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In recent years many events have brought human space flight, outside of space agencies such as NASA, into the present. After a long history of government-sponsored space exploration, the first “space tourist,” Dennis Tito, rode a Russian Soyuz spaceship to the International Space Station on April 28, 2001, at a cost of $20 Million US dollars.

In the coming years plans are being made to create all types of orbital and suborbital crafts as well as a space station or two to be used by human tourists. The “desire for new experiences” and the ability of more people to afford such luxuries will contribute to the push for these technologies to be made more widely available.

State University Librarians meet at Rosen

The Rosen Library hosted Council of State University Libraries (CSUL) committee meetings on Dec. 8th, 9th, and 10th. Librarians from around the state convened at Rosen to discuss borrowing policies, storage, budget cuts, and other issues affecting state university libraries in Florida.

"The world is a book, and those who do not travel, read only a page.”

Saint Augustine of Hippo (354 – 430)

"CRAM 4 THE EXAMS" A SUCCESS

Rosen Library hosts student study session

More than 100 students enjoyed free coffee, cookies, popcorn, reference help, and soothing classical music in the Rosen Library on the evening of Dec.4th.

The Student Government Association provided some of the free study supplies, such as pens, hi-liters, and post-it notes.
Click: What Millions of People Are Doing Online and Why It Matters by Bill Tancer

Every day millions of Americans enter keywords into search engines, visit social networking sites, surf their favorite blogs and news sites, and otherwise click and mouse their way through the online world. If one could capture all this clicking and tapping, the collective data would be a marketer’s dream—essentially a bird’s eye view of our interests and inclinations, our hopes and dreams, our fears and insecurities. As the general manager of research at the online competitive intelligence firm Hitwise, author Bill Tancer does just that.

In Click, Tancer (a leading online market research analyst) explains how collective online search data can help us “compile an ever clearer picture of who we are and what exactly is on our minds.” Sometimes the data merely confirms what we already know—that many Americans seem to be obsessed with porn, pills, gambling, and the cult of celebrity. On the other hand, sometimes the data reveals unexpected consumer behaviors or can help analysts to predict new trends, the winners of reality TV shows, or the results of elections.

From a business standpoint, all of this matters because “having a view into the feedback loop is invaluable” and “understanding how we change will be paramount to businesses’ success, as they adapt to the market and serve its evolving needs.” Such concerns are especially relevant for the hospitality industry, where consumer behavior continues to evolve alongside rapidly changing technologies and societal expectations. If you want to know more about your customers, you could begin by better understanding their online behaviors. “After all,” Tancer writes, “we are what we click.”

ROSEN BOOK REVIEW

Meet our new Student Assistants:

Junior Courtney Dusti is majoring in Hospitality Management and hopes to pursue a career with a resort company in the Human Resources department. She would also like to travel abroad one semester before graduating.

Collette Hemenway is a sophomore from Panama City, FL studying Event Mgmt. at Rosen. She recently completed a position as a lead for Pre-Show at the ICE! attraction located at the Gaylord Palms Resort and Convention Center and also works as a caterer for Sonny’s Bar B Q. She hopes to become a meeting planner for an association or company that will allow her to travel the world. Eventually she would like to share her experiences and research through written publications.

Masami Tanaka, originally from Japan, came to Florida to earn her Hospitality Management degree. She is also currently studying Spanish. After graduation, she would like to pursue a career in the airline industry.

Tales of Beedle the Bard by J.K. Rowling
Scarpetta by Patricia Cornwell
Panic: the story of financial insanity by Michael Lewis
Charlemagne Pursuit by Steve Berry
Your heart belongs to me by Kean Koons
Outliers: the story of success by Malcolm Gladwell
Eclipse by Stephenie Meyer

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• Reference assistance
• Interlibrary Loan
• Course Reserves
• Laptops and study rooms
• DVD/VHS media stations
• Photocopiers
• Cash-to-chip machine

Spring Shuttle Bus Schedule
M, T, W, & TH
No Shuttle Service on Fridays

Leave UCF:
8:00am, 9:45am, 11:15am, 12:45pm,
2:15pm, 3:45pm, 5:15pm, 6:45pm & 9:00pm

Leave Rosen:
6:45am, 8:45am, 10:15am, 12:00pm,
1:30pm, 3:00pm, 4:30pm, 6:00pm & 7:30pm

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