

Library Newsletter

April 2009

Library News & Events



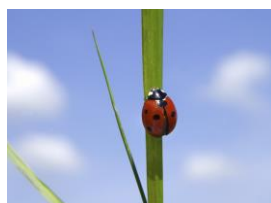
Bank Holiday Opening:

To facilitate students preparing for exams the Library will be open for the following hours over the bank holiday weekend at all three library sites:

Saturday, May 3rd: 9:00 - 17:00

Sunday, May 4th: 11:00 – 17:00

Monday, May 5th: 11:00 – 17:00



Summer Opening Hours

To support students studying over the summer undergraduate students are permitted to use the Postgraduate Library thereby proving students with access to four late open evenings per week between both sites. The summer opening hours are as follows:

**UNDERGRADUATE LIBRARY:
AUNGIER STREET**

Mon, Weds, Fri: **9:30 - 17:15**

Tues and Thurs: **9:30 – 20:00**

Saturday: **9:30 – 17:00**

**POSTGRADUATE LIBRARY:
DAME STREET**

Tues, Thurs, Fri: **9:30 - 17:15**

Mon and Weds: **9:30 - 20:00**

Saturday: **9:30- 17:00**



Borrowing Statistics

Borrowing of library materials increased by thirteen percent over the academic year: 2008-2009. Well done to all Library staff.

Resources Update

Librarians working in Ireland today.....

If you would like to learn more about how various librarians in Ireland commenced their library careers as well as what they do on a day to day basis in their current roles, please consult the following website:

<http://www.libraryirelandweek.ie/content/blogcategory/45/36/>

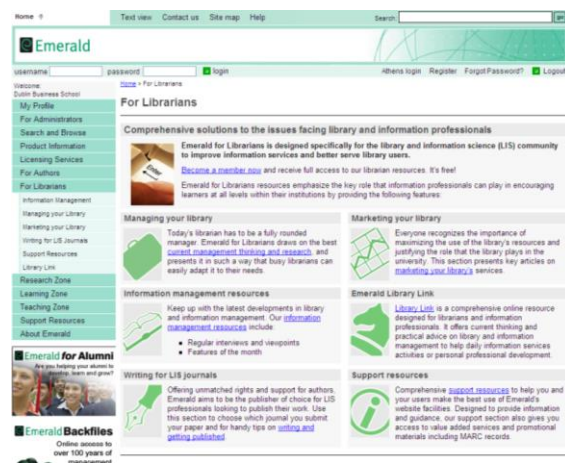
The website, produced by the Library Association of Ireland contains interviews with Librarians from such diverse organisations such as: RTE; the Irish Film Archive; the Institute of Technology, Tallaght; the University

of Limerick, Mount Carmel Secondary School and Price, Waterhouse and Coopers.

Emerald.... for librarians

Emerald is not just a business database. It is also a key resource for librarians providing access to high quality library and information journals such as *Electronic Library*; *Library Management*; *Library Review*; *The Bottomline: Managing Library Finances*; *New Library World*; *Library Hi-Tech*; *Collection Building*; *Librarian Career Development* and many more. To access Emerald; go to *search all resources* on the Library Website.

Emerald also has a dedicated portal for librarians. Once in Emerald: click on *For Librarians* on the left hand side toolbar. The portal provides information on marketing libraries; support resources, information management resources and much more.



LISTA (Library, Information Science and Technology Abstracts)

DBS Library also provides access to LISTA via *search all resources* on the Library Website. LISTA provides information on key library topics such as librarianship, cataloguing, classification, bibliometrics, online information retrieval, information management, library management and much more. LISTA indexes nearly 600 periodicals, books, research reports, and proceedings. With coverage dating back to the mid-1960s, it is the oldest continuously produced database covering the field of information science.

Emerald... for business educators

Emerald now provides access to a portal called the Teaching Zone which provides support to lecturers and teachers of business. The portal provides access to teaching insights, case studies, interviews and book reviews. Once in Emerald: click on *Teaching Zone* on the left hand-side toolbar to access this portal.





RSS feeds and Ebscohost

The Library subscribes to a variety of Ebsco databases such as: Academic Search Complete, Business Source Complete, Film and Literature Index Complete, Hospitality and Tourism Complete, PepArchive, Pyscarticles and PsycInfo.

It is now possible to set up RSS feeds from any of these databases to receive journal or subject alerts. To avail of this facility it is necessary to set up an individual Ebsco account. This can be done by clicking on the *sign in* button whilst in any Ebsco database. After you have completed a journal or subject search by clicking *save alert*, you are offered an RSS feed option. For further information about this facility please go to:

<http://www.ebscohost.com/thisTopic.php?topicID=317&marketID=6>

GreenFile Database



The Library is now providing access to the database: Greenfile via *search all resources* on the Library Website. GreenFile provides access to over 4,700 full text reports examining the impact of environmental change. Database coverage ranges from climate change, sustainable energy and

pollution to recycling, ethical business practices, green building as well as government initiatives to reduce the effects of environmental damage.

This database is particularly useful for anyone investigating sustainable and environmentally ethical business practices or anyone interested in environmental issues in general.

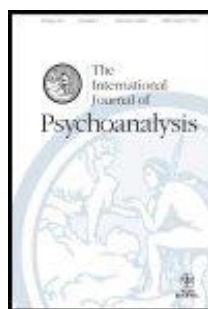
UNESCO's World Digital Library

The *World Digital Library* (<http://whc.unesco.org/>) was launched at UNESCO's Paris headquarters on April 21st. The digital library was developed by the US Library of Congress and funded by sources including Saudi Arabia's King Abdullah University and New York's Carnegie Corporation. The joint \$60 million project contains some 1,200 high-resolution digitized files of rare books, journals, documents, maps, manuscripts, photographs and audio-video files from libraries and archives from around the globe in a variety of languages including Chinese, Arabic, Russian and Spanish.

The site allows users to zoom in on ancient documents and archival photographs and search by keyword, time period, place, type of item or the institution which contributed it. It is possible for example to hear a 1949 audio recording of a 101-year-old former American slave, or open up the National Library of Sweden's 13th-century Devil's Bible, a giant medieval manuscript created by Bohemian monks that includes the Bible and a large illustration of Satan. It is also possible to read: The Tale of Genji, a 1654 version of the 60-volume, 4,000-

page Japanese 11th-century work considered by some as the world's first novel. The aim of the site is to promote respect for other cultures and their heritage.

E-Journals



The International Journal of Psychoanalysis is available electronically from 1920 to the present. To access this journal, go to *search all resources* on the

Library Website and to the A-Z journal list or PepArchive.

making us stupid? What the Internet is doing to our brains”, wherein Carr posits that the Internet is having detrimental effects upon our cognition and concentration (e.g. leading to readers moving on to next review at this point). Wikipedia would have you believe that Carr composed music for the Nickelodeon cartoon *Spongebob Squarepants*, perhaps predisposing one to answer “yes!” to Carr’s essay question.

In the *Big Switch*, Carr looks at the development of utility or “cloud computing”, simply defined as computing services provided over the Internet as opposed to those locally hosted, and how it will change society (and not for the better in his opinion).

The Big Switch, to descend to cliché, is very much a book of two halves, which take their time before gelling into a satisfying (although rather dispiriting) whole. In the first half, Carr looks at the development of electricity as a utility (the first Big Switch) in late 19th and early 20th century America and elicits comparisons with the evolution of information technology today (another Big Switch). Comparisons are well-drawn between the pioneers of the electrical revolution and those of web-based computing services.

Not mentioned in the book, but indicative of what Carr is discussing, is a company named G.HO.ST (Global Hosted Operating System), which offers access to a web-based virtual PC (hosted by online bookstore Amazon) complete with desktop, file storage and applications. The company is also of interest for being a rare collaboration between Israelis and Palestinians. If companies like G.HO.ST succeed, then IT will matter once again as organisations must decide whether to continue to invest in local hardware

Book Reviews



The Big Switch
by Nicolas Carr

Reviewed by
David Hughes,
Systems Librarian

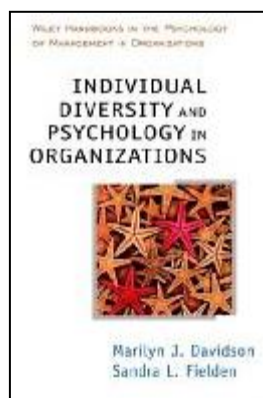
Located at the
Undergraduate
Library at
303.4834 CAR

Nicholas Carr is an American writer best known for the book *Does IT matter? Information technology and the corrosion of competitive advantage*, in which he argued that the ubiquity of information technology has reduced its strategic importance to business (cue lots of ripostes entitled “Does Nicholas Carr matter?”). Nicolas Carr is also the author of a provocatively titled essay “*Is Google*

and software or switch to web-hosted virtual IT.

The second half of the book looks at the social consequences of this revolution and leans rather to a dystopian view of the future, with some trenchant comments on privacy, ownership and access. Like Andrew Keen, author of *The cult of the amateur: how today's Internet is killing our culture* (a great read for Internet luddites), Carr is pessimistic about the future of cultural life believing that the Internet is responsible for a tidal wave of freely available cultural mediocrity produced by enthusiastic but talentless amateurs, and cites research that suggests that the Internet as a tool for reinforcing existing prejudices rather than a unifying force. The concept of shallowness is used more than once, the web being described as “many miles wide, but only a fraction of an inch deep” while another commentator is quoted in the book as thinking that we are “...turning into pancake people, spread wide and thin as we connect with that vast network of information accessed by the mere touch of a button”. Put that on your Facebook wall!

Carr ends on an elegiac, if not apocalyptic note, advancing the idea that idea that technological change is also generational change, hence the transformations brought on by cloud computing won't be noticed by the generation that grew up with it (the so-called “digital natives”), instead the knowledge of anything lost in this Big Switch will itself be lost as older generations shuffle off this mortal coil “...refreshing the illusion that where we are is where we were meant to be”. *The Big Switch* is a fascinating read, but ultimately not a very cheerful one. Thankfully what he states is mere opinion and not necessarily fact.



Workplace initiatives to manage diversity

Edited by Marilyn J. Davidson and Sandra L. Fielden

Reviewed by Emilie Jost, Postgraduate Librarian

Available at the Postgraduate Library at 658.3008 DAV

Workplace initiatives to manage diversity is a joint work by academics and professionals presenting practical strategies and case studies on various aspects of managing diversity in organisations. It allows readers to consider diversity as a way of enhancing team creativity, innovation and problem-solving. Indeed, this handbook covers various topics such as: strategic approaches to diversity; legal and cultural issues linked to diversity in international organisations; specific forms of diversity; training on diversity; recognising stereotypes, attitudes and bias; and the future management of diversity. In every chapter, managing diversity is viewed as a way of developing employees' potential and of turning their skills into a business advantage.



Relationship Marketing: Exploring Relationship Strategies in Marketing,

by John Egan (3rd Edition, 2008)

Reviewed by Jane Buggle, Librarian, Portobello Library

Located at Portobello Library 658.812 EGA

A recent acquisition which will be of interest to both undergraduate and postgraduate Marketing students is John Egan's compelling book on relationship marketing (RM). Egan provides a very useful overview of the history of marketing which introduces the key concepts and then proceeds to demonstrate the evolution of relationship marketing from the earlier theoretical approach of direct marketing (DM). He is principally concerned with how marketing strategy should be devised and implemented in the multi-relationship approach. The emphasis is on customer focus, retention and satisfaction. In recent years, there have been some detractors of the RM approach but Egan is persuasive of its efficacy and is confident of the benefits of its implementation for product manufacturers, consumers and business-to-business marketers, as well as in its more obvious environment of services marketing. There are illustrative case studies throughout the text and there is an excellent companion website which includes an online glossary of key terms along with annotated links to useful websites.

opportunity to undertake projects or other work by hiring additional temporary resources without adding a permanent payroll cost. Students are enthusiastic, energetic, offer specialist skills from their academic programmes, and are eager to work on complex or routine tasks. Hiring an intern can be a cost effective and flexible solution to your recruitment needs. It also gives your organisation the chance to vet potential graduate's first-hand over an extended period in a real work environment.

- Internships provide employers with a continual pool of high-achieving students.
- Internships allow flexibility in staffing needs: it frees up higher paid staff to do more advanced or higher priority work.
- Internships offer a cost effective, screening program of recruiting highly qualified students.
- Internships result in a greater retention of newly hired employees (student interns).
- Interns returning to DBS are effective public relations ambassadors and contribute positively to a company's recruiting efforts and image.
- Employer / College ties are strengthened and communication is improved.
- Internships tend to increase permanent employee motivation and productivity. Hiring interns frees up permanent employees from minor or routine tasks and allows these employees to concentrate on more challenging or sophisticated projects.
- Interns are enthusiastic people who will provide new ideas and new viewpoints.

Careers Corner



The benefits of hiring a student intern:

By Alannah O' Reilly:

Employment Liaison Officer, DBS.

There are many benefits to employers of hiring a student intern. Taking on a student provides you with an

Update from Carol Clifford, Careers Advisor, DBS.

Last week's seminar on working abroad brought the semester's careers calendar to an end. Once the exams are over students will have to put the theory into practice as they begin to negotiate their way through an extremely competitive graduate job market.

Since February, in addition to one to one appointments: four afternoons a week, the calendar of events has consisted of practical workshops, career lectures, employer presentations and stands as well as guest speakers.

Examples of careers events held over the semester include seminars on career opportunities in law, librarianship and psychology. An occupational psychologist also gave a talk on recession proofing your career. The weekly workshops included workshops on cover letter and CV preparation, interviews etc. In total: 247 students have attended careers events over the semester.

Across the summer months individual guidance sessions come to the fore as DBS graduates look for support through what will be for some a tough experience. The sessions allow students to get a clear idea of the options they have or to get some feedback on areas they can improve. For those who are having a hard time the appointments can also give some much needed emotional support. There is also the opportunity for DBS graduates to brush up on their employability skills or to have a mock interview in advance of the real thing. The Careers department would like to thank the Facilities department and Marketing department for all their support over the past semester.

DBS Staff Profiles

A-Z of Susan Gray: Registration and Graduation Officer, DBS.

All about Susie hmmm who'd be interested in that? **B**ut I was asked so here goes!! **C**ountry gal from Leitrim originally, sure you can take the gal outta there but you'll never get Leitrim out of her!! **D**idn't always stay there though, kinda moved around a bit. **E**arly education was in Leitrim (go figure!), secondary school was in Tuam Co. Galway and college was in Ulster. **F**reezing and fabulous, I walked away with a BSc in Psychology. **G**ot the boat (after all it was the eighties) to London. **H**ad a blast there too but my liver couldn't take much more London lifestyle. **I** then upped sticks and off to Germany (west) as it was then. **J**ust got myself a job as 'ein au-pair madchen' in Dusseldorf. **K**ein problem ich liebte das!!. **L**eft there to return to the Emerald Isle after 1 year. **M**oved to Dublin and got onto the graduate trainee scheme with Dunnes Stores. **N**ever a dull minute for the next six years!!. **O**nward and upward to a training role in Celtech Software a software development house based in East Point. **P**robably would've stayed there till now except that I moved to Oz. **Q**uite the change of scene. **R**ight away I loved the Olympic city, two years and 20 million golden memories. **S**ydney is still my favourite place on the planet. **T**op times down undah!! **U**h-huh all good things come to an end, moved back home to Dublin again. **V**ery difficult to find a job outside of IT that I liked. **W**hich is what brought me to DBS 4 years ago. **X**eoww!!. **Y**ip 4 years in June, can't hardly believe it the time has gone so

fast!! **Zzzzz** if you made it this far thanks for reading!!

**Abigail Lalor,
Administrator,
European Business School**

Abigail hails from a small village called Glenties in Co.Donegal.

Abigail commenced her third level education at the University of Ireland, Maynooth where she studied Spanish & Philosophy during which a year of her studies was spent studying Spanish literature and philosophy at The University of Salamanca in Spain.

Subsequent to graduation, Abigail worked in a web-based tourism company in a customer service role which allowed her to exploit her knowledge of Spanish. Abigail points out however that technically her first job was at a 'very early age' when she worked in her father's pharmacy.

Whilst working at the tourism company, Abigail completed a course in teaching English as a foreign language. Upon completion of this course, Abigail travelled to South America where her studies in Chilean & Argentinean literature during her undergraduate studies proved very useful.

She eventually settled in Chile where she taught business English. Whilst in Chile, she also taught English to children. Abigail says that she met some amazing people during her time in Chile with who she is still in contact today. Abigail says that she was also grateful for the opportunity that teaching English gave her to live in another country and to obtain an insight into different cultures and

customs. After her time in Chile; Abigail took the opportunity to travel through Peru, Bolivia & Brazil. She remained in Buenos Aires in Argentina for six months where she also taught English.

Abigail eventually returned to Ireland where she enrolled on a Masters in Intercultural Studies at Dublin City University. During her studies she worked on a research project for the European Union and partner Universities throughout Europe called: 'The European Intercultural workplace.'

At the end of the Masters degree, Abigail was offered the opportunity to work at a Chinese University in Beijing where she finished her Masters. In Beijing she also worked as an intercultural trainer for a University. Abigail says that her masters in intercultural studies helped her to adapt to the cultural differences in China. Whilst in China, she also took the opportunity to study the language. Abigail says that whilst in China she was 'overwhelmed by how welcome I was made to feel and the hospitality, kindness and respect that I received from my superiors, colleagues and students which made my experience so remarkable and positive.'

After her studies, Abigail returned to Ireland and took up a position in DBS Professional School as a course coordinator. Abigail says that it was 'challenging to take on a role outside the classroom but that the position also allowed me to learn so much about the business practice involved in further education from marketing to student care as well as building relationships with professional bodies.'

Abigail eventually moved to the European Business School where she

works full-time with European students. Abigail says that she 'thoroughly enjoys this role where I aim to enhance a student's experience in whatever way I can, be it through organisation and administration, organising trips and events or simply listening and helping students on a daily basis.' Abigail recently completed an advanced diploma in project management at DBS.

In her spare time Abigail loves to learn new languages, to travel, enjoys following politics and loves to read. Abigail also acts in her local drama group.