Inside this issue:

- Business Analytics
- Psychological Aspects of Mgmt
- Champagne
- Teaching with Video
- Neuroeconomics

News & Notes... From the Business & Economics Liaison Librarian

New Library Research Guides Platform

In January 2012, the Library began using the LibGuides software (from SpringShare) for our Library Research Guides. The LibGuides platform will allow the liaison librarians to create subject guides and course guides that incorporate a lot of web 2.0 features. Initially, these guides will look very similar to the old Research Guides, but as we learn more about the software, I’m sure they will be transformed into living guides that can react quickly to provide expert guidance to students for their research projects.

The following guides are now available for Business:

- Accounting
- Entrepreneurship
- Finance
- Information Technology
- Management
- Marketing
- Operations Management
- Organizational Behavior & Human Resources

There is also a revised Economics Research Guide, which is linked from the Social Sciences list.

Remember! You can link to these guides from within your course’s Sakai site. I can also create a customized course LibGuide on demand.

For a sense of what is possible, please take a look at the awesome guides from my business & economics librarian colleagues at:

- University of Florida Libraries—Business Library 2.0
  - http://businesslibrary.uflib.ufl.edu/
- University of Alberta Libraries—Business Subject Guides
  - http://guides.library.ualberta.ca/business-subjectguides

Linda Lowry,
Business & Economics Liaison Librarian

Brock University Library

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A Business Analytics Bookshelf


The authors “reveal how any manager can effectively deploy analytics in day-to-day operations one business decision at a time. They show how many types of analytical tools, from statistical analysis to qualitative measures like systematic behavior coding, can improve decisions about everything from what new product offering might interest customers to whether marketing dollars are being most effectively deployed”.


This book provides an overview of the Business Analytics (BA) Model and discusses the link between strategy and BA. Discusses BA at the functional level, analytical level and data warehouse level. Other topics covered include collecting source data, structuring a business intelligence competency center, and the assessment and prioritization of BA projects.


“This book provides an integrated framework for communicating the value of business analytics, focusing on a four-stage methodology to help with: (1) communicating the value proposition, (2) building the business case, (3) creating the execution plan, and (4) measuring the value.”

New Books On … the Psychological Aspects of Management


Part of the SIOP Organizational Frontiers series, “this volume is dedicated to creating a single source that both summarizes what we know regarding errors in organizations and provide a focused effort toward identifying future directions for research”.


Part of the SIOP Organizational Frontiers series, “by clearly identifying and defining nepotism in organizations, this book pulls back the curtain on the primary basis for many of the important things that really happen in organizations, large and small”.


“Pillay offers solidly researched, practical insights into the many ways brain science can be used on the job: to improve relationships, negotiations, change management, and more”.

Interested in neuroscience? See the Neuroeconomics Bookshelf on Page 4 of this newsletter for more titles.
The Business of Champagne


“This is the first book to offer a complete overview of the way in which champagne as a product is organized, managed and marketed. The book covers the entire range of issues surrounding the management of the champagne industry by reviewing the current context of champagne (structural, economic and legal), the role of ‘place’ (identity and terroir and tourism), marketing the ‘myth’ of champagne (image and competitive advantage) and the management of the industry (accountability, people and the territorial brand).”


Teaching with Video - Brock Copyright FAQs

One of the Frequently Asked Questions on the new Brock Copyright FAQ page is:

May I show a film in class?
http://www.brocku.ca/library/campus-copyright-information/copyrightfaq#film

The Copyright FAQ document reviews the various options available to faculty who wish to teach with video in a classroom setting such as:

- Showing a DVD or videotape from the Library’s own collection
- Showing a video from an online source such as the NFB’s Screening Room collection
- Showing a DVD from your own personal collection or which has been rented or borrowed that is covered by one of our site licenses with ACF-Film or Criterion Pictures
- Requesting films from other Ontario Universities.

What titles are in the Brock Library Video collection?
- To find out if a specific title is held in the Library’s collection, simply search the Library Catalogue by title.
- To identify titles by topic, do a keyword search and then limit the results by material type (DVD) or by location (Sound & Video).

Additional information on requesting films from other Ontario Universities can be found online at: http://brocku.ca/node/11158.

A recent addition to the Library DVD Collection that may be of interest to OBHR is:

A Neuroeconomics Bookshelf

Neuroeconomics is an interdisciplinary field that combines the fields of economics and cognitive neuroscience. Neuroeconomics centres and labs can be found at a number of research universities including George Mason University, New York University, and Stanford University. Here are three titles from our Neuroeconomics bookshelf.

“Glimcher provides a comprehensive overview of the neuroscience, psychology, and economics of choice behavior, which will help readers from many disciplines to grasp the rich interconnections between these fields and see how their data and theory can interact to produce new insights, constraints, and questions”.

“Presents an interdisciplinary view of the approaches, concepts, and results of the emerging field of neuroeconomics relevant for anyone interested in this area or research. Full color presentation throughout with carefully selected illustrations to highlight key concepts”.

“Politser shows how to evaluate specific elements of choice, such as regret, expectation, risk, ambiguity, time preference, and learning, and surveys economic and behavioral models of decision making skills...Its accessible text, along with an extensive glossary, will guide those with little economic or neuroscience background, and make the book an excellent supplement for courses on neuroscience and decision making”.

Linda’s MBA Update

In December 2011, I successfully completed the 17th and final course in my MBA degree program. Yeah! However, graduation ceremonies at Niagara University (or Commencement, as they refer to it) is not until May 2012, so I won’t be adding the letters MBA to my email signature and business cards for a while yet.

What will I do with all my spare time? Read for fun, perhaps exercise a little more, and do a little travelling.

Stay up-to-date in between newsletter issues by following my blog: The Business –Information Nexus at: http://brockbizlibrary.wordpress.com

Brock University Library

Prepared by:
Linda Lowry (B.Com, MLS, MA)
Business & Economics Liaison Librarian
James A. Gibson Library
Brock University

Phone: 905-688-5550 ext. 4650
E-mail: llowry@brocku.ca
Office Location: Schmon Tower 1133
My New Liaison Profile Page: http://researchguides.library.brocku.ca/LLowry

Have a great Winter Term!