



JacksonLine

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Trivia Question

What did President John Quincy Adams do each morning that President George Bush would not dare try today?

John Quincy Adams (1825-29), the sixth President of the United States bathed each morning in the Potomac river...nude.



In *February* ...

Name that Library Toolbar!



Jackson has a new tool that makes navigating the library easier. The toolbar provides links and access to library-specific resources as well other GSB sites. Customize the toolbar to fit your personal needs. MBA students can add favorite Library websites and GSB logins such as CourseWork3.1 and MyGSB. Downloading the **Jackson Library Toolbar** is quick and customizing easy. Give it a try! Many other Universities have been lusting after our toolbar and are now developing their own and using ours as a prototype.

Win!

Our toolbar needs a name. Submit a name to **Daphne Chang** and the winner will win a **\$25.00** gift certificate. Second and third place will win a \$5.00 gift certificate.



Bedside Reading

Andy Chan, Assistant Dean and Director
MBA Career Management Center

Andy Chan's bedside table is a tribute to his parallel processing abilities. He is currently reading three books, and that doesn't count all the issues of **Sports Illustrated** waiting for his attention. **The Purpose Driven Life: What on Earth Am I here For?** by Rick Warren is there Andy says because "it's important not to lose sight of the spiritual aspects of life." His next choice mixes the spiritual and the physical; he is reading **Zen Golf: Mastering the Mental Game** by Joseph Parent to prepare for his next assault on the Stanford Golf Course! Finally there is the **Tipping Point: How Little Things Can Make a Big Difference** by Malcolm Gladwell. Andy admits that he has not yet reached the point in the book that has tipped his opinion to a positive one.

Databases

Tablebase

Want to know where those Baby Boomers are spending their money? Looking for Information on BP's oil and gas exploration activities? All this and more can be found in TableBase.

TableBase provides access to tabular data on companies, industries, products and demographics. International in scope, TableBase provides access to thousands of tables important to your daily research. The database sets out a variety of search options using drop down menus as well a box for free text searching and a box for company name. Tip: click "And" at the end of each search box when applicable before hitting the search button.

Research Tips

State Resources

The Book of States

is a comprehensive collection of data about state government and its inner workings. Find out how your state deals with anti-terrorist legislation. Learn how much they spent on education or the environment last year. Read expert analysis on timely topics such as women in government, state recall provisions, mental health, the death penalty and job creation. The Book of the States also carries articles by top researchers on emerging trends and issues in state constitutions

Almanac of the 50 states: Basic Data Profiles with Comparative Tables gives statistical and demographic profiles for each state plus the

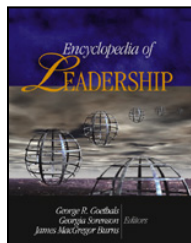


Help us evaluate this database

MarketResearch.com Academic contains a comprehensive collection of published market research reports. You can get market information on consumer demographics, market size and growth trends, industry forces and structure, product trends, competitive environment analysis, and company profiles. Access reports on the business-related subject areas of consumer products, demographics, food, beverage, healthcare, pharmaceuticals, etc. **Have you tried this database?** We value your opinion. Please send your feedback to **Peter Latusek**.

Job Search Guide

No time take the Job Search Secrets class? Then check out the Job Search Guide. Don't go to that interview poorly prepared! Find industry overviews, key financial ratios and market share statistics in **One Source's OneSource's US Business Browser**. Get help in determining what career is right for you from **Harvard Business School Career Guides** and **WetFeet Insider Guides**. Prepare for your interview with books and videos on interview techniques or checkout **Ace Your Case: the essential management consulting book**. The Job Search Guide has this and more to help you get that dream job.



Encyclopedia of Leadership, Sage Publications, 2004

Leadership is one of the cornerstones of the MBA learning experience. The underlying assumption that leadership traits can be learned and put into action is what animates the school's vision of changing individuals, organizations, and ultimately the world. The Encyclopedia of Leadership encapsulates in a 4-volume set the leadership attributes of historical and contemporary figures and events as well as the concepts and theories that have formulated leadership studies. The entries, well written and documented, were contributed by a highly credentialed group of international scholars under the direction of an illustrious editorial board headed by Pulitzer Prize winner James MacGregor Burns. So the next time you have a little time to spare in the Library, pull down a volume (or all four!) of the Encyclopedia of Leadership and discover, for example, how two seemingly disparate personalities as Dwight David Eisenhower and Coco Chanel can converge in their ability to lead and to effect change.

Find it in the General Data Section of the Library's Reference Room

entire U.S. Also ranks the states according to 54 selected criteria (population, hospitals, crime rates, etc.)

HD57.7.E53.

Popular Business Books - New additions



Got game : how the gamer generation is reshaping business forever by John C. Beck, Mitchell Wade.

Got Game reveals the impact the authors believe the “gamer generation” will have on the business world. The authors believe that the hours gamers spend with video games will change the face of business in coming years. Gamers value winning and competence, and are willing to take measured risks. Beck and Wade discuss how managers can manage and motivate gamers to take advantage of these qualities.



Testosterone inc. : tales of CEOs gone wild by Christopher Byron.

A story of men, power, greed and sex. What more do you need for a good read? The author chronicles the rise and fall of the celebrity CEO. In the 90's the CEOs were America's new heroes, considered bold and visionary. When the market collapsed, we see that they have been corrupted by man's age-old hunger for power, greed, and temptation. Testosterone Inc. follows the lives Jack Welch, Dennis Kozlowski, Ron Perelman and Al Dunlap from their childhood to their corporate successes and to the choices that ultimately destroyed them.



Making of a name : the inside story of the brands we buy by Steve Rivkin and Fraser Sutherland.

Does a name really matter? This book provides an introduction to the product naming game. Rivkin runs through the process of inventing a name: gathering information, analyzing details, and then waiting for it all to give birth to a name. The most interesting and fun part of the book are the horror stories such as when a new milk drink named Raging Cow was introduced during about the same time as the mad cow disease scare or Reebok's 1997 attempt to name a running shoe Incubus. Rivkin writes, "Only after putting the shoe on the market did it discover that the word denoted a demon that visited women while they were sleeping and ravished them." This is an informative book for anyone naming a product or business.

Find these and other books in the Popular Books display as you

come into the library.

Business Websites

Library staff review and select websites to help you find quality information on the web. They include relevant information at no charge, though some offer additional information for a fee. The latest additions to our Business Websites are:

WhatIs.com is an information technology tool that contains over 4,500 individual encyclopedic definition/topics, a number of "Fast Reference" pages and learning tools. The topics contain about 12,000 hyperlinked cross-references between definition-topics and to other sites for further information.

GamesIndustry.biz is a site for news and information about the global videogames industry, GamesIndustry.biz is aimed at people interested in or involved with the design, development, publishing, marketing, distribution or retail of video games. The site has a comprehensive news and analysis section and a large recruitment database for videogame-related roles. It also has a directory of contact details for hundreds of companies in the industry.

TSNN.com is the leading online resource for the trade show and exhibition industry. TSNN owns and operates a database on the Internet for the trade show industry, containing data on more than 15,000 trade shows and conferences

President's Day Holiday Hours

Monday, February 21st

Library - 10 a.m. to 7 p.m.

Reference - 12 noon to 5 p.m.



Jack's Favorite Quote of the Month

"If the freedom of speech is taken away then dumb and silent we may be led, like sheep to the slaughter."

*George Washington
1st President
(1789-1797)*

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

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