

NEUST UNIVERSITY LIBRARIES

# NEUST LIBRARY

## NEWSLETTER

VOLUME 5, ISSUE 1

FIRST SEM. SY 2018-2019

What you will find in the NEUST Library Newsletters:

- New Acquisitions
- Libraries activities
- Library linkages
- Staff development
- Library services
- National Book Month Celebration
- Library Outreach Program
- DOST-STARBOOKS

### Library Personnel

Dr. Consuelo J. Estigoy  
Ms. Eurrocena Lucas  
Ms. Vilma De Guzman  
Mr. Roberto Rodel Gonzales  
Ms. Jelyn Dizon  
Ms. Gretchen Erong  
Ms. Jessica Insas  
Ms. Analisa Acosta  
Ms. Gloria Felipe  
Ms. Pastora Srta Ana  
Ms. Aurea Tanguan  
Mr. David Ehrbert Tulod  
Ms. Ma. Daisy Taberna  
Mr. Carmelito Catarroja  
Ms. Barbar a Ann Espiritu  
Mr. Carlito Garcia, Jr.  
Mr. Mark Nino De Guzman

### RFID -ID SMART LIBRARY SECURITY SYSTEM

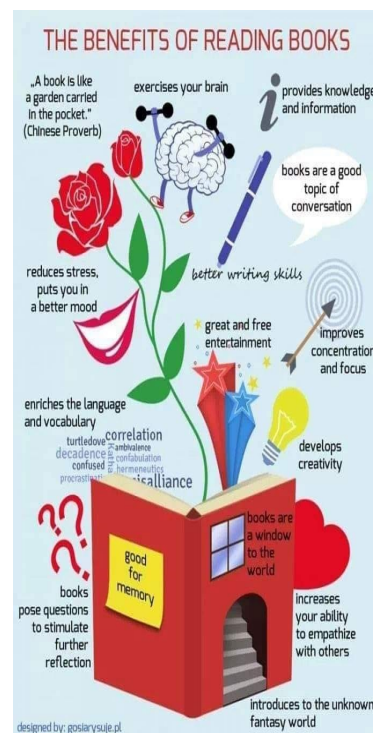


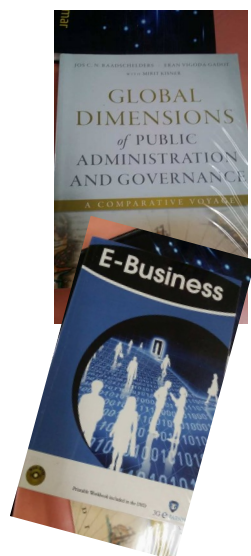
*Improving the quality of library facilities is an expensive undertaking. However, an effective library facility is responsive to the changing programs of educational delivery, and at a minimum should provide a physical environment that is comfortable, safe, secure, accessible, well illuminated, well ventilated, and aesthetically pleasing to the customers we are serving. Hence, the Library is one of the front liners and the heart of the Institution which requires quality service to its customers and should be more conducive to learning, study and research.*

### Featured article:

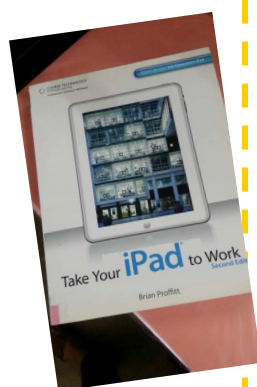
#### Check out these benefits of reading

One of the benefits of reading books, especially fiction, is that it has been shown to increase empathy and emotional intelligence. One study found that participants who read just the first part or chapter of a story showed a noticeable increase in empathy one week later, while news readers showed a decrease. These findings may sound trivial, but they're not; developing social tools such as empathy and emotional intelligence can lead to more (and more positive) human interaction, which in turn can lower stress levels—both of which are proved to help you live longer and healthier. That's not to say that magazines, newspapers, and Web articles are without merit. Reading anything that fills your mind and exposes you to new words, phrases, and facts seems to carry mental benefits. New research indicates that a large vocabulary may lead to a more resilient mind by fueling what scientists call cognitive reserve. One way to think about this reserve is as your brain's ability to adapt to damage. Just as your blood cells will clot to cover a cut on your knee, cognitive reserve helps your brain cells find new mental pathways around areas damaged by stroke, dementia, and other forms of decay. This could explain why, after death, many seemingly healthy elders turn out to harbor advanced signs of Alzheimer's disease in their brains despite showing few signs in life. It's their cognitive reserve, researchers suspect, that may allow some seniors to seamlessly compensate for hidden brain damage.

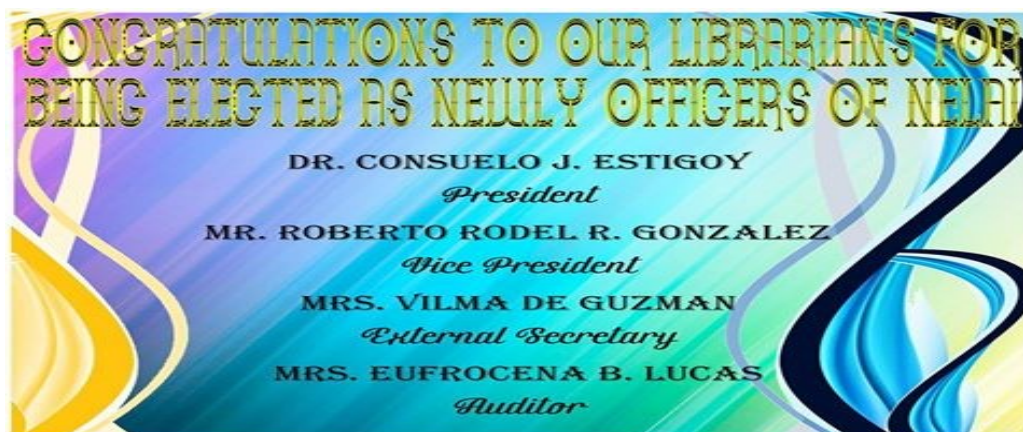




New books available at the Library.



NEUST Librarians voted as 2017-2019 officers in Nueva Ecija Librarians' Association, Inc. (NELAI)



## Librarians and Staff seminars, workshops and trainings attended

Managing a library is not an easy task, every opportunities will have to consider to improve not just our services but to upgrade ourselves in the latest development in the field of librarianship. We have to attend a seminar and other trainings that may help us knowledgeable and well-informed in the trends and it will be beneficial to all concern.

Dr. Consuelo J. Estigoy, our chief Librarian attended the following seminars:

- ◆ Training-workshop on Starbooks Digital Library on April 10, 2017
- ◆ The Impact of alternative spaces to modern-day library services on April 5, 2017
- ◆ PLAI's 10-point agenda: updates and challenges and oath taking of PLAI -CeLRLC's new board of directors for 2017-2019 on Jan. 27, 2017
- ◆ Systems Librarians' Summit on Sept. 16, 2016

- ◆ Destiny Down Drill training on August 26, 2016
  - ◆ Enhancing Outcome-based Library Services Through Collection Development of Libraries, Archives, and Museums (LAMs) on July 15, 2016
  - ◆ Capacity Building Seminar on Scholarly Research and ICT Innovations on April 19, 2016
- Vilma L. De Guzman, Graduate School Librarian attended the following seminars:

- ◆ Training-workshop on Starbooks Digital Library on April 10, 2017
- ◆ The Impact of alternative spaces to modern-day library services on April 5, 2017
- ◆ PLAI's 10-point agenda: updates and challenges and oath taking of PLAI -CeLRLC's new board of directors for 2017-2019 on Jan. 27, 2017
- ◆ Enhancing Outcome-based Library Services

Through Collection Development of Libraries, Archives, and Museums (LAMs) on July 15, 2016

- ◆ Capacity Building Seminar on Scholarly Research and ICT Innovations on April 19, 2016

Analisa C. Acosta, library staff attended the following seminars:

- ◆ Training-workshop on Starbooks Digital Library on April 10, 2017

Gloria F. Felipe, Library Staff attended the following seminars:

- ◆ Training-workshop on Starbooks Digital Library on April 10, 2017
- ◆ The Impact of alternative spaces to modern-day library services on April 5, 2017
- ◆ Enhancing Outcome-based Library Services Through Collection Development of Li-

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braries, Archives, and Museums (LAMs) on July 15, 2016

- ◆ The Library services then and now on May 26, 2016

David Ehrbert B. Tulod, Library Staff attended the following seminar:

- ◆ Training-workshop on Starbooks Digital Library on April 10, 2017

- ◆ The Library services then and now on May 26, 2016

Aurea T. Tanguan, Staff Engineering Library attended the following seminars:

- ◆ Training-workshop on Starbooks Digital Library on April 10, 2017

- ◆ The Impact of alternative spaces to modern-day library services on April 5, 2017

- ◆ Enhancing Outcome-based Library Services Through Collection Development of Libraries, Archives, and Museums (LAMs) on July 15, 2016

- ◆ The Library services then and now on May 26, 2016

Pastora Y. Sta Ana, Staff CIT Library attended the following seminars:

- ◆ Training-workshop on Starbooks Digital Library on April 10, 2017

- ◆ The Impact of alternative spaces to modern-day library services on April 5, 2017

- ◆ Enhancing Outcome-based Library Services Through Collection Development of Libraries, Archives, and Museums (LAMs) on July 15, 2016

- ◆ The Library services then and now on May 26, 2016

Staff development should be continuously upgraded for better library services.

## New books acquisition

Every book purchased should be properly handled, accessed and catalogs for easy access and retrieval. The following book titles are some of the new acquisitions for the months of November to March.

### Information Technology

Parsons, June Jamrich. Computer concepts 2014 Guilford, Conn. : McGraw-Hill/Dushkin Pub. [GN 49 A58 2003]

Erickson, Paul A. A history of anthropological theory. Peterborough, Ont. : Broadview Press, c1998. [GN 33 E75 1998]

Kottak, Conrad Phillip. Anthropology : the exploration of human diversity. Boston : McGraw-Hill, c2004. [GN 25 K68 2004]

Kottak, Conrad Phillip. Mirror for humanity : a concise introduction to cultural anthropology. Boston : McGraw-Hill College, c2003. [GN 316 K68 2003]

Park, Michael Alan. Introducing anthropology : an integrated approach. Boston : McGraw-Hill, c2003. [GN 25 P37 2003]

### Commerce, Marketing, Accounting

Belch, George E. (George Eugene) Advertising and promotion : an integrated marketing communications perspective. Boston : McGraw-Hill, c2004. [HF 5823 B45 2004]

Garrison, Ray H. Managerial accounting. Boston : McGraw-Hill/Irwin, c2003. [HF 5657.4 G37 2003]

Goodpaster, Kenneth E., 1944- Poli-

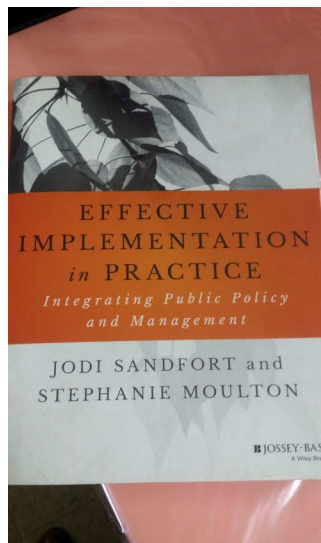
book in business ethics. New York : McGraw Hill, c1998.

[HF 5387 G66 1998]

Larson, Kermit D. Essentials of financial accounting : information for business decisions. Chicago : Irwin, c1997.

[HF 5635 L37 1997]

Larson, Kermit D. Fundamental accounting principles. Boston : McGraw-Hill Irwin, c2002.



[HF 5635 L37 2002]

Libby, Robert. Financial accounting. Boston, Mass. : McGraw-Hill/Irwin, c2001. [HF 5635 L53 2001]

Perreault, William D. Applications in basic marketing. Boston, Mass: McGraw-Hill/Irwin, c2004. [HF 5410 P47 2004]

Perreault, William D. Basic marketing : a global-

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cies and persons : a case-



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managerial approach. Boston : McGraw-Hill, c2002. [HF 5415.13 P47 2002]

Spiceland, J. David, 1949- Intermediate accounting. Boston : McGraw-Hill/Irwin, c2004. [HF 5635 S65 2004]

### Communication

Gamble, Teri Kwal. Communication works. Boston : McGraw-Hill, c2002. [P 90 G46 2002]

Hybels, Sandra. Communicating effectively. Boston : McGraw Hill, c2001. [P 95 H93 2001]

Pearson, Judy C. Human communication. Boston, Mass. : McGraw-Hill, c2003. [P 90 H86 2003]

### Computer Science

Andersen, Paul K. Just enough UNIX. New York, NY : McGraw-Hill, c2003. [QA 76.76.O63 A53 2003]

Wu, C. Thomas. An introduction to object-oriented programming with Java. Boston : McGraw-Hill Higher Education, c2004. [QA 76.64 W8 2004]

### Economic theory, Demography, Business Cycles

Schiller, Bradley R., 1943- The economy today. New York : McGraw-Hill Companies, c2003. [HB 171.5 S35 2003]

McConnell, Campbell R.

Microeconomics : principles, problems, and policies. Boston : McGraw-Hill, c2002. [HB 172 M33 2002]

Mansfield, Edwin. Microeconomics : theory/applications. New York : Norton, c2000. [HB 172 M36 2000]

Mansfield, Edwin. Principles of macroeconomics.. New York : Norton, c1992. [HB 172.5 M37 1992]

Schiller, Bradley R., 1943- The macroeconomy today. Boston : McGraw-Hill/Irwin, c2003. [HB 172.5 S35 2003]

### Education – Theory and Practice

Ferrett, Sharon K. Peak performance : success in college and beyond. New York, N.Y. : Glencoe/McGraw-Hill, c2000. [LB 1062.6 F47 2000]

Newman, Judith M. Interwoven conversations : learning and teaching through critical reflection. Toronto : Canadian Scholars' Press, 1997. [LB 1575.8 N49 1997]

Newman, Judith, 1943- Tensions of teaching : beyond tips to critical reflection. Toronto : Canadian Scholar's Press Inc, c1998. [LB 1025.3 N49 1998]

Santrock, John W. Educational psychology. Boston : McGraw-Hill, c2004. [LB 1051 S26 2004]

The literacy connection : language and learning across the curriculum. Armadale, AU : Eleanor Curtain Publishing, 1991. [LC 151 L58 1991]

### Electrical Engineering

Mitra, Sanjit Kumar. Digital signal processing laboratory using MATLAB. Boston : WCB/McGraw-Hill, c1999. [TK 5102.9 M58 1999]

### English language

Brannan, Bob. A writer's workshop : crafting paragraphs, building essays. Boston : McGraw-Hill, c2003. [PE 1439 B73 2003]

Buscemi, Santi V. The basics : a rhetoric and handbook. USA : McGraw-Hill Higher Education, c2000. [PE 1408 B87 2000]

Cortina, Joe. Opening doors : understanding college reading. Boston : McGraw-Hill, c2002. [PE 1122 C67 2002]

Crusius, Timothy W., 1950- The aims of argument : a text and reader. Boston : McGraw-Hill, c2003. [PE 1431 C78 2003]

Langan, John, 1942- College writing skills with readings. Boston : McGraw-Hill, c2001. [PE 1408 L36 2001]

Langan, John, 1942- Sentence skills : a workbook for writers : form B. Boston : McGraw-Hill, c1999.



**Contemporary labor economics by Campbell R. McConnell.**

[PE 1441 L36 1999]

Sabin, William A. The Gregg reference manual. New York : McGraw-Hill, c2001. [PE 1479 B87 S23 2001]

### Environmental Science

Cunningham, William P. Principles of environmental science : inquiry and applications. Boston : McGraw-Hill Higher Education, c2004. [GE 105 C86 2004]

Enger, Eldon D. Environmental science : a study of interrelationships. Boston : McGraw-Hill Higher Education, c2004. [GE 105 E54 2004]

### Family, Marriage, Women

Olson, David H. L. Marriages and families : intimacy, diversity, and strengths. Boston : McGraw-Hill, c2003. [HQ 536 O47 2003]

Papalia, Diane E. A child's world : infancy through ad-

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olescence. Boston : McGraw-Hill, c2002.  
[HQ 767.9 P37 2002]

## Fiction

The lord of the rings. New York, NY : Houghton Mifflin Co., [2003].  
[FIC PR 6039 O32 L67 [2003] Pt.]

## Finance, Insurance, Investments

Corrado, Charles J. Fundamentals of investments : valuation and management. Boston, Mass. : McGraw-Hill, c2002.  
[HG 452 I C67 2002]

Crabb, Peter R. Finance and investments using the Wall Street Journal. Boston : McGraw-Hill/Irwin, c2003.  
[HG 173 C73 2003]

Hill, Charles W. L. Global business today, postscript 2003. Boston, Mass. : McGraw-Hill, c2003.  
[HG 388 I H55 2003]

Hinkle, Lawrence E., 1944- Exchange rate misalignment : concepts and measurement for developing countries. New York : Oxford University Press, c1999.  
[HG 3877 H56 1999]

Ross, Stephen A. Corporate finance. Boston, Mass. : McGraw-Hill/Irwin, c2002.  
[HG 4026 R67 2002]

## Geology

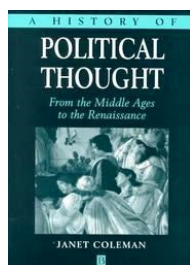
Montgomery, Carla W., 1951- Environmental geology. Boston : McGraw-Hill, c2003.  
[QE 38 M66 2003]

Plummer, Charles C., 1937- Physical geology. Boston : McGraw-Hill, c2003.  
[QE 28.2 P58 2003]

## Health

Insel, Paul M. Core concepts in health. Boston : McGraw Hill, c2004.  
[RA 776 C67 2004]

Meeks, Linda Brower. Comprehensive school health education : totally



A history of political thought by Janet Coleman

awesome strategies for teaching health. Boston : McGraw-Hill, c2003.  
[RA 440 M44 2003]

Weil, Andrew. Health and healing. Boston : Houghton Mifflin, c1998.  
[R 733 W45 1998]

## History – America

Clawson, David L. (David Leslie), 1948- Latin America & the Caribbean : lands and peoples. Boston : McGraw-Hill, c2004.  
[F 1408 C53 2004]

## History – Asia

Case, William. Politics in southeast Asia : democracy or less. Richmond, Surrey : Curzon, c2002.  
[DS 526.7 C37 2002]

## History of Civilization and Culture

Sherman, Dennis. The West in the world : a mid-length narrative history [Electronic resource]. Boston : McGraw-Hill, c2004.  
[CB 245 S54 2004]

## History – World

Geary, Patrick J., 1948- Readings in medieval history. Peterborough, Ont. : Broadview Press, c1998.  
[D 113 R43 1998]

## Language and literature – Style, composition, Rhetoric

Pierce, Dann L. Rhetorical criticism and theory in practice. Boston : McGraw-Hill, c2003.  
[P 301 P54 2003]

## Law – United States

Baumer, David L. Legal environment of business in the information age. Boston, Mass. : McGraw-Hill, c2004.  
[KF 889 B38 2004]

Crawford, Muriel L. Life and health insurance law. Boston, Mass. : Irwin/McGraw Hill, c1998.  
[KF 1175 C73 1998]

Telpner, Zeph. Expert witnessing in forensic accounting : a handbook for law-

yers and accountants. Boca Raton, Fla. : CRC Press, c2003.  
[RES KF 8968.I5 T45 2003]

## Law—Philippines

Tradio, Cirilo M. Philippine National Police Reform and Reorganization Act of 1998 : Republic Act no. 8551. Quezon City : Central Lawbook Pub., c2002.  
[FIL KPM 1550 A31 1998]  
**Literary history and collections**

Cohen, Robert. Advanced acting : style, character, and performance. Boston : McGraw Hill, c2002.  
[PN 2061 C64 2002 c.1]

Gillette, J. Michael. Theatrical design and production : an introduction to scene design and construction, lighting, sound, costume, and makeup. Boston : McGraw-Hill, c2000.  
[PN 2085 G55 2000]

Lucas, Stephen, 1946- The art of public speaking.  
[PN 4121 L87 2001]

Markus, Tom. Another opening, another show : a lively introduction to the theatre. Mountain View, Calif. : Mayfield Pub., c2001.  
[PN 2037 M37 2001]

Mencher, Melvin. News reporting and writing. New York, NY : McGraw-Hill, c2003.  
[PN 4781 M46 2003]

Markus, Tom. Another opening, another show : a

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lively introduction to the theatre. Mountain View, Calif. : Mayfield Pub., c2001. [PN 2037 M37 2001]

### Literature

Scott, Gail, Spaces like stairs : essays. Toronto : Women's Press, c1989. [PR 9199.3.S35 S36 1989]

Verduyn, Christl, 1953- Literary pluralities. Peterborough, Ont. : Broadview Press, c1998. [PS 8027 L58 1998]

### Management

Jones, Gareth R. Contemporary management. Boston : McGraw-Hill/Irwin, c2003. [HD 31 J66 2003]

McConnell, Campbell R. Contemporary labor economics. Boston : McGraw-Hill, c2003. [HD 4901 M33 2003]

Post, Gerald V. Management information systems : solving business problems with information technology.

gy. Boston : McGraw-Hill/Irwin, c2003. [HD 30.213 P67 2003]

### Mathematics

Dugopolski, Mark. Intermediate algebra. Boston : McGraw-Hill, c2004. [QA 154.3 D84 2004]

Smith, Robert T. (Robert Thomas), 1955- Calculus. Boston : McGraw-Hill, c2002. [QA 303.2 S65 2002]

### Mechanical Engineering

Petruszella, Frank D. Programmable logic controllers. New York : Glencoe/McGraw-Hill, c1998. [T] 223 P76 P48 1998]

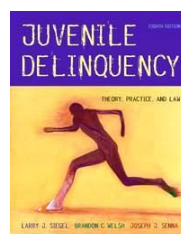
### Physical education and training

Arnheim, Daniel D. Essentials of athletic training. Boston : McGraw-Hill, c2002. [RC 1210 A76 2002]

### Physics

Hayt, William Hart, 1920- Engineering electromagnetics. Boston : McGraw-Hill, c2001. [QC 670 H39 2001]

### Physiology



Juvenile delinquency  
by Larry J. Siegel

Gunstream, Stanley E. Anatomy & physiology : with integrated study guide. Boston : McGraw Hill, c2000. [QP 34.5 G86 2000]

Wardlaw, Gordon M. Contemporary nutrition : issues and insights. Boston : McGraw-Hill, c2003. [QP 141 W37 2003]

Widmaier, Eric P. Vander, Sherman, & Luciano's human physiology : the mech-

anisms of body function. Boston : McGraw-Hill Higher Education, c2004. [QP 34.5 W53 2004]

### Political Science

Baylis, John, 1946- The globalization of world politics : an introduction to international relations. Oxford ; New York : Oxford University Press, c2005. [RES JZ 1242 G56 2005]

Coleman, Janet. A history of political thought. Oxford ; Malden, Mass. : Blackwell, c2000. [JA 81 C65 2000]

Curtis, Michael, 1923- The Great political theories. New York, N.Y. : Avon Books, c1981. [RES JA 36 G74 1981]

Curtis, Michael, 1923- Western European government and politics. New York : Longman, c2003. [RES JN 94 A58 W47 2003]



### Spread the good reading habit!

*To acquire the habit of reading is to construct for yourself a refuge from almost all of the miseries of life.*

- W. Somerset Maugham

*Reading is to the mind what exercise is to the body.*

- Richard Steele

*If we encounter a man of rare intellect, we should ask him what books he reads.*

- Ralph Waldo Emerson

*Readers may be divided into four classes:*

1.) Sponges, who absorb all that they read and return it

in nearly the same state, only a little dirtied.

2.) Sand-glasses, who retain nothing and are content to get through a book for the sake of getting through the time.

3.) Strain-bags, who retain merely the dregs of what

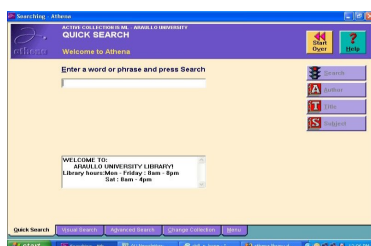
they read.

4.) Mogul diamonds, equally rare and valuable, who profit by what they read, and enable others to profit by it also.

- Samuel Taylor Coleridge



# Information mine: *Closeup on Athena*



## Athena Quick Search

### What is Athena?

Athena is NEUST library's online catalogue. It is a computer program that stores all the information about books and other materials that we have in the library. You can search Athena by typing in a subject, a book title, or an author. Athena is also a windows based program and is very user friendly. You can easily learn the program in just a few clicks.

### How to use the Athena Software

Athena provides you with

three different ways to find the materials you need:

**Quick Search.** Use this method when you want to search for an author, a title, or a subject. You can also use Quick Search to perform general, all-category searches.

**Advanced Search.** Use this method when you want to fine-tune your searches. You can limit a search to any type of catalog information — publisher, call number, publication date or anything else. You can also perform AND, OR, and NOT searches.

**Visual Search.** Use this method to perform predefined searches. Click a category, for example, "Science", and Athena will list all the items that fall into this category. Since each

category can be assigned a descriptive picture, patrons can search using visual cues rather than search terms.

There are two stages to an Athena search:

**Specifying the Search.** You enter a search term or choose a visual search category, and Athena will search for related library materials.

**Viewing the Search Results.** Once Athena has completed the search you can easily view the bibliographic and holding information for each item in any of several different formats.

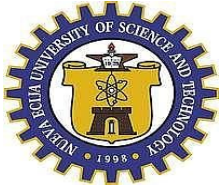
What's more, Athena is also a windows based program and is very user friendly. You can easily learn the program in just a few clicks! ■

*"Athena provides you with three different ways to find the materials you need: Quick Search, Advanced Search, and Visual Search."*

## The NEUST unveils new Vision, Mission, Tagline and Core values

|  |   |
|--|---|
| <p><b>VISION</b></p> <p>NEUST is a locally responsive and internationally relevant and recognized University of Science and Technology</p> | <p><b>MISSION</b></p> <p>To develop new knowledge and technologies and transform human resources into productive citizenry to bring about development impact to local and international communities</p> |
| <p><b>THE TAGLINE</b></p> <p>“Transforming Communities through Science and Technology”</p>   | <p><b>CORE VALUES</b></p> <p>Nationalism Excellence Unity Spirituality Transparency</p>   |





## NEUST University

General Tinio St.,  
3100 Cabanatuan City

Telefax: (044) 464-3399

### NEUST University Library Staff

Consuelo J. Estigoy  
University Librarian

Vilma L. De Guzman  
Graduate School Librarian

#### Library Staff

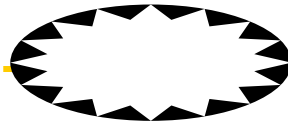
Analisa C. Acosta  
Gloria F. Felipe  
David Ehrbert Tulod  
Pastora Y. Sta Ana  
Aurea Tangunan

#### Library Hours:

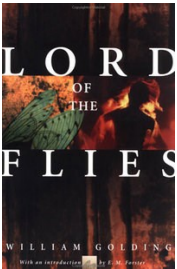
*Main Library:*

Weekdays 7:30 am to 5:30 pm

Saturday 8:00 am to 5:00 pm



## Book Review: *Lord of the Flies* by William Golding



*Lord of the Flies* is an allegorical novel by Nobel Prize-winning author William Golding about a group of young boys who are stranded on a desert island and who must negotiate the social problems of cooperation and self-government, and fail disastrously.

Published in 1954, *Lord of the Flies* was Golding's first novel, and although it was not a great success at the time —selling fewer than 3,000 copies in the United States during 1955 before going out of print—it soon went on to become a bestseller, and by the early 1960s was required reading in many schools and colleges. It was adapted to film in 1963 by Peter Brook, and again in 1990 by Harry Hook.

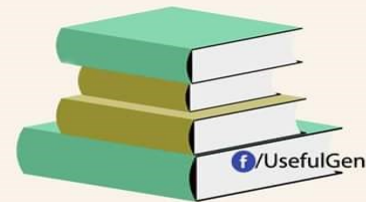
The title is a reference to the Hebrew name Beelzebub (Baal-zvuv, "god of the fly") a name sometimes used as a synonym for Satan.

#### Literary significance and criticism

Many people have interpreted *Lord of the Flies* as a work on moral philosophy. The environment of the island, a paradise with all the food, water, and all the necessities, is a metaphor for the Garden of Eden. The first appearance of the "beastie" is

in a form reminiscent of a serpent, as which evil appears in the Book of Genesis. One of the major themes of the book, on the very nature of evil, is brought to a head in a scene which Simon holds with the head of the pig, which is known as "The Lord of the Flies" (a literal translation of the Hebrew name of Ba'alzevuv, or Beelzebub) which is a powerful demon in hell, sometimes

be-  
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### *Life is like a book.*

Some chapters sad, some happy,  
and some exciting. But if you  
never turn the page. You will  
never know what the next  
chapter holds.