Are you involved in fundraising for a local charity or nonprofit organization? Do you know someone who is pursuing the Certified Fund Raising Executive (CFRE) designation? Brock University Library now owns some key titles on CFRE International’s Resource Reading List with a few additional titles “on order”. Click on the linked Call Numbers below to check the status in the Library Catalogue.

- **Capital campaigns: strategies that work**, 3rd ed. (on order)
- **Keep your donors: the guide to better communications & stronger relationships** (on order)

Other titles of interest (but not on the CFRE reading list) include:


For more titles, search the Library Catalogue by Subject for: “Fundraising” or for “Proposal writing for grants”.
New Titles on Business Communication: Speaking, Writing, & More


“A step-by-step guide to creating all types of simple and complex reports, such as trip reports, status reports, feasibility studies, proposals, analytical reports, and more” (publisher’s website). It goes beyond writing fundamentals to include the process of planning and conducting research, using and documenting data sources, as well as oral communication and presentation skills and techniques.


An elevator speech is “a brief presentation that introduces a product, service, or idea”, and her book is “an entertaining, practical guide to making your message concise, compelling, and effective” and includes outlines, worksheets, and a sample elevator speech (book jacket).


This guide from FranklinCovey features a reference glossary (an A-Z, dictionary-style guide) to business and technical communication from abbreviations to wordy phrases. It also includes a variety of model documents such as letters, memos, resumes, minutes, mission statements, procedures, and technical reports.


“Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to hone their individual natural presentation style, how to organize a powerful presentation, how to harness the elegant power of simplicity, how to truly connect with an audience, how to rehearse effectively, and most importantly, how to win” (publisher’s website).

For other titles on business communication, business writing, or presentations, search the Library Catalogue by Subject for: “Business Communication”, “Business Presentations”, or “Business Writing”.

For other resources, please consult the Business English & Communication Research Guide on the Library website at: http://researchguides.library.brocku.ca/business-english, which also includes resources on graphics and data visualization, business meetings, and business etiquette.
IBES data set is now available via WRDS

- The **Institutional Brokers Estimate System** (IBES) data set from Thomsen Reuters, which is often used in Accounting & Financial research, is now available via the Wharton Research Data Service (WRDS) database.
- IBES, also referred to as I/B/E/S, is a historical data set of summary and individual analyst forecasts of company earnings, cash flows, buy-sell-hold recommendations, and other financial data items.
- The IBES data set is divided into several subsets (each with its own web query screen) including detail history, summary history, unadjusted detail, unadjusted summary, recommendations, and information (e.g. exchange rates). The data is also available via SAS.
- Support for new IBES users within WRDS includes online data manuals, release notes, and video presentations created by WRDS staff.
- More information about IBES can also be found on the [Thomson Reuters website](https://www.thomsonreuters.com).

Great Minds in Finance Book Series

The Brock Library recently purchased all four volumes in the *Great Minds in Finance* series, edited by Professor Colin Read (SUNY College at Plattsburgh), and published by Palgrave Macmillan. Summary: “This series explores the lives and times, theories and applications of those who have contributed most significantly to the formal study of finance. It aims to bring to life the theories that are the foundation of modern finance, by examining them within the context of the historical backdrop and the life stories and characters of the ‘great minds’ behind them” (publisher). Click on the linked titles below to read a description of each one.

1. **The life cyclists: Fisher, Keynes, Modigliani, and Friedman.**
   Call No: HG 171 R337 2011.
2. **The portfolio theorists: von Neumann, Savage, Arrow, and Markowitz.**
   Call No: HG 171 R338 2012.
3. **The rise of the quants: Marschak, Sharpe, Black, Scholes, and Merton.**
   Call No: HG 171 R339 2012.
4. **The efficient market hypothesis: Bachelier, Samuelson, Fama, Ross, Tobin, and Shiller.**
   Call No: HG 4915 R38 2013.
Where’s Linda? The Spring & Summer Edition

The Spring and Summer Terms are prime conference travel and vacation time for librarians. Here is a brief run down of the professional conferences that I will be attending over the next few months.

- April 10-13, 2013: ACRL 2013 National Conference in Indianapolis, IN. The Association of College & Research Libraries conference runs every two years and is chock full of opportunities for professional development for people like me. Keynote speakers this year include Geoffrey Canada (Harlem Children’s Zone) and Henry Rollins (punk icon, activist).

- May 8-10, 2013: WILU 2013 Annual Conference, Fredericton, NB. WILU (the Workshop for Instruction in Library Use) is the premier Canadian conference for librarians interested in information literacy. Keynote speakers this year will be Bonnie Stewart and Dave Cormier (on MOOCs) and Terry O’Reilly (Pirate Radio & Television) on changing the conversation & changing perceptions.

- June 9-11, 2013: SLA 2013 Annual Conference and INFO-EXPO in San Diego, CA. This is the premier conference for information professionals. Great programs, great vendor exhibits, and a lot of networking opportunities. The keynote speaker is Mike Walsh (author of Futuretainment, CEO of the innovation research lab Tomorrow).

Instructors: keep these dates in mind as you plan your spring and summer courses and the scheduling of library instruction sessions and classroom visits.

- In the event that I am not available to visit your class in person, I am more than happy to create a video tutorial, database screencast, or a customized Research Guide for your course. Please consult the Research Guides by Program section of the Library website to see what is possible.

- In addition, there are many useful links on the Library Help 24/7 section of the Library website at: http://www.brocku.ca/library/help-lib. Students can learn how to borrow material from the Library, get help finding books and articles, get help with writing and citing, and much more.