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**New Database**

- Brock University Library now subscribes to [Statista.com](https://www.statista.com) which provides immediate access to over one million statistics and facts from a wide variety of credible sources.
- Statista also features market outlooks and key performance indicators (sales, revenues, prices) for digital markets, consumer markets, and mobile markets worldwide.
- Statistics are visualized as charts or figures, and are downloadable in multiple formats (image, pdf, xls, ppt).
- Daily infographics cover timely global issues.
- Dossiers and reports are available for countries, industries, markets, and much more.

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**Now Online: 3 New Industry Encyclopedias**


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We now have online access to the latest editions of these well-known industry encyclopedias from Gale Cengage via the Gale Virtual Reference Library (GVRL) database:
Elgar Guides to Teaching & More Now in Elgaronline

Brock University Library has purchased the 2018 ebook collections in Business, Economics, and Social and Political Science with access via Elgaronline. A new series for 2018 are the Elgar Guides to Teaching. These four titles are now available on:

- *Teaching Leadership: Bridging Theory and Practice.*
- *Teaching the History of Economic Thought: Integrating Historical Perspectives into Modern Economics.*

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Business Plans Handbook Series Updates

The *Business Plans Handbook* series has been updated with online access to several new volumes published in 2018 and 2017 which are now available via the GRVL Database.

Highlights of new business plans in Vol. 40—42 (2018) include:

- Axe Throwing Club
- Beekeeping Business
- Escape Room Franchise
- Whiskey Distillery

Highlights of new business plans in Vol. 38-39 (2017) include:

- Environmental Consulting
- Genealogy Research Business
- Magician
- Yoga Studio
Spotlight on Communication Guides & Handbooks: Now Available via Wiley Online Library

**The handbook of organizational rhetoric and communication** “offers coverage of the foundations and macro-contexts of rhetoric—as well as its use in organizational communication, public relations, marketing, management and organization theory”.

**The handbook of communication engagement** “is comprehensive in scope with case studies of engagement from various disciplines including public relations, marketing, advertising, employee relations, education, public diplomacy, and politics”.

**The investment writing handbook: how to craft effective communications to investors** is “The writing “bible” for financial professionals [and] provides practical, accessible guidance for crafting more effective investor communications.

**The handbook of financial communication and investor relations** is “the first book to offer a global look at the state-of-the-art thinking and practice in investor relations and financial communication”.

**Composing research, communicating results: writing the communication research paper** “provides students with the knowledge and necessary tools to compose a variety of course-required papers that are scholarly, accessible, and well-written [and] covers common writing assignments in communication and related courses, including the literature review, application paper, and empirical research paper”.

**Communications writing and design: the integrated manual for marketing, advertising, and public relations** “is an integrated, project-based introduction to effective writing and design across the persuasive domains of communication”.

**The IEEE guide to writing in the engineering and technical fields** “helps both engineers and students improve their writing skills by learning to analyze target audience, tone, and purpose in order to effectively write technical documents”.

**Culture and crisis communication: transboundary cases from nonwestern perspectives** is “a collection of case studies from nonwestern countries that offers an analysis of the significant role culture plays in crisis communication”.

Spotlight on Brock Authors In Recently Published Books, Handbooks, & Encyclopedias

*The Palgrave Companion to Cambridge Economics*

*The Palgrave Encyclopedia of Strategic Management*
Entry on Strategic Fit(ness) by Trish Ruebottom

*A research agenda for entrepreneurship education*
Chapter by Dirk De Clercq.

*The Rise of the Sharing Economy: Exploring the Challenges and Opportunities of Collaborative Consumption*
by Pia A. Albinsson and B. Yasanthi Perera, Editors

*Routledge handbook of accounting in Asia*
Chapter by Paul Scarbrough.

*The SAGE Handbook of Small Business and Entrepreneurship*
Edited by: Robert Blackburn, Dirk De Clercq & Jarna Heinonen
Contributions by Dirk De Clercq, Shawna Chen.

*The SAGE International Encyclopedia of Travel and Tourism*
Entries by Geoff Bogg, Chris Fullerton, Gregory Higgenbotham, and Shalini Singh.

*Social entrepreneurship : an affirmative critique*
Chapter by Trish Ruebottom.