

Library News



Kate Kendall in Swanston Library

Making the most of what's on offer

Getting to know what the Library gives you has many benefits, including saving you time.

Kate Kendall is enrolled full time in the Master of Business (Marketing) program and is starting her second semester at RMIT. She also undertook a short course in Magazine Editing and Sub-editing this semester offered by RMIT and currently works as an editorial assistant at Universal Magazines. Her career aspirations include working in luxury brand management, marketing communications and strategy or magazine publishing.

Kate feels she made a good start at RMIT by getting to know how the Library works from the beginning.

'I went into the Library and had a look around and asked a few questions at the info. desk. I picked up some of the little flyers with hours, borrowing information, e-resources plus further information about the Library. When you're new this information is important and very helpful.

'I also spent some time getting to know the Library website — there's so much information there explaining how the Library works. I like browsing the catalogue just to see what's available and it's great being able to renew what you've borrowed online. I particularly like the *hold* function and use it a lot — it saves you going to a different library site to collect something — you can just get it sent to your nearest location.

'A Liaison Librarian came to one of my marketing classes and explained some of the Library e-resources. This was great as it gives you an idea of the kind of stuff available in your area and how to go about using it. I use the e-resources on Search It now so I can get a cross section of the best research available for my assignments. I also downloaded EndNote to help me with my referencing and plan to attend one of the workshops next semester to explain it further.

'I found the Library subject guides really useful. They give you a good idea of the relevant resources for your area. I also found it useful browsing the guides for related areas (e.g. public relations).

I subscribed to libnews (the Library email newsletter) via the Library homepage — it lets you know about new resources, changes to opening hours etc.

'I use the online Book It function to reserve computers and study rooms in the Library. This helped me to plan group meetings throughout the semester and make use of the wall mounted monitors for practising presentations. I found the Business Portfolio rooms on Level 3, Building 108 to be the best for large groups.

'The Library is a good meeting place for friends. I go before or after my classes and the extended opening hours during exam times are useful too.

'Another thing I really like about the Library is the great range of DVDs and videos. There's stuff that you'd never find at your local video library — and it's free! You can borrow for a week and renew if you haven't got around to watching it (in comparison to maybe two nights and you have to return it or pay more ...) I've particularly liked having access to a range of costume drama BBC series which I couldn't find anywhere else.'

LibGuides - RMIT University - Mozilla Firefox
 http://rmit.libguides.com/index.php

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Featured Librarian



Gary Pearce

Contact Info:
 Bundoora Library
 Building 210
 Level 2
 Room 5
 Bundoora West Campus
 Email Me
 View My Full Profile

My Subjects:
 education

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 http://rmit.libguides.com/content.php?page=1896

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Marketing Last update: Jun 13, 2008 Tags: marketing advertising brand consumers

This research guide will provide you with starting points for finding information on marketing, market research, advertising and sales.

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Library News

- Opening hours change for semester break
- Wiley - Blackwell merger
- Need to get started with Endnote?
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Welcome

This guide will introduce you to Marketing resources that will help you with your assignments and research at RMIT University. It is a useful starting point and also provides you with information on how to get help.

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Subject Guide



Patricia Collingwood

Contact Info:
 RMIT Business Library
 Building 90B, Level 5
 9028 9028
 patricia.collingwood@rmit.edu.au
 Email Me
 View My Other Guides

My Subjects:
 Economics, Finance and Marketing

What do you think?

This guide is part of a trial where we are looking at new ways of providing library subject guides.

What do you think?

- Did you find it useful?
- Can you think of improvements?
- What don't you like?

Please leave us a comment below

Comments (0)

Librarians Support for Marketing

Jenny Luff is the Reference Liaison Librarian, supporting Marketing Programs. She is also available to provide assistance in the area of marketing information.

Contact Info:
 RMIT Business Library
 Building 90B, Level 5
 90286607
 jenny_luff@rmit.edu.au

Comments (0)

Improving Library subject guides

Library subject guides help students identify relevant resources from both the Library's collection and the Internet. They are a great starting point for assignment research. Each guide is prepared by the School Liaison Librarian.

Subject guides are being revised and over the coming months will be transferred into a new format. They'll be more dynamic with RSS feeds and more links, as well as images and videos.

Have a look at the subject guide in your area if you haven't already: www.rmit.edu.au/library/infoguides

You can browse the new guides at: <http://rmit.libguides.com/browse.php>

Embed your subject guide in Blackboard

Teaching staff should note that these guides are a useful addition to your Blackboard course. For more information contact your Liaison Librarian:

www.rmit.edu.au/library/librarians

The screenshot shows a web browser window displaying the RMIT University Library's Furniture Design subject guide. The page is titled "Furniture Design" and includes a navigation menu with options like Home, How to..., Books, Journals and Databases, People & organisations, Websites of interest, Other resources, and Help. The main content area is divided into several sections: "Local Websites" featuring CUBUS and ESO; "CAD Feeds" with a list of AutoCAD-related tips; "Wikis and blogs" including Archiplanet and Vernissage TV; "Exhibitions & Trade Fairs" such as The ARC Show and Furniture Designers Association; and "Your links!" with a list of design blogs. A video player is embedded in the "Seating!" section, showing a 3D model of a chair. The page also includes a sidebar with a "Subject Guide" profile for Bernadene Sward, contact information, and options to print or share the page.



Meet Keely Chapman

Keely is one of the Library's newer members of staff and started at RMIT in January. A 'career librarian' with an interest in film and animation, she has worked in a variety of roles over the past few years but enjoys the challenges and cutting-edge environment of the academic library.

As a Reference Liaison Librarian one of her roles at Bundoora is to support the School Liaison Librarian for Applied Sciences in providing services to those Biotechnology and Biological Sciences students based at Bundoora.

'As a liaison librarian, it's always interesting to learn about the topics students are researching and this knowledge helps us to develop better collections and resources. There really is an enormous amount of information out there and it is my role to assist students to successfully use the Library to find what they need.'

To do this, Keely provides one-on-one help at the Library Information Desk and in formalised group training sessions.

Many postgraduate students find EndNote to be very useful in organising references and compiling bibliographies. The Library regularly offers a series of EndNote classes and these are facilitated by Liaison Librarians at each campus.

'Our EndNote sessions are quite popular and many students also value our database and catalogue training sessions. I also help students to navigate their way around the Library homepage so they can do things like access our online tutorials, book in to a training session or get materials from other libraries.

'It's always been a great source of reward for me to know that I have helped many students over the years to achieve their career dreams. This gives me a strong sense of purpose and direction which I haven't always had in other jobs. I guess I just like helping people'.

Keely has explored a variety of leisure and educational interests over the years, with her latest passion being Asian film and anime. Last year Keely started a film review blog.

'Tokyo Trash Baby: My Journey into Asian Cinema is my way of paying homage to all things cinematic and features my comments on both classic and obscure films. Admittedly I enjoy most Asian films I see, but sometimes I see one that I really hate and I won't hold back on my blog. I guess I've been a film nut for most of my life and Asian cinema gives me an excuse to escape into a fantasy world for a while.'

Keely lists Hiroyuki Nakano's 'Stereo Future' and Yasujiro Ozu's 'Tokyo Story' as some of her all time favourite films and is grateful for the Library's significant film collection.

Blackwells and Wiley merge

All Blackwell journals are now available through Wiley InterScience. Since the beginning of July the Blackwell platform ceased to exist and all journal content including current issues, backfiles, and issues published online before print, are available through Wiley InterScience, which now features more than:

- 1400 journals (3 million articles)
- 6000 online books
- 90 reference works
- 12 databases
- 15 Current Protocols

A full list of Wiley-Blackwell journals is at:

www.interscience.wiley.com

Fewer logins

Library Document Delivery access is being simplified. Soon you'll only need to use your NDS login and password to make a Document Delivery request (that's the same login and password you use to access the website and Library e-resources).