

IRC NEWSLETTER

U.S. Embassy, Brasilia

February, 2012

ABOUT THE NEWSLETTER!



Welcome to our new Information Resource Center (IRC) Newsletter! Here you will find articles, information about our collection, news, upcoming events and anything else we think you will find of interest. Each monthly issue will also contain articles on current topics that we are tracking. If you wish to borrow books, DVDs or other items from our collection (one of the best English language collections in Brasilia), we invite you to visit the IRC -conveniently located at the Casa Thomas Jefferson in Lago Sul. If you do not want to continue receiving this product, please let us know and we will take your name off the mailing list. Happy Reading! IRO Carol Brey-Casiano.

TRENDING TOPICS!

ELIBRARY-USA



eLibraryUSA

eLibraryUSA gives members of IRCs, American

Corners, and other American Spaces around the world access to information that Americans find at their public and university libraries. You can use eLibraryUSA to access thousand of articles and other resources on learning English, American history and culture, health, business, and more. Members of the IRC can sign up to receive an eLibraryUSA account, and account holders can access eLibraryUSA from home or the office. Not a member? Contact us to find out how to become one:

ircbsb@state.gov.

FEBRUARY CELEBRATIONS

[Black History Month](#) - February

[Presidents' Day](#) - February 20

[Valentine's Day](#) -February 14

USA ELECTIONS IN BRIEF



This revised 2012 edition discusses the nature of the modern American electoral process and how it works at the federal, state, and local levels.

[More...](#)

UPCOMING EVENTS!

Inside the Bubble



Behind the Scenes with POTUS (the President of the United States)
An intimate look inside four U.S. presidencies with Gregg Niverton

Being an election year back home I'm going to take the audience 'inside the bubble' as they call it, to show behind the scenes and what it's like to follow POTUS around.

When: February 11

Where: American School

Time: 10:00

COLLECTION HIGHLIGHTS!

BOOKS

Sterne, Jim. **Social media metrics:** how to measure and optimize your marketing investment, 2010.

Measure the success of your social media business strategy Filling a key need for serious online marketers, Social Media Metrics gives you an A-Z guide to using data to drive your social media marketing efforts.

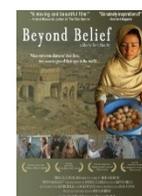
Let's Go USA: On a Budget. 2008.

Packed with travel information, including listings, deals, and insider tips: candid listing of hundreds of places to eat, sleep, drink, and dance.

Stephen Elias. **Legal Research:** How to Find & Understand the Law. 2009.

This complete, plain-English guide shows you with plenty of examples and instructions how to: read and understand statutes, regulations and cases; evaluate cases for their value as precedent; use all the basic tools of legal research.

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COLLECTION HIGHLIGHTS!

MAGAZINES



ARTICLE ALERT

Easton, Nina. [Fortune's guide to the future](#). Fortune, January 16, 2012.

Supercomputers that fit in the palm of your hand. Meat that grows in labs. Foldable cars. Solar power -- from space. Welcome to the year 2022. It's not your grandfather's future. Let Fortune be your guide.

Malczewski, Ben. [Still Loading](#). Library Journal, November 15, 2011. *The complexity of the video format wars, specifically that of access to streaming, makes one long for the relative simplicity of the transition from printed page to -ebook. The difference being that in the ebook transition, content players (ereader, tablet, smartphone, or laptop) are relatively similar but differ in their usability or in what else they offer.*

d'Estries, Michael. [Top five most sustainable cities in the world](#). [American Journalism](#). Ecoimagination.com, General Electric, November 29, 2011.

From using renewable energy to cutting back on emissions, five cities across the globe are leading the way when it comes to implementing sustainable initiatives. Ecorazzi.com co-founder d'Estries lists Vancouver, San Francisco, Oslo, Curitiba (Brazil), and Copenhagen as the "most sustainable cities" based on their attempts to use alternate sources of power and to reduce carbon emissions.

Stecopoulos, Harilaos. Telling America's story to the world. [American Quarterly](#), December, 2011.

In his review of four recent books on the U.S. Information Agency and the practice of public diplomacy, Stecopoulos, assistant professor at the University of Iowa, evaluates the works of several scholars who, in his words, "have proved influential in setting the public terms of the debate about U.S. propaganda during the Bush and Obama eras." . [Request the full text at: ircbsb@state.gov](#)

Kanter, Rosabeth M. How Great Companies Think Differently. HBR, November, 2011. *They create value for society, solve the world's problems, and still make money, too. In this article, HBS professor Kanter argues that a very different logic informs the practices of most high-performing and sustainable companies: An institutional logic. [Request the full text at: ircbsb@state.gov](#)*

RELO* NEWS!

ACCESS PLUS PROGRAM

The ten-week course will focus on leadership, self-knowledge, and social change. Through practice, students will also be able to refine their English language skills, reading, writing, speaking, and listening. Eligibility: Access students who have completed the two-year course (in 2011 or 2012).

Contact RELOBrazil@state.gov for more information and the application.

WORKSHOPS FOCUSED AT TEACHING YOUNG LEARNERS

Speaker: Dr. Joan Shin, professor at the University of Maryland Baltimore.

Where: SGAN 606 - Bloco B, Casa Thomas Jefferson - Asa Norte

When: February 6, 7 and 8.

Time: 10:00 am - 12:00

20 slots are open to the public.

If you are interested in attending, please contact Bianca at 3442-5534 (8:00 to 12:00 and 2:00 to 5:00).

If you are interested in hosting similar workshops at your institution, please contact RELOBrazil@state.gov

* The Regional English Language Office in Brazil (RELOBrazil) is part of the Bureau of Educational and Cultural Affairs of the U.S. Department of State and seeks to improve English language education and knowledge of U.S. culture throughout Brazil. For more information about English language events, please follow RELOBrazil on [Facebook](#). For more information on general English language programs in Brazil facilitated by RELOBrazil, click [here](#).



Do you Know the IRC is open until 8 pm every Tuesdays and Wednesdays?

Come visit us!

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Cas Thomas Jefferson - Lago Sul**

JOIN US!!



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