



JacksonLine

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Trivia Question

The most misused Social Security number of all time was 078-05-1120. How many people used that as their Social Security number?

About 40,000 people claimed the number as their own. A wallet manufacturer E. H. Ferree Company wanted to show how a Social Security card would fit into its wallets. Company Vice President and Treasurer Douglas Patterson thought it would be a clever idea to use the actual SSN of his secretary, Mrs. Hilda Schrader Witcher. Social Security cards were a relatively new concept (first cards issued November 1936) and many people adopted the number



In April ...

Winner!

Name that Library Toolbar!

Thanks to all members of the GSB community who submitted names for the Jackson Library Toolbar. A panel of eleven judges (2 MBAs, 2 Phd, 3 faculty, 2 GSB staff and 2 library staff) from the GSB community voted on a slate of 65 entries. The winner is "**FastJack**" submitted by Pete DeYoung (MBA1) and the first runner up is Jackson Library QuickClick, submitted by Dan Daum (MBA1). Many thanks to the judges.



Do you have your **Capital IQ** account?

Capital IQ is a unique platform that takes information about public and private companies, investment firms, relationships, people, contact data, events, transactions, securities data, regulatory filings, news, research products and organizes the data into easy to read in-depth profiles.

With a Capital IQ account you can:

- Identify the top players and investors in private and public capital markets as well as research recent transactions, new issues, key developments, and news that affect industry dynamics.
- Screen for relevant M&A, growth financings, and PIPE transactions as well as new issues, warrants/rights/options offerings.
- Access current and historical financial statements, valuation multiples, supplemental items, business segment analysis, credit ratios, and analyst estimates.
- Build a comparable company analysis in minutes then download with an excel plugin.
- Graph stock price/volume information and operating metrics and instantly output to excel.

Call **Amy DaVirro** (415) 823-1225 to set up your personal account!



Which did James Bond endorse in *Die Another Day*?

Databases

Business Insights

Business Insights offers concise yet complete market research reports for 5 industry areas: finance, energy, healthcare, consumer goods, and e-commerce and technology. Their market analysis and forecasting explores major issues, threats and opportunities.

Read the latest energy report that analyzes the baseline cost of generating and delivering electricity or read about the pharmaceutical industry's anti-counterfeiting strategies to protect their products and profits.

Research Tips

BUSINESS: The Ultimate Resource

Is an ambitious compendium of business information. The book is over 2,000 pages and is divided into seven sections. Business covers almost every aspect of the world of business and is aimed at anyone who works. The "Best Practice" section provides essays on problems and issues that may be encountered in the work world. The "Management Checklists" and "Actionlists" serve as a "comprehensive handbook of practical answers to everyday business challenges." "Management Library" summarizes highly influential business books. The next sections, "Business Thinkers" and "Management Giants," profile individuals. The "Dictionary" gives

as their own.



a Absolut **b.** Smirnoff **c.** Stolichnaya **d.** Finlandia

Researching International Companies

Need to find information on international companies for a class project or your job search? **Jackson Library's databases** resources can help in your search.

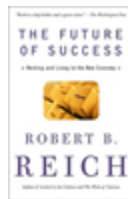
Factiva's *Company Quick Search* function provides you with a brief description of the company's business, a list of key competitors, financials, analyst reports, news, and a *Comparison Report* (in the *Reports* section of the page) that compares your company's financial ratios to those of the industry group as a whole. To access this information, click on *Companies/Market* in the green toolbar at the top of **Factiva's** page and enter the company name or ticker in the search box. You can also use **Factiva's** *Company Screening* function to create a list of companies that meet certain criteria such as industry, country / region, number of employees, and more.

Thomson One Banker - Analytics also provides access to business descriptions, financials and financial ratios, in addition to providing earnings estimates, peer reports, and corporate filings for publicly traded international companies. You can also use **Thomson One Banker - Analytics'** *Searching* function to generate lists of companies that match your criteria in terms of industry, location, and performance.

Other Jackson Library databases that provide information on international companies include **Hoover's** and **Kompass**.

For more resources for finding information on international companies and industries, see the **International Information** guide. If you've any difficulty finding the information you need, **Ask a Librarian** or call the Information Desk at 723-2163.

Popular Business Books



The Future of Success: Working and Living in the New Economy By Robert Reich

Reich has written an insightful look at the changing cultures of work and life and the challenges that these pose for all of us. Consumers are clearly in control and we have more choices than ever before, but Reich points out the ways in which these increased choices are undermining the rest of our lives. The former Secretary of Labor makes some provocative suggestions for creating a more balanced society and more satisfying lives.

definitions of more than 5,000 international business terms, acronyms, and abbreviations, and the "World Business Almanac" contains statistics, facts, and figures, including profiles of more than 150 countries, 50 U.S. states, and 24 key industry sectors. The final section, "Business Information Sources," lists Web sites, books, journals, magazines, and organizations.



Bluestreak : inside jetBlue, the upstart that rocked an industry by Barbara S. Peterson

The story of a single company - jetBlue - that become one of the most successful discount airlines in history. Barbara Peterson profiles David Neeleman, the somewhat unconventional CEO of jetBlue. We get his history from his upbringing in Brazil to his entrepreneurial beginning in Utah and his dream of a bold new airline that would make "jaded travelers fall in love again." The book is interesting and entertaining.

Additional titles added to the **Popular Business Books** collection are:

Confronting reality : doing what matters to get things right by Larry Bossidy and Ram Charan with Charles Burck.

Hot commodities : how anyone can invest profitably in the world's best market by Jim Rogers.

Bad leadership : what it is, how it happens, why it matters by Barbara Kellerman.

Survival of the savvy : high-integrity political tactics for career and company success by Rick Brandon, Marty Seldman.

Business Websites

Selected websites to help you find quality information on the web. The latest additions are:

Top 50 Women to Watch Wall Street Journal (Women & Minorities in Business > Women)

Government Gazettes Online (Government Documents > International)

World Population Prospects U.N. (Statistics > International)

International Data Base U.S. Census Bureau (Statistics > International)

Markets Event Calendar Forbes (Finance & Investments > Investments)



answer d.



Jack's Favorite Quote of the Month

"Try not to become a man of success but rather to become a man of value."

— *Albert Einstein.*"

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

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