

## New Resources

### Henry Stewart Talks. Marketing and Management Collection

The audio visual presentations are organized into different series. Each set comprises comprehensive presentations by leading experts. The series include:

#### Airport Marketing

Latest Thinking on Gaining a Competitive Edge

#### Branding and Product Specialization in Hotels

Why and how to brand hotels to maximize their business potential

#### Communicating to the Young Consumer

Relating to children and young people in an effective and responsible way

#### Digital Marketing Best Practice

Fundamentals of strategy and practice

#### Experiential Marketing

Shaping the future of global brands

#### Government Debt Management

Fundamentals, practical issues and recent developments

#### Magazine and Newspaper Advertising

How to harness the power of two dynamic and influential mediums

#### Marketing Hotels

Addressing the unique challenges of marketing hotels

#### Mobile Marketing

How to leverage the mobile channel for marketing

#### Nonprofit and Voluntary Sector Marketing

How to use communication effectively to connect with supporters

#### Practical Pricing and Revenue Management

Fundamentals and practical applications

#### Qualitative Market Research

Reaching the places the other tools cannot reach

#### Retail Marketing

The marketing issues facing a fast-changing sector

#### Statistics of Direct Marketing

Understanding the key methods and calculations

#### TV Advertising in the UK

The art of engaging viewers and creating successful advertising

#### B2B Advertising

The strategy, theory, techniques and possibilities of building B2B brands

#### Change Management

The theory and practice of strategic change; making sense of how to make effective change

#### Contact Center Management

How to succeed in today's dynamic environment

#### Effective Oversight of Payment and Settlement Systems

Maintaining financial plumbing

#### Exporting, International and Global Marketing Management

Beyond the fundamentals

#### Improving the Customer Experience

Satisfaction, Perceived Value and Loyalty

#### Managing and Leading People

Rethinking people and organization

#### Marketing to the Older Consumer

Techniques to target the fastest growing population demographic

#### Modern Brand Management

Fundamentals and latest thinking

#### Online Advertising

How to use new digital tools and connect more effectively with your customers

#### Predicting Demand

Fundamentals and latest developments

#### Quantitative Financial Risk Management

Fundamentals, Models and Techniques

#### Sponsorship

From theory to practice and all the latest trends

#### Targeting and Segmentation in Marketing

From the fundamentals to the latest developments

#### Bayesian Analysis in Marketing

A breakthrough in customer analytics

#### The Changing Role of Sales and Salespeople

How to develop a long lasting relationship with your customers

#### Data Mining

Fundamentals and latest development

#### Effective Risk Based Supervision

How to develop good supervision

#### Financial Services Marketing

The role and power of marketing in the financial environment

#### Journalism

Cutting edge commentaries on the critical issues facing journalism at the practical, theoretical and media industry level

#### Managing Organizations

Fundamentals and latest thinking

#### Marketing to Women

Understanding how women buy and how to gain your share of this crucial market

#### Multichannel Marketing

Exploiting a business goldmine

#### Pharmaceutical Marketing

Latest insights, challenges, solutions and trends

#### Pricing on Value

#### Radio Advertising

How it works and how to optimize it

#### Sport Marketing

Analysis of all the essential aspects of sport marketing, illustrated with numerous real world case studies

#### Transnational Crime

A global perspective

### 易經養生 [中國人民大學出版社, 中國人民大學音像出版社出品]

易經為群經之首, 養生為長壽之道, 把陰陽五行平衡與和諧的哲學思想, 應用到生命和生活, 就是易經養生。

來自春城的易川鑿教授, 多年來潛心研究易經, 從色彩, 鮮花, 心態, 運動, 修煉, 飲食等方面詳解易經的運用之妙, 教您輕鬆掌握養生訣竅。



(B127.I2 Y544 DVD)

Disc 1. 易經知識: 陰陽八卦知識 (25 min.) -- 五行知識 (18 min.) -- 陰陽五行的平衡 (23 min.)

Disc 2. 易經色彩養生 (29 min.) -- 易經鮮花養生 (20 min.)

Disc 3. 易經心態養生(上) (39 min.)

Disc 4. 易經心態養生(下) (46 min.)

Disc 5. 易經起居養生: 運動養生 (29 min.) -- 修煉養生 (25 min.)

Disc 6. 易經起居養生: 飲食養生 (46 min.) -- 養生平衡 (12 min.)

### 中國2010年上海世界博覽會開幕式: 開園儀式 = The opening celebration & site opening ceremony of Expo 2010 Shanghai China [中央電視台出品]



(T896.B1 Z46 DVD)

本品囊括了中國2010年上海世界博覽會的開幕式及開園儀式, 開幕式盛況分為室內慶典儀式文藝演出和室外燈光, 焰火, 噴泉表演兩部分。

這場「舉全國之力, 集世界智慧」的上海世界博覽會, 將永載世博史冊, 讓我們永遠珍藏這場精彩難忘的世界文明盛會!

## Databases on Trial

- Alexander Street Press Collections** (Expiry : 30 Sep 2010)  
Gateway to all audio visual databases and collections published by Alexander Street Press. Subject coverage includes Anthropology, Counseling and Therapy, Education, Religion, Sociology, Music, Literature, Drama and History.

- Library and Book 電子書平台** (Expiry : 31 Oct 2010)  
收錄了200多家台灣及國內高校與專業出版社出版的圖書。主題包括人文史哲、藝術建築、醫藥衛生、自然科學、數理、環境、社會科學、資訊科學、工程技術等。