971 Neruda won the Nobel Prize for Literature.



Even more database trials!

We've mentioned this trial in the past but don't forget to try out the Henry Stewart Talks.

The [Henry Stewart Talks](#) Ltd. Marketing and Management Collection is a collection of over 600 specially prepared audio-visual lectures, organised into 59 comprehensive series and delivered by a) principals, managers and advisors from the business world and b) leading academics.

It makes available a wide range of detailed, practical knowledge on subjects as diverse as Change Management, Strategy as Practice, Organizational Behaviour, Business Ethics, Information Technology, Bargaining and Negotiations, Business Continuity and Risk Management, Data Mining, Branding and Product Specialisation in Hotels, Retail Marketing, Bayesian Analysis, Sport Marketing, Practical Pricing and Revenue Management, Pharmaceutical Marketing, Supply Chain Management and Export Marketing to name just a few series.

We've added each of the lectures to our catalogue, so you can find details of all the talks here. Alternatively to search for specific themes or topics, in the advanced search, find and tick 'E-Stream Recording' in the drop-down Media type menu and enter your terms in the 'Search terms' box. The talks also come with printable slide handouts in PDF format.



(Students enjoying a Sports & Societies event in Castle House)

What's been going on...

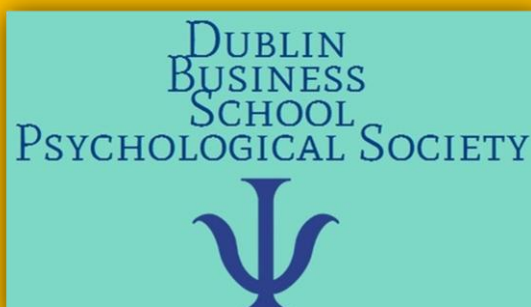
Sports & Societies News Update

Radio DBS have aired four shows in the studio so far this year with its original 'Dirty Little Secret' show proving popular once again. New shows introduced by the team include, 'Gift of the Gab' a chat/interview show with Tallifornia Records just one of the many personalities the guys have had in.

Other projects the Radio DBS Society is working on include 'Newbs news', which is a news show that first year students are going to present. In the second semester the society hopes to kick on with events such as a charity battle of the bands, Mr. and Mrs. DBS, an attempt at breaking a world record and loads more!



The DBS Psychological Society held a successful forum event open to all students and lecturers in which they had wanted to highlight important social related psychological issues such as addiction and promote psychology within the college. The event in question which was held on Friday the 30th November by our very own psychology lecturer, Dr. Katriona O'Sullivan, who gave a presentation on 'A Neuro- Cognitive Approach to Addiction'. Going forward the society has several positive plans for the upcoming semester which includes working on a voluntary basis with the Alzheimer's Society of Ireland.



Another successful event run by our societies included the DBS Africa Societies' African Food Fair. The event known as "Welcome to Africa" was held on 21st November and showcased some of the many different food and snacks from Africa, from indigenous dishes to snacks like meat pies and cupcakes covered in icing in the colour of the African flags on them!



It was also great to have a qualified Pilates instructor within our ranks here in DBS with Rachel Lewis Ladenheim, who is the Assistant Site Director for the US Northeastern University Study Abroad program, providing weekly classes in our local Carmelite centre!

Other events to look forward to in the coming months are the Drama Society's upcoming series of plays and the Literary Society's exclusive DBS magazine.

Possibly the biggest social event the student academic year is the annual Formal Ball and the Sports & Societies Awards which takes place on Thursday, 21st March and we will be hoping to send two of our most successful and devoted societies to the annual All Ireland Society College's competition held by BICS.

This semester promises to be a busy one for our sports

team as cricket, golf and badminton all kick off their seasons!

The cricket guys will be hoping to go one further this year and capture the cricket intervarsity title! Our very competitive basketball and soccer teams again hope to challenge for national honours and are working hard as teams to develop and gel as the season is heating up and places in the finals will be up for grabs again!

This semester other sports such as badminton, golf, cricket as well as the introduction of new sports such as hockey and pool, which I am hoping can really develop under enthusiastic students over the coming months and really push on to be really competitive outfits for the Irish colleges leagues. We will have high hopes for Patrick O'Connor as he represents DBS at the National Pool Tournament!

The first half of the year has been a really great success for our DBS rugby team and our budding relationship Monkstown Rugby Club. Oisin Farrell, one of the head coaches at Monkstown RFC has taken over as coach of our college team and has done a fantastic job. All going

well in the team's last game of the league, we should be on course our first ever semi-finals appearance in March and hopefully go one further to the final in late March which will be held in the "home" of Irish rugby, Limerick!

With the semester being a busy and action packed one we also plan to hold under fun events such as our annual 'Dodgeball' tournament, the surf trip and the DBS 'Last Student Standing' Sports' Games Day!



Happy Valentine's Day!

- Candle Light
- Cards
- Chocolate
- Cupid
- Date
- Dinner
- First Kiss
- Memories
- Movie
- Pink
- Poem
- Proposal
- Red
- Romance
- Roses
- St. Valentine
- Sweetarts
- Teddy Bear
- True Love



B Q Q J D F I R S T K I S S N T I U K O
 O C Q E Z Y D P K K G E Y O D H J Q K A
 X Z T S H E J F P I U I W C U G R J T U
 I A C R L H V W L V B U G K E I O C C Q
 D V V J U P O R D V L V C I I L M N D F
 Q I L H G E A Q B A P O V I Z E A M V Z
 I K N I P I L A S O P O R P S L N E G X
 O K O N P M P O E O M P Z T Q D C H M H
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 F Y G R N N D D X M O L T E C K L M Y N
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 D E H K Q K U D V T I G E S N C G Q C C
 B A C H O C O L A T E B Q D I P U C T O
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Riding the Indian tiger : understanding India - the world's fastest growing market

William Nobrega and Ashish Sinha
Hoboken, NJ: John Wiley & Sons, Ltd., 2008

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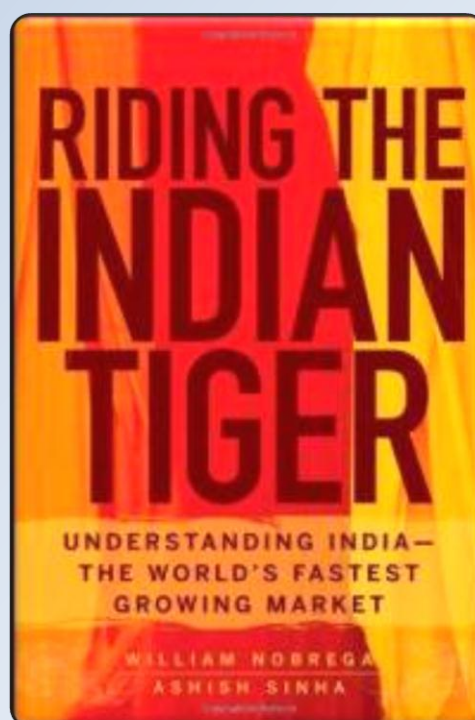
This book details the rapid economic growth of the Indian economy in the first decade of this century. In order to do this, the authors discuss various aspects of the Indian economy such as its burgeoning financial markets, developments in its infrastructure, the role of multinationals, the country's business culture and its renowned IT/outsourcing sectors. This book is primarily aimed at Business students wishing to learn more about commerce in the Asian sub-continent, however, it may provide beneficial background information for students of the Social Sciences searching for background information on the area.

The most appealing aspect of reading this text was the jargon-free way the authors explained complex economic issues. For instance, their argument that India's young population will outperform China's ageing workforce in the near future was intriguing. This approach was also aided by the inclusion of a detailed map and a series of graphs. Another attractive feature of the book was how Nobrega and Sinha added a bit of colour to the stories of how multinationals attempted to conquer the Indian market. The reader gets to read about how Coca-Cola reduced the size of their soft drink cans in order to appeal to a less affluent society, while we hear of how a Korean company executive was kidnapped after one of the single largest investments in India's history.

Although the writers' attractive tendencies to include narratives in some parts was negated, somewhat, by listing facts and figures associated with every facet of an industry or company. Thus you get paragraphs about increasing profit margins, percentages of market share and units produced. This habit of seeing the world in terms of hard business values may also be seen in their interpretation of how events have unfolded in India. Consequently, the authors rarely share with us any of the harmful effects (i.e. pollution and income disparities) of growth. While typically for people

with a free market world view, the Indian state comes in for a hard time being labeled incompetent, inefficient and a failure in various parts of the story. Surprisingly for a book on this subject, India's much heralded Micro Finance scheme rarely receives barely a mention (I counted, it was quoted twice) which would make you think that its effects are less significant than some in the West would have you believe.

As was mentioned in the opening paragraph, this book was written about the first decade of this century, it would be very interesting to read a similar book on the effects the slowdown in growth globally has had on the Indian economy in the last few years. This slump has affected Ireland harshly and if there is one lesson I think businesses here can take from their Asian counterparts is the concept of joint ventures. This is the process whereby firms that wish to gain access to foreign markets associate themselves with companies that already have a share in this region, thereby learning the culture of the market without taking the substantial risk of a sole venture. I recommend this book.



Across

- 1. Greet's companion
- 5. Cold war concern
- 10. Cheerful key sigs., reputedly
- 14. Prefix with hedron
- 15. Everthing in ancient Rome
- 16. Biblical mount described in Joshua
- 17. Sushi utensils
- 19. "Whiskey Girl" country singer Keith
- 20. Beethoven's "Pathétique", e.g.
- 21. Paint a picture, verbally
- 23. Suffix with meso or paleo
- 25. Academic individual
- 26. Cinematic SHO affiliate
- 29. Sunni Triangle setting
- 31. Superbowl IV MVP Dawson

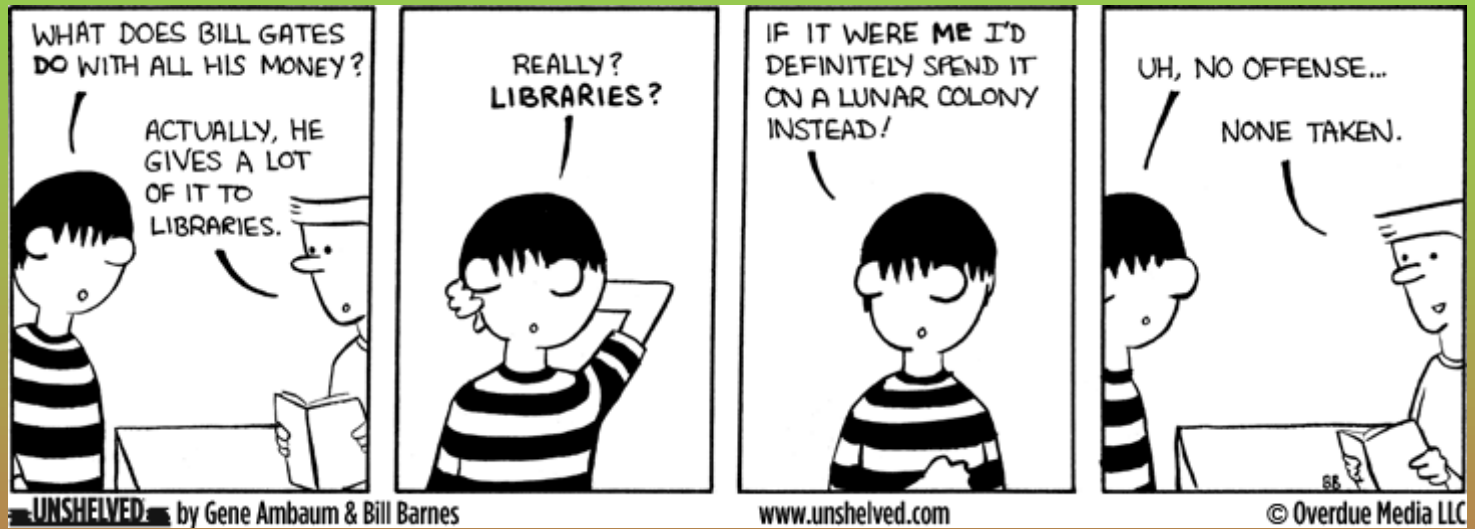
- 32. Dig discovery
- 34. 2 for 8 and 3 for 27, e.g.
- 39. Shortly, to Shakespeare
- 40. Paper pile
- 41. Gloom
- 42. Engage in hijinks
- 44. Like subsonic tones
- 45. Washington's bill
- 46. Product made from 57 or 67 across
- 48. Farm mom
- 49. Prefix for molecular reactions
- 53. Modern flashlight elements
- 55. Applying a shim to
- 57. Fiber from a goat
- 61. Not the real thing: Abbr.
- 62. Pull your punches verbally
- 64. Cheese in tyropita
- 65. Modern greeting

- 66. Reading from a flight instr.
 - 67. Linen source
 - 68. Meshlike
 - 69. Naughty child's mouthful?
- Down**
- 1. The old soft shoes?
 - 2. Underground sound
 - 3. School founded by Henry VI
 - 4. Mercury model till 1994
 - 5. Capitol Hill commodity
 - 6. Dieter's stat.
 - 7. How most software is sold
 - 8. Sound-stage sights
 - 9. It's a stylized "f" crossing five lines

- 10. Conservatory clicker
- 11. Heated on high
- 12. "Star Wars" crime lord
- 13. Comparatively crafty
- 18. Stone-faced
- 22. Grammy winner for "Believe"
- 24. Hoard
- 26. ____ II razor
- 27. Right-click result, often
- 28. Coagulate
- 30. Request for database records
- 33. April 15th concern
- 35. Kind of metabolism
- 36. Not theirs
- 37. Typical jazz combo
- 38. Introduce a bias
- 40. Medical sample

- 43. Indigo source
- 44. Grant
- 47. Medical treatment
- 49. Famous note-maker?
- 50. ____ Hempstead: Herfordshire town
- 51. Mrs. Peron
- 52. Where to find Disney?
- 54. Manolos and Louboutins
- 56. Tiny tormenter
- 58. He sang about Alice's Restaurant
- 59. Invention's origin
- 60. Invite letter letters
- 63. It may put the "see" into PC

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