



Assessment of the American Studies Resource Center Book Collection *By Jocelyn L. Ladlad*



The Center

The American Studies Resource Center (ASRC) was established when De La Salle University Library received in May 2000 as donation, the library collection of the former Thomas Jefferson Information Center from the Embassy of the United States in Manila. Formally opened in a ceremony held on October 18, 2000, the center initially consisted of 7,459 titles which were made available to the academic community in the same year. Now with 8,597 titles / 9,069 volumes, the center supplements the general collection of the DLSU Library and facilitates the further development of the American Studies Resource Collection, hence it was recognized by the Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) as one of the best features of the DLSU Library.

As part of the University Library's commitment to continuously improve and develop its services and collections, the assessment of the ASRC collection in particular, was deemed necessary in order to evaluate the present collection.

This study applied the list checking method using the Best Books

for Academic Libraries (BBAL) as a tool to determine the strength and weakness of the collection.



The Book Collection

books for relocation to provide more shelving space in the ASRC.

Scope and Limitation of the Study

The study focused on the American Studies Resource Center book collection covering Language and Literature (PE, PN, and PS), History of the Americas (E-F), Political Science (J, JS, JX), Law (KF), Education (LA, LB), Music (ML, MT) and Fine Arts (N). For this reason, the Best Books for Academic Libraries volumes 3 (Language and literature), 4 (History of the Americas), 7 (Political Science, Law and Education) and 9 (Music and arts) were used in the conduct of the study.

Objectives

The study aimed to:

1. Provide a quantitative and qualitative profile of the ASRC book collection.
2. Compare quantitatively and qualitatively the ASRC book holdings against the titles listed in BBAL 2002.
3. Seek answers to the following:
 - What proportion of the citation on the list has exact matches in the ASRC book holdings?
 - What proportion of the citation on the list has matches in different editions in the ASRC book holdings?
 - In what areas are the matches in ASRC book holdings strong or weak?

Significance of the Study

The results of the study will provide a clear picture as to the sufficiency and quality of the ASRC collection which may be used as a tool in improving the depth of the collection and may serve as a basis in identifying

Summary of Findings

1. As of January 2007, ASRC total hold-
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Assistant Librarians Attend Seminar on AACR2R

Assistant librarians, Casilda Manongsong, Jojie Gonda, Marissa Pulga, Roderick Borjal and May Laureno, attended a seminar-workshop organized by the Center for Human Research and Development Foundation, Inc. entitled “*Cataloging of Non-Book and Electronic Resources Using AACR2R in MARC Format*” at the Benitez Alumni Center, University of the Philippines Diliman, Quezon City, last October 20-21, 2008.

Invited resource speakers were Dr. Juan C. Buenrosto, Jr., Chief Librarian of the Baliuag University and Prof. Corazon M. Nera, the Director of Libraries of the Lyceum of the Philippines.

The two day seminar-workshop provided an understanding of the



The participants during the seminar-workshop

AACR2R cataloging rules in MARC formats particularly for non-book materials, such as art original, (e.g. paintings, drawings, architectural render-

ings, art prints, sculptures and photographs); art reproduction, (e.g. reproduction of paintings, drawings, sculptures, architectural renderings); charts, (e.g. wall charts and flip charts); electronic resources (computer files) (e.g. encoded programs, diskettes, and digital videos); games, kits and films; sound recordings; technical drawings (e.g. plan, elevation, cross section, perspectives, etc), maps, and video recordings (VHS).

The seminar-workshop aided the participants in ensuring the best possible access to these materials enabling quick, efficient and economical retrieval of non-book/non-print materials realizing the informational function of these materials which are considered to be equal to that of monographs and serials.

A. Meneses and M. Jo Elected Officers of the DLSU-EA



Antonio Meneses



Melton Jo

Congratulations to **Antonio Meneses**, Assistant for Library Director and **Melton Jo**, System’s Information Assistant, of the University Library who were elected as Treasurer and Assistant Treasurer, respectively in the recently held election of officers of the De La Salle University Employees Associa-

tion (DLSU-EA). Part of their roles as officers, will be to attend CBA meetings, negotiations and other similar functions.

A. Meneses started working at the University Library in 1989 as Acquisitions clerk and was promoted to his present position in 1996. On the other

hand, M. Jo joined DLSU in 1994 as evaluator and testing clerk at the Institutional Testing and Evaluation Office (ITEO) and transferred to the University library as clerk at the Circulation-Reserve Section in 1996. On the same year, he was promoted as System’s Information Assistant.

An assessment ... from page 1
 ings are 8,507 titles and 9,069 volumes.
 2. The ASRC's collection strength is on American literature (PS) and History Americas (E)
 3. It is weak on several subject fields, such as Indexes, Buddhism (BQ), Numismatic (CJ), Great Britain (DA), Balkan Peninsula (DR), Mathematical geography (GA), Oceanography (GC), Asia Africa, Australia, Oceania (JQ), Law of UK and Ireland (KD), Latin America (KGC), Germanic literature (PT), Language and literature (PL), Chemistry (QD), Microbiology (QR), Pediatrics (RJ), Plant culture (SB), Forestry (SD), Bridge engineering (TG), Home economics (TT), Maintenance, and Transportation (UC) and Naval Architecture (VM).
 4. The subject fields with the five highest percentage of availability were United States (JS), San Francisco California (KFX), Literary History-Literature by region or country-America (PN), School

administration and organization (LB), Foreign relations-US-History (JX), and Systems of individual educator and writers, 19th century-American education (LB)
 5. The subject fields which logged the five lowest percentage of availability were Music instruction and study (MT), US local history (F), Drawing design (NC), Architecture (NA), Visual art (N)
 6. ASRC receives an annual average of 90 titles/ 114 volumes of book donations from US through TJIC.
 7. The purchases of American Studies materials is minimal.

Conclusion

1. The ASRC holdings are sufficient to support the American Studies curricular needs.
 2. The collections that fell under the weak subject fields are areas not within the scope of American Studies
 3. The IS Department is aware that the ASRC is receiving donations continu-

ously from the United States hence minimal purchases of books in American Studies is made.

Recommendations

1. Review the titles in the ASRC holdings that are not within the scope of American Studies or ASRC "must have titles" and relocate these titles to other sections of the library where they will be most useful.
 2. Among the five subject fields which logged the lowest percentage of availability, the US local history (F) would need to be improved.
 3. Look closely into the subject fields with low percentage of availability in the BBAL and consider acquiring those titles that may be needed in the academic preparation of the different curricular offerings of American Studies.
 4. To further improve quality of the holdings, the list of ASRC "must have books" must be consulted when acquiring books

Library Personnel Attend PAARL Seminar in Davao City

Together with other librarians and information professionals in the country, the DLSU library personnel, namely: Annabelle Aliwalas, University Archivist, Purisima Fernando, Cataloging librarian, Jocelyn Balangue, Acquisitions librarian and Rolando Masindo, Assistant librarian at the Circulation-Reserve Section attended the Philippine Association of Academic and Research Libraries' (PAARL) seminar-workshop on "Scaling the Heights of Professional Development" at the Regency Inn, Villa Abrille St., Davao City on October 20-21, 2008.

The seminar intended to: 1) discuss leadership and management topics, i.e. conflict management, change management and techniques in adapting to the fast changing library work environ-

ment that significantly affects the kind of service library professionals and staff extend to diverse groups of user communities; 2) help library information professionals and staff to better understand the importance of creating balance in professional and personal development; and 3) give emphasis on the importance of creating a healthy and stress free work environment thus aiding in the promotion of the emotional well-being and happy disposition of library staff.

Invited speakers were Prof. Avelina C. Bucao, Director, NSTP-CWTS CHED Task Force who presented a paper on "Stress, Anger, Time and Conflict Management"; Prof. Johann Frederick A. Cabbab, faculty member of the School of Library and Information Science, UP-Diliman, who delivered a

paper entitled "Meeting the Needs of a Complex Library and Information Community"; Prof. Virginia I. Caintic, Director of Libraries from University of Mindanao, who discussed on "Overcoming Professional Stagnation"; and Ms. Florina G. Don-Santos, Chief Economic Development Specialist, DIS, National Economic and Development Authority, who shared on "Problem-solving and Change Management: NEDA experience."

A fellowship night with a Western motif culminated the activity where Rolando Masindo fortunately won the Cowboy of the Night contest. The participants also joined the city tour which included a visit to the San Pedro Church, People's Park, Jackridge, Crocodile Farm and Aldevingco Shopping Center.

Jimenez Gives Talk on Educational Technology

Redjie Jimenez, Media Specialist and Head of the Instructional Media Services, gave a talk on "Instructional Technology for Effective Teaching" in a training workshop entitled "Integration of the Use of Technology in the Curriculum" held at the University of the Assumption, San Fernando, Pampanga, last October 29, 2008.

Mr. Jimenez's talk focused on familiarization on the use of various types of media and technology ranging from the traditional to innovative technologies.

The participants, composed of fifty eight high school teachers, were

introduced to the basic procedures in selecting, modifying and designing technology-based learning tools. They were given pointers on effective audio visual presentation and the dynamics of teaching using technology was also discussed.

Online Cataloging Training at BBLRC

Ms. Ana Maria Fresnido, the Library Director, conducted a half day training on online cataloging last October 3, 2008 at the Br. Benedict Learning Resource Center, Andrew Gonzalez Hall. The training will be helpful in the speedy cataloging of materials especially those intended for the satellite libraries' collections such as the BBLRC, the

GSB-RCBC and GSB-Ortigas Libraries.

Ms. Fresnido discussed and demonstrated online cataloging procedures, shelflisting policies, assigning of cutter/author numbers using the LC Internal Notation and also discussed on in-house policies for cataloging audiovisual/non-print materials.

Those who attended the training were Elizabeth Padilla, Jocelyn Ladlad, Bob Cauilan, Marita Valerio, Cynthia Cordova, Juliet Olivar, May Laureno and Karen Victoria.

The participants were made to do hands on cataloging of books after the training.

CENGAGE Gale Online Database

The University library announces the availability of the trial access to Cengage Gale Online Databases until November 30, 2008.

Cengage Gale Online Database includes the following databases:

- Gale Virtual Reference Library - a database of encyclopedias and specialized reference sources for multidisciplinary research.
- Educator's Reference Complete - a selection of more than 450 full-text academic journals, hundreds of full-text reports, and many premier reference sources. Included content focuses on educational principles, child development and psychology, and best practices in education. The majority of full-text titles included are also found in the ERIC database.
- Academic OneFile - the premier



source for peer-reviewed, full-text articles from the world's leading journals and reference sources. With extensive coverage of the physical sciences, technology, medicine, social sciences, the arts, theology, literature and other subjects, Academic OneFile is both authoritative and comprehensive. This database also includes full-text coverage of the New York Times

back to 1995.

- Literature Resource Center (LRC, Scribner Writers Series Online, Twayne's Authors Online) - contains full-text journal articles, literary criticism, reviews, biographical information, and overviews on over 130,000 writers in all disciplines, from all time periods and from around the world.

- The MLA International Bibliography - indexes books, articles and dissertations published on modern languages, literatures, folklore, and linguistics, providing coverage from

1926 to the present. It includes the MLA Thesaurus and the MLA Directory of Periodicals, which lists detailed information on over 5,500 journals, including over 4,400 indexed in the Bibliography.

These databases are accessible in and off-campus at http://www.dlsu.edu.ph/library/free_databases.asp#gale

Balanguue Presents Paper

Ms. Jocelyn T. Balanguue, Head of Acquisitions Section, presented a paper in a seminar entitled *"From Theories to Practice : Mastering Key Areas of Library and Information Services"* held at the Polytechnic University of the Philippines (PUP) Sta. Mesa, Manila, last October 4-5, 2008. Sponsored by the PUP Master in Library and Informa-

tion Science Society, the seminar's main objective is to provide the best learning experience and exposure to key areas of library & information services.

Ms. Balanguue's topic entitled *"Electronic and Online Evolution: A New Chapter in Managing Resources"* dwelt on several aspects of managing electronic and online resources and dis-

cussed on the following: the criteria in selecting e-resources, historical development of e-resources, advantages and disadvantages of e-resources, comparison of print collections and electronics collections, the concerns and issues in the selection of e-resources and the steps in acquiring electronic based library materials.

Visitors

October

- 15 - Delaila Valencia, USL, Tuguegarao City
- 23 - Lorenia Tualon, Adela Nenida, Ludovico Moya, Amelia Visitacion, Dario Dime, Camarines Norte Public Library, Camarines Norte
- 28 - Marissa Acosta, La Union Provincial Library, San Fernando City, La Union

Donors

The DLSU-M Library would like to acknowledge with great appreciation the following donors:

Aero Media International, Inc.
Asian Development Bank
College of Liberal Arts
Del Mundo, Clodualdo, Jr.
Festin, Fr. Raymund J.
Garrido, Wilfredo
Lyceum of the Philippines
Mactal, Ronaldo, Jr.
Mindanao State University
Ortiz, Leo
Santiago, Edwin P.

Recent Acquisitions

1. Books

B – Philosophy (General)

Filipino philosophy : traditional approach. Rolando M. Gripaldo ; [foreword by George F. McLean]. B5222 .G75 2004. 4th floor, Filipiniana.

BP – Islam

Engaged surrender : African American women and Islam. Carolyn Moxley Rouse. BP173.4 .R68 2004. 3rd floor, Circulation.

Islam and politics in the contemporary world. Beverley Milton-Edwards. BP173.7 .M55 2004. 3rd floor, Circulation.

The Oxford dictionary of Islam. John L. Esposito, editor in chief. BP40 .O9 2004. 3rd floor, Circulation.

BR – Christianity

Uncompromising positions : God, sex, and the U. S. House of Representatives. Elizabeth Anne Oldmixon. BR516 .O4 2005.

3rd floor, Circulation.

BS – The Bible

Scripture and the quest for a new society : proceedings of the Sixth Annual Convention, Phinma Training Center, Tagaytay City, 22-24 July 2005. BS411 .A56 2005. 2nd floor, Information-Reference.

The upward call. Bobby Quitain. BS680.C47 Q54 2008. 4th floor, Filipiniana.

BT – Doctrinal theology

Mga aral sa daan : dulog at paraang kultural sa kristolohiya. Jose M. de Mesa. BT202 .D44 2004. 4th floor, Filipiniana.

BX – Christian denominations

Not by power or wealth alone. Jovito R. Salonga. BX2350.3 .S24 2007. 4th floor, Filipiniana.

D – History (General)

Bread and rice : an American woman's fight to survive in the jungles and prison camps of the WWII Philippines. Doris Macauley. D805. J3 M34 2004. 4th floor, Filipiniana.

DK – History. Soviet Union

Uzbekistan and the United States : authoritarianism, Islamism and Washington's security agenda. Shahram Akbarzadeh ;[with a foreword by Yaacov Ro'i]. DK948.8657 .A34 2005. 3rd floor, Circulation.

DS – History. Asia

Balikbayang sinta : an E. San Juan reader. E. San Juan, Jr. DS668 .S24 2008. 4th floor, Filipiniana.

The Bearer of Pax Americana : the Philippine career of William H. Taft, 1900-1903. Rene R. Escalante. DS685.8. T3 E8 2007. 4th floor, Filipiniana.

Dateline Manila. Foreign Correspondents Association of the Philippines, FOCAP. DS686.5 D37 2007. 4th floor, Filipiniana.

A fire on the island : a fresh look at the first mass controversy. Greg Hontiveros. DS673.8 .H66 2008. 4th floor, Filipiniana.

One man's century : the story of Victor Alcantara and his hometown, Cainta. as narrated to Ma. Jane Theressa Apostol-Alvero ; chapter 7 co-written with Rovira Javier Alcantara. DS686.616. A44 A48 2006. 4th floor, Filipiniana.

Profiles encourage : ordinary Filipinos making an extraordinary

difference. Edited by Anna P. Hidalgo and Alejandra Otamendi. DS653.7 .P75 2008. 4th floor, Filipiniana.

State of Israel : ang pinaghayagan at banal na lupain ng sagra-dong Pilipinas. Carlos J. Etivac. DS126.5 E85 2007. 4th floor, Filipiniana.

GV – Dancing

Defiant daughters dancing : three independent women dance. Rina Angela P. Corpus. GV1799.4 .C67 2007. 4th floor, Filipiniana.

HB – Economic theory

Complexity, endogenous money and macroeconomic theory : essays in honour of Basil J. Moore. Edited by Mark Setterfield. HB172.5 .C6536 2006. 3rd floor, Circulation.

Experimental and behavioral economics. Edited by John Morgan. HB171.5 .E96 2005. 3rd floor, Circulation.

Fatal misconception : the struggle to control world population. Matthew Connelly. HB883.5 .C66 2008. 3rd floor, Circulation.

HC – Economic history

An East Asian model for Latin American success : the new path. Anil Hira. HC130. I53 H57 2007. 3rd floor, Circulation.

ICTS and Indian economic development : economy, work, regulation. Editors, Ashwani Saith, M. Vijayabaskar. HC440. H53 I18 2005. 3rd floor, Circulation.

Sustainable resource management : reality or illusion?. Edited by Peter N. Nemetz. HC79. E5 S865 2007. 3rd floor, Circulation.

The state, IT and development. Editors, R. K. Bagga, Kenneth Keniston, Rohit Raj Mathur. HC435.3 .S7 2005. 3rd floor, Circulation.

HD – Economic history and conditions

Adaptation or expiration in family firms : organizational flexibility in emerging economies. Andres Hatum. HD62.25 .H37 2007. 3rd floor, Circulation.

Alignment : using the balanced scorecard to create corporate synergies. Robert S. Kaplan, David P. Norton. HD30.28 .K34 2006. 3rd floor, Circulation.

Brahman and the ethos of organization. Leonardo R. Silos. HD31 .S555 2006. 3rd floor, Circulation.

Business research : concepts and applications. Divina M. Edralin. HD30.4 E37 2006. 4th floor, Filipiniana.

6 - DLSU-M Newsette Balitang Aklatan Vol. 39 No. 10 October 2008

Corporate social responsibility : the good, the bad, and the ugly. Subhabrata Bobby Banerjee. HD60 .B36 2007. 3rd floor, Circulation.

Developments in the economics of privatization and regulation. Edited by Michael A. Crew, David Parker. HD3850 .D48 2008. 3rd floor, Circulation.

The dumbest moments in business history : useless products, ruinous deals, clueless bosses, and other signs of unintelligent life in the workplace. Adam Horowitz and the editors of Business 2.0 ; compiled by Mark Athitakis and Mark Lasswell. HD31 .H665 2005. 3rd floor, Circulation.

Firms of endearment : how world-class companies profit from passion and purpose. Rajendra S. Sisodia, David B. Wolfe, Jagdish N. Sheth. HD30.28 .S574 2007. 3rd floor, Circulation.

The 4 Vs of leadership : vision, values, value-added and vitality. Peter Shaw. HD57.7 .S55 2006. 3rd floor, Circulation.

The G quotient : why gay executives are excelling as leaders--and what every manager needs to know. Kirk Snyder. HD57.7 .S66 2006. 3rd floor, Circulation.

Global business practices : adapting for success. Camille P. Schuster and Michael J. Copeland. HD58.7 .S447 2006. 3rd floor, Circulation.

Global business today. Charles W. L. Hill. HD62.4 .H49 2008. 3rd floor, Circulation.

Hunter or hunted? : technology, innovation, and competitive strategy. Dave Rochlin. HD41 .R6 2006. 3rd floor, Circulation.

Knowledge integration : the practice of knowledge management in small and medium enterprises. Antonie Jetter ... [et al.], editors. HD30.2 .K58 2006. 3rd floor, Circulation.

Management control of multinational enterprises in China : a contracting and management accounting perspective. Neale G. O'Connor. HD2910 .O46 2006. 3rd floor, Circulation.

Managerial economics . Ivan Png. HD30.22 .P58 2005. 3rd floor, Circulation.

Managing and using information systems : a strategic approach. Keri E. Pearson, Carol S. Saunders. HD30.2 .P4 2006. 3rd floor, Circulation.

Milestones in automation : from the transistor to the digital factory. Arnold Zankl. HD9720.5 .Z36 2006. 3rd floor, Circulation.

Outsourcing : the definitive view, applications and implications. Nicholas C. Burkholder. HD2365 .B87 2006. 3rd floor, Circulation.

Payback : reaping the rewards of innovation. James P. Andrew, Harold L. Sirkin, with John Butman. HD45 .A59 2006. 3rd floor, Circulation.

Research skills for policy and development : how to find out fast. Edited by Alan Thomas and Giles Mohan. HD77 .R47 2007. 3rd floor, Circulation.

Risk management : safeguarding company assets. Emmanuel Fragniere and George Sullivan. HD61 .F7 2007. 3rd floor, Circulation.

Risk management and insurance : perspectives in a global economy. Harold D. Skipper and W. Jean Kwon. HD61 .S59 2007. 3rd floor, Circulation.

San Francisco's International Hotel : mobilizing the Filipino American community in the anti-eviction movement. Estella Habal. HD7287.92. U52 H34 2008. 4th floor, Filipiniana.

Strategic communication in business and the professions. Dan O'Hair, Gustav W. Friedrich, Lynda Dee Dixon. HD30.3 O34 2008. 3rd floor, Circulation.

Supply chain cost management : the AIM & DRIVE process for achieving extraordinary results. Jimmy Anklesaria. HD39.5 .A55 2008. 3rd floor, Circulation.

Sustaining organizational empowerment : exploring opportunities for organization development theory and practice building in the Philippines : OD theory and practice in the Philippines. [Honorio B. De Dios, Leonar G. Reyes, researchers ; Cesar Allan Vera, editor]. HD58.8 S88 2005. 4th floor, Filipiniana.

Toxic emotions at work and what you can do about them. Peter J. Frost. HD42 .F76 2007. 3rd floor, Circulation.

Transforming the rural nonfarm economy : opportunities and threats in the developing world. Edited by Steven Haggblade, Peter B. R. Hazell, and Thomas Reardon. HD9018.D44 T7 2007. 3rd floor, Circulation.

Understanding action learning. Judy O'Neil, Victoria J. Marsick. HD58.82 .O5 2007. 3rd floor, Circulation.

HE – Transportation and communications

Asia unplugged : the wireless and mobile media boom in the Asia-Pacific. editors, Madanmohan Rao, Lunita Mendoza. HE9715 .A78 A85 2005. 3rd floor, Circulation.

ICT infrastructure in emerging Asia : policy and regulatory roadblocks. Edited by Rohan Samarajiva, Ayesha Zainudeen. HE8343 .I18 2008. 3rd floor, Circulation.

HF – Commerce

Accounting for non-accountants : [text and cases]. Daniel R.

Cruz. HF5635 .C78 2005. 4th floor, Filipiniana.

Application service providers in business. Luisa Focacci, Robert J. Mockler, Marc E. Gartenfeld. HF5548.32 .F6 2005. 3rd floor, Circulation.

Basic cooperative accounting : a modular approach. developed by Ma. Elma L. Ilagan-Ame, Macrina Violeta V. Vicente ; edited by Maria Violeta V. Vicente. HF5635 A44 2007. 4th floor, Filipiniana.

Business marketing : an Asian perspective. Lau Geok Theng. HF5415.12.S68 L38 2007. 3rd floor, Circulation.

Business scenarios : a context-based approach to business communication. Heidi Schultz. HF5718 .S38 2006. 3rd floor, Circulation.

E-business strategy, sourcing, and governance. Petter Gottschalk. HF5548.32 .G67 2006. 3rd floor, Circulation.

E-commerce : business, technology, society. Kenneth C. Laudon, Carol Guercio Traver. HF5548.32 L38 2007. 3rd floor, Circulation.

Financial accounting. Jan R. Williams ... [et al.]. HF5636 .F56 2008. 3rd floor, Circulation.

Fundamentals of accounting. Mercedes Bartolome-Kimwell. HF5635 .K554 2005. 4th floor, Filipiniana.

Fundamentals of financial accounting. Fred Phillips, Robert Libby, Patricia A. Libby. HF5636 .P49 2008. 3rd floor, Circulation.

Global e-commerce : impacts of national environment and policy. Edited by Kenneth L. Kraemer ... [et al.]. HF5548.32 .G565 2006. 3rd floor, Circulation.

Human resource management : local and global perspectives. Melva M. Diamante, Genevieve Ledesma-Tan, editors. HF5549 .H86 2007. 3rd floor, Circulation.

Jobs & justice : globalization, labor rights and workers' resistance. Antonio A. Tujan, Jr., editor. HF1604 .A16 2006. 4th floor, Filipiniana.

Management accounting : principles and applications. William Neish, Alan Banks. HF5657.4 .N44 2006. 3rd floor, Circulation.

Management and cost accounting. Colin Drury. HF5657.4 .D785 2007. 3rd floor, Circulation.

Management information systems : managing information technology in the business enterprise. James A. O'Brien. HF5548.32 .O25 2004. 3rd floor, Circulation.

Managing human resources. Raymond J. Stone. HF5549 .S756 2008. 3rd floor, Circulation.

Marketing as strategy : understanding the CEO's agenda for driving growth and innovation. Nirmalya Kumar ; [foreword by Philip Kotler]. HF5415 .K85 2004. 3rd floor, Circulation.

Marketing management and strategy. Peter Doyle and Phil Stern. HF5415 .D69 2006. 3rd floor, Circulation.

Marketing research. Alvin C. Burns, Ronald F. Bush. HF5415.2 B87 2006. 3rd floor, Circulation.

The power to predict : how real-time businesses anticipate customer needs, create opportunities, and beat the competition. Vivek Ranadive. HF5548.3 .R36 2006. 3rd floor, Circulation.

Strategic new product development for the global economy. Toyohiro Kono and Leonard Lynn. HF5415.153 .K66 2007. 3rd floor, Circulation.

Voice and video conferencing fundamentals. Scott Firestone, Thiya Ramalingam, and Steve Fry. HF5734.7 .F57 2007. 3rd floor, Circulation.

Win-win sales management : a powerful new approach for increasing sales from your team. Pat Weymes. HF5438.4 .W49 2006. 3rd floor, Circulation.

HG – Finance

Case studies in finance : managing for corporate value creation. Robert F. Bruner. HG4015.5 .B78 2007b. 3rd floor, Circulation.

Financial derivatives : markets and applications in Malaysia. Obyathulla Ismath Bacha. HG6024. M4 B34 2007. 3rd floor, Circulation.

Fixed income attribution. Andrew Colin. HG4650 .C64 2005. 3rd floor, Circulation.

HM - Sociology

Rido : clan feuding and conflict management in Mindanao. Wilfredo Magno Torres, editor. HM1126 .R54 2007. 4th floor, Filipiniana.

The world is flat : a brief history of the twenty-first century. Thomas L. Friedman. HM846 .F74 2006. 3rd floor, Circulation.

HQ – The family. Marriage. Woman

Bleaching beauty : light skin as a Filipina ideal. Ronald E. Hall. HQ1220.P6 H34 2006. 4th floor, Filipiniana.

The child in chronic conflict environments : a primer on child rights. Eddie LL. Quitoriano, Rachel O. Morala. HQ789 .Q5713 2004. 4th floor, Filipiniana.

JQ – Political science. Asia

Dissecting corruption : Philippine perspectives. Bobby Tuazon, editor. JQ1409.5.C6 N37 2005. 4th floor, Filipiniana.

JX – International law

Diplomatic and consular directory. JX1699 .D56. 4th floor, Filipiniana.

K – Law (General)

Transnational commercial law : primary materials. Roy Goode ... [et al.]. K1003 .T69 2007. 3rd floor, Circulation.

KPM – Philippine law

Bernardo's dictionary of legal terms and legal maxims. Oscar B. Bernardo. KPM27 .B47 2007. 4th floor, Filipiniana.

Handbook in legal bases of education. Prisciliano T. Bauzon. KPM1610 .B38 2006. 4th floor, Filipiniana.

Handbook on handling and reporting of CSEC incidence at the workplace. KPM4190 .H36 2005. 4th floor, Filipiniana.

The local government code revisited. Aquilino Q. Pimentel. KPM2300 .P55 2007. 4th floor, Filipiniana.

Taxation of financial institutions in the Philippines. Benedicta Du-Baladad. KPM3002 .D8 2006. 4th floor, Filipiniana.

A test of courage : Chief Justice Artemio V. Panganiban (ret.). Evelyn Miranda-Feliciano ; foreword and reflections by Jovito R. Salonga. KPM110.P36 M47 2007. 4th floor, Filipiniana.

Wills & succession : explained and simplified. Siegfried B. Misson. KPM774 .M57 2005. 4th floor, Filipiniana.

LC – Special aspects of education

Career guidance in ladderized education for Filipino empowerment : the beginning manual. Augusto Boboy Syjuco. LC1037.8.P6 S94 2006. 4th floor, Filipiniana.

PL – Languages and literatures of Eastern Asia

Fray Alvaro de Benavente's Arte de lengua Pampanga : Kapampangan grammar circa 1699. transcribed from the original manuscript and translated by Edilberto V. Santos [for the Juan D. Nepomuceno] Center for Kapampangan Studies, the Spanish Program for Cultural Cooperation. PL5992 .B4613 2007. 4th floor, Filipiniana.

Himagsik : pakikibaka tungo sa mapagpalayang kultura. E. San Juan. PL5532 .S35 2004. 4th floor, Filipiniana.

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