

# JacksonLine

March 2004

News & Happenings @ your Library

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## Trivia Question

**What was the first college in the United States to admit women?**

On September 6, 1837, Oberlin College in Ohio granted equal status to men and women, the first American college to do so.

In 1837 the school's founder, Philo P. Steward, said the school intended to seek "the elevation of the female character, bringing within the reach of the misjudged and neglected sex, all the instructive privileges which hitherto have unreasonably distinguished the leading sex from theirs."



In **March** ... Women's History, Saint Patrick's Day and the Ides

## Stanford Libraries Take a Stand Against Expensive Journal Price Increases

The Faculty Senate endorsed a move by the university's library system to take a stand against for-profit journal publishers they believe engage in exorbitant pricing practices. As library budgets shrink and journal prices rise academic libraries are forced to pay special attention to journal pricing. From 1986 to 2000, the CPI rose 57%. In that same period journal prices, both electronic and paper, rose 227%. In 2003-2004, prices are estimated to increase by 12%. The vote encourages libraries to cancel some expensive subscriptions and asks faculty to withhold articles and reviews.

One issue is publishers' practice of bundling their journals. More popular journals are bundled with less desirable titles into one package. A library must purchase all or none. The Dutch publishing giant Elsevier is a particular target. Nearly 20% of Stanford's journal budget is spent on Elsevier titles that account for about 1 percent of the subscriptions.

Harvard, Cornell, Johns Hopkins, and the Triangle Research Libraries have taken similar action canceling subscriptions and asking faculty withhold editorial services. Here at Jackson we are working with the other university libraries to avoid duplication and hold down costs.



## Interlibrary Loan to the Rescue

Looking for a book or journal article and it can't be found anywhere on Campus? GSB students, faculty and staff can request items that are not available at Stanford through Interlibrary Loan. We are able to search the catalogs of academic libraries throughout the United States as well as some European libraries to get the book or article you need. We are often successful in tracking down that vital piece of research needed to complete your project. You can bring an Interlibrary Loan request to the

## Databases

**Updated!**

**Choices 3**  
by Simmons Market Research Bureau

Contains data from a national consumer survey  
Fall 2001 release

**Ad\$ponder**

Contains Multi-Media expenditure Information ( print and broadcast).  
December 2002 release

## Research Tips



**An**  
**Investor's Guide to**  
**Asia's Top 1000 Blue-Chip Companies** edited  
by Alejandro Reyes

A book of lists that provides analysis and interpretation of the statistics of Asia Week's top 1000 Blue-chip companies. Companies are ranked using sales, profits, assets, employees and growth. The author also examines the top enterprises by company and industry and looks at how current economic conditions have affected

Reference/Information desk in the library or fill out the **ILL form** on the Library web page.



### Changes to Forrester Research

Forrester Research has just completed the integration of Giga Research into the Forrester platform. Unfortunately our agreement with Forrester does not allow for unlimited access to the Giga content. Each subscriber will be granted only 5 Giga "IT" views per contract period. Subscribers do have unlimited access to Executive Summaries and full text "Business Views" summaries. If you are not currently registered, please see library staff for the registration id number.



### Choices 3

by Simmons Market Research Bureau

Choices 3 surveys the buying and media habits of 30,000 American households. It can be used to create custom report about users of products and their media behavior. Use it to find:

- The target market for a new sports drink and the best magazines for advertising the product.
- The demographics of people who drink wine.
- The most popular brand of yogurt.

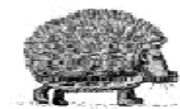
This resource is available at the CD-ROM Workstation in the library.

### Ad\$spender

Ad\$spender is an easy-to-use summary of advertising expenditures for 100,000 brands across all media. Use it to develop advertising plans and new business ideas. Ad \$spender can answer such questions as:

- "How much did an Apple Computer spend on advertising in 2000"?
- "Who are the top magazine advertisers?"
- "Did Nike spend more or less in advertising in 2001"?

This resource is available at the CD-ROM Workstation in the library.



### Looking for Hedge Fund information?

The Jackson Library staff has developed a **Hedge Fund Guide** to direct you to Hedge Fund resources. The guide features information about electronic resources as well as

them.

**Location:** Library  
Reference Room: World  
Data Section: Asia

print resources. Check out additional **research guides** on the library website.

### **Selected Business Websites**

Library staff review and select websites to help you find quality information on the web. The latest addition to our Business Websites are:

#### **Capital Research Center**

Capital Research Center (CRC) was established in 1984 to study non-profit organizations, with a special focus on reviving the American traditions of charity, philanthropy, and voluntarism.

#### **Women of Tech**

A Business Week special report about women who run Tech firms in Corporate America.

#### **Technology Research/News**

A variety of current research reports based on the Technology Research provided by Morgan Stanley. Helpful for keeping up with trends in the Technology Industry.



#### **Women in Business History**

**Rebecca Webb Lukens** inherited the Brandywine Iron Works in Pennsylvania, at the age of 31. Brandywine Iron Works was the first American company to make boiler plate and hull plates for steam-powered ships and locomotives and thereby played a prominent role in the industrial and transportation revolutions of the 19th century.

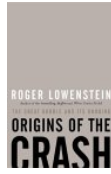
#### **Popular Business Books**



**Smartest guys in the room : the amazing rise and scandalous fall of Enron** by Bethany McLean and Peter Elkind.

This riveting book chronicles the scandal that became known simply as "Enron." The authors cover the two year period of the company's "amazing rise and scandalous fall." They focus special attention on each of the "smartest

guys", the disengaged CEO Kenneth Lay, the cutthroat Jeff Skilling, and the "ethically blind numbers wiz" Andy Fastow whose arrogance and greed brought about the eventual collapse of Enron.



**Origins of the Crash: The Great Bubble and Its Undoing** by Roger Lowenstein

Remember when you thought that most internet stocks were good investments, analysts and brokers were principled and companies had honest accounting practices that were scrutinized by ethical auditing firms? "Origins of the Crash" will have you questioning your intelligence. Lowenstein turns complex financial facts events into a very readable story. The story begins in 1970s and traces the market through 80s and 90s. Lowenstein believes the crash was the natural consequence of the boom period and goes on explain how we went from boom to bust. The book is well documented making it authoritative as well as informative.

**More additions to popular books collection:**

***House of Klein : fashion, controversy, and a business obsession*** by Lisa Marsh

***Trading up : the new American luxury*** by Michael Silverstein and Neil Fiske with John Butman

***Kingmaker : be the one your company wants to keep--on your terms*** by Joanne Cini

**What are the Ides?**

The Ides are what Romans called March 15th. The Romans did not count all days in a month numerically. Instead three days in the month had names: The **Calends** occurred on the first day of every month, The **Ides** occurred on the 15th day of every month that contained 31 days, and the 13th day of all other months, **Nones** occurred always nine days before the Ides, on either the 5th or 7th of the month.

All other dates were calculated by counting backwards inclusively from these established days, thus March 22nd is 10 days before the *Calends* of April. March 13th would be 2 days before the *Ides* of March.

Send your comments, questions, suggestions **Jan Driscoll**.

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