Here is a brief overview of recent additions to the Library’s DVD collection that may be of interest to Business and Economics scholars. All DVDs are located on Floor 5 in the Gibson Library and may be booked for specific dates to fit your class schedule.

<table>
<thead>
<tr>
<th>Call Number</th>
<th>Title and Description</th>
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<tbody>
<tr>
<td>F 1928.2 B38</td>
<td><strong>Battle for Haiti</strong> / PBS Video, 2011. (60 min.) <em>Frontline</em> examines the uphill fight to rebuild Haiti after the earthquake in the face of corruption and intimidation.</td>
</tr>
<tr>
<td>2011</td>
<td></td>
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<tr>
<td>HD 69 B7 U63 2010</td>
<td><strong>Understanding brands</strong> / VEA, 2010. (27 min.) What is a brand, the evolution of brands, the power of branding. Features an interview with Erminio Putignano from Futurebrand.</td>
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<tr>
<td>HD 4928 N6 E38 2009</td>
<td><strong>The education of Brian Nicholl</strong> / CBC Learning, 2009. (43 min.) <em>Fifth Estate</em> documentary on the closing of the Edscha auto parts plant in Niagara Falls, ON and the workers fight for severance pay.</td>
</tr>
<tr>
<td>HD 6971.5 I87 2009</td>
<td><strong>It’s not a game</strong> / Canadian Labour Congress, 2009. (55 min.) An instructional video on the collective bargaining process.</td>
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New DVDs in the Library Collection (continued from Page 1)

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<thead>
<tr>
<th>Call Number</th>
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<tbody>
<tr>
<td>HF 5415.32 E83 2010</td>
<td><strong>Ethics and the consumer</strong> / VEA, 2010. (22 min.) Explores ethical consumerism, fair trade, environmental impact, and consumer choice.</td>
</tr>
<tr>
<td>PN 4193 P6 F584 2009</td>
<td><strong>The 5 communication secrets that swept Obama to the Presidency</strong> / Films for the Humanities, 2009. (47 min.) Public speaking coach Richard Greene uses examples from Obama’s speeches to illustrate good use of voice, body language and other communication.</td>
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<tr>
<td>T 173.8 C36 2009</td>
<td><strong>Canadian Innovations</strong> / CBC Learning, 2009. (12 min.) <em>The National</em> looks at three examples of green economy innovations (power packs for electric cars, electric snowmobile, home heating invention).</td>
</tr>
<tr>
<td>TK 5105.885 G66 G66 2010</td>
<td><strong>Google world</strong> / CBC Learning, 2010. (42 min.) <em>Doc Zone</em> looks at</td>
</tr>
<tr>
<td>TX 335 S48 2009.</td>
<td><strong>Seven sins of the marketplace</strong> / CBC Learning, 2009. (23 min.) “<em>Marketplace</em> compiles the worst offenses companies commit to reach into your wallet”.</td>
</tr>
</tbody>
</table>

**Mad Men, Advertising, and Popular Culture**

Martini lunches! The Swinging 60s! Thanks to our colleagues in Popular Culture we now have access to the DVD versions of the first two seasons of the Mad Men television series. It is set in a Madison Avenue NY advertising agency in the 1960s. We also have some spin off books. Take a look!

- **Mad men (Season One)** / Lions Gate Television, 2008. Call No: Floor 5 PN 1992.77 M33 2008 disc 1-4.
- **Mad men (Season Two)** / Lions Gate Television, 2009. Call No: Floor 5 PN 1992.77 M33 2009 disc 1-4.
New Online Encyclopedias from Wiley

**Wiley International Encyclopedia of Marketing** / Jagdish Sheth, editor.
“The first international, multi-volume encyclopedia of marketing.” This work covers marketing strategy, marketing research, consumer behavior, integrated marketing communications, new product development, and marketing modeling. Includes 360 entries—topic summaries are 600 words and mini-essays are 3000-5000 words.

**Encyclopedia of Quantitative Finance** / Editor-in-chief, Rama Cont.
“The Encyclopedia of Quantitative Finance is a multi-volume reference work aimed at quants, risk managers, graduate students, academic researchers and all those interested in quantitative modeling in finance. The Encyclopedia includes alphabetically arranged entries compiled from the contributions of more than 400 authors.”

Note: The html version of each online entry from a Wiley encyclopedia includes linked to related articles in the encyclopedia, the References from each entry are linkable using CrossRef (similar to our SFX) and include a Web of Science Times Cited count that is also hot linked to the Web of Science database. These may be linked as readings in your SAKAI courses.

The Conference Board of Canada: e-Data and e-Library Services are Here!

I am pleased to announce that Brock University now has online access to The Conference Board of Canada’s e-Data and e-Library services.

- **The e-Data Service** includes Canadian national and provincial 5 year and 20 year forecasts, 5 year metropolitan forecasts for 27 CMAs (including St. Catharines-Niagara) and data on 16 industrial sectors (historical data and 5 year forecasts). Other historical data includes the Index of Consumer Confidence, the Index of Business Confidence, the Help Wanted Index and the Survey of Forecasters.
- **The e-Library Service** includes research reports on a variety of topics from corporate finance and risk management, human resource management, leadership and governance, technology and innovation, and trade and international cooperation. Notable titles include the Corporate Social Responsibility Review and the Industrial Relations Outlook.
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 Liaison Profile Page:
http://www.brocku.ca/node/11097

Odds & Ends

Since the last issue of this newsletter appeared in December 2010, we have acquired access to the following online resources:

- **Cambridge Histories Online**: (includes the Cambridge Economic History of Europe, the Greco-Roman World, India, and Latin America).
- **Chicago Manual of Style Online**: the 16th edition of the CMOS is now available online. Very handy if you are copyediting a manuscript or need to document your sources using this style.
- **Chronicle of Higher Education**: we now have a site license which includes access to not only the current issue but the archives of back issues, job listings, and more.
- **LexisNexis Academic Universe**: access news from around the world, conduct legal research, use the company dossier to create company reports, and much more, from any internet connection.
- **New Palgrave Dictionary of Economics Online**: we have secured perpetual access to this resource and it is now listed as a Database under the Business and Economics categories.
- **Ulrichsweb Global Serials Directory**: the authoritative source of bibliographic and publisher information on 300,000 periodicals of all types including scholarly and open access journals.

**Linda’s MBA Update**

As of mid-April 2011, I have completed 14 of 17 courses in the accelerated MBA program from Niagara University in Lewiston, NY (right over the Queenston-Lewiston Bridge).


**Coming Soon**

- The Library is currently arranging access to the **Statistics** module of the **OECD iLibrary** platform which will provide online and remote access to OECD statistics and datasets.
- More DVDs are on order so an updated **Business & Economics DVD Guide** will be compiled and published on my Liaison Profile web page in the Spring Term.