

West Side Informer

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WEST CAMPUS
LIBRARY

Library Main Number:
979.845.2111

Study Room Reservations
979.862.1983

wcl.Library.tamu.edu

The newsletter is written
and published by the West
Campus Library Staff.

Coffee Shop Update

The wait is over. The sweet aroma of fresh coffee is nearly a reality.

The opening and selling of the first cup of coffee is expected to be the first week of March.

Hours of operation:

Monday-Friday	7am - 2pm 5pm - midnight
Saturday	Closed
Sunday	5pm - midnight

Database Spotlight

Are you looking for the latest innovations in consumer-packaged goods? Are you trying to discover new insights on underserved markets? Then try the Product Launch Analytics database.

Product Launch Analytics provides comprehensive analytical tools to identify new niches, track the competition, and analyze global trends. It's cool. It's hot. Knowing how to incorporate it into the research process will give you a leg up on the competition. To access go to <http://wcl.library.tamu.edu/business-database-guide>.

Under the Marketing heading, select Product Launch Analytics (formerly ProductScan). For instruction stop by the Barclay Center, call 845-2111 or email westref@library.tamu.edu.

*"Safety comes in cans:
I can, you can, we can."*

Naval Safety Center

Take an Alternative Spring Break

Harris Interactive estimates that "approximately 16 million students travel during spring break" and the *Wall Street Journal* estimated the spring break market at \$1.0 billion." (Miller & Washington 2009)

In these hard economic times do you want to make a difference?

Try an alternative spring break. Build a house with Habitat for Humanity (www.habitat.org). Volunteer on an international level (www.crossculturalsolutions.org). Clean up our national and local parks. Or get involved in another community service.

At Texas A&M you can contact the Alternative Spring Break student organization at <http://asb.tamu.edu>, or look into the WorldMed program at <http://worldmed.tamu.edu> for spring break alternatives.

Miller, R. & Washington, K. (2009) *The 2009 Travel & Tourism Market Research Handbook*. Loganville, GA: Richard K. Miller & Associates.



Naval Safety Center