



JacksonLine

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News & Happenings @ your Library

In this Issue

MBA's Shortcut to Success

GSB Bedside Reading

WJS Historical Archive

New Business Websites

New DVD's: Is Wal- Mart good for America?

Popular Business Books

Audio Books

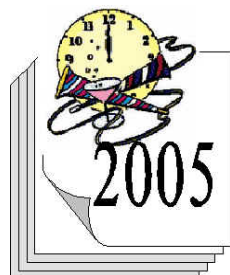
Holiday Hours

Columns

New Databases

Trivia Question

Research Tips



In January ...

MBA's Shortcut to Success - Class Guides

Jackson Library staff work with GSB faculty to provide resources for class assignments and projects. In particular, we create class guides targeted at specific courses. New this quarter: class guide for **SM354 Entrepreneurship & Venture Capital** highlighting the following:

- How the VC industry works
- The players
- Finding industry statistics
- Identifying business opportunity
- Determining valuation of a company
- Writing a business plan

and **SM368 Strategic Management of Nonprofits** which helps you:

- Identify a nonprofit of interest
- Prepare funding proposals
- Write a fundraising letter
- Evaluate a nonprofit

Library staff are currently working on class guides for F220, F325 and S356.

Trivia Question

Why do people make lots of noise at the stroke of midnight on New Year's Eve?

Farewelling of the old year was originally done out of fear that the evil spirits were let loose on the last day of the year. People would make lots of noise and have lots of fun to drive the evil spirits away, so that they could start a New Year unharmed and unimpeded.

New Databases

CountryWatch

Copious information on 192 countries of the world is at your fingertips when you click on **CountryWatch**, the newest addition to our **Database List**. In addition to country overviews, there are political, economic, investment, social and environmental overviews, and it is all kept up-to-date by the CountryWire feature that brings you the latest news on any selected country. There is also the Country Watch Forecast which provides a semi-annually updated 5-year, globally integrated macroeconomic forecast for each of the 192 countries. There is also an interesting GSB connection to CountryWatch: John Cape, MBA '91 is one of the founders of the company, and he is still onboard!

Research Tips

Company Financials

Wondering where to go to find the latest SEC filings? How about Company financials for the last five years? Where to turn for Stock Quotes and Price Charts? You can find all of this information in two of Jackson Library's online databases: **Thomson One Banker** and **Thomson Research**. Both are accessible from the Jackson Library Web Page. For additional resources click on the Databases by Topic



GSB Bedside Reading

Peter Henry

When he is not attending to nocturnal childcare duties, Peter Henry turns to two books currently on his nightstand. The **Professor and the Madman** by Simon Winchester recounts the making of the Oxford English dictionary by describing the odd coupling of James Murray, a Scottish polymath and editor of the OED and William Minor, an insane American doctor who ends up being a major contributor to the dictionary. "I enjoyed book from start to finish. I love Winchester's droll sense of humor and find him a really gripping storyteller."

The **Full Cupboard of Life** is the fifth book in a series - the first is called the **No.1 Ladies Detective Agency** - about the adventures of Precious Ramotswe, the top female private detective in Botswana. "Precious, or Mma Ramotswe, as her clients refer to her, is a bit like the Miss Marple of Botswana. While the books are generally lighthearted and entertaining, Mma Ramotswe also teaches us important lessons about manners, civility, and the rhythm of life in Botswana."



WJS Historical Archive

You can access the full text of the Wall Street Journal all the way back to its first issue, via the Jackson Library Research Databases page.

The Wall Street Journal Historical Archive (1889-1987) offers searchable full page images (in PDF format) of every page in every available issue of the Wall Street Journal from 1889 – 1987. Subsequent issues are available via Proquest News, which provides full text access to the Wall Street Journal from 1987 to the present. Browse today's news in Factiva then just click on the **News Pages** tab. Factiva allows you to browse up to two weeks of Wall Street Journal News Pages.

Business Websites

Trendwatching.com scans the globe for promising consumer trends, insights and related hands-on business ideas. Established in 2002, The company is headquartered in Amsterdam, The Netherlands, with partners in London and New York, and a network of 3,000

then **Company
Financials**

+ trend watchers in more than 70 countries worldwide. You can view trends via a monthly newsletter or by clicking on an alpha listing of trends. If you are marketer, consultant, entrepreneur, student, or researcher, or just interested in the newest trends this site will give you the edge.

Survey of Consumers by the University of Michigan has proven to be an accurate indicator of the future of the economy. The website gives you access to The Survey of Consumers, Index of Consumer Sentiment, Survey of Investors, and Survey of Affluent Consumers. The site includes research findings, survey information, reports, chart and tables.

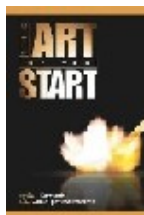


New DVD: Is Wal-Mart Good for America?

A provocative question that has no easy answer. This recent Frontline presentation attempts to examine the spectacular growth of Wal-Mart which is fueled by the cheap and reliable Chinese production platform. Has Wal-Mart played a central role in keeping the U.S. inflation rate at low levels by importing billions of dollars of low priced consumer goods? If so, is it worth the loss of hundreds of thousands of jobs? Did loss of jobs result in a lower standard of living in typical American towns like Circleville, Ohio where the local television manufacturer was forced to shut down, a victim of cheaper Chinese imports - all available at the local Wal-Mart? Decide for yourself. View the DVD in the library's Media Center, or check it out for an offsite viewing with classmates. It is sure to engender a lively discussion.

Surprise! No. 1 Leisure Activity Is.....reading!

*According to a new nationwide Harris Poll of 1,017 adults, 35 percent of us cite reading as our favorite leisure-time activity. Indulge in your favorite pastime with selections from our **Popular Business Books** such as:*



Art of the start : the time-tested, battle-hardened guide for anyone starting anything by Guy Kawasaki.

What does it take to turn ideas into action? What are the elements of a perfect pitch? How do you establish a brand without bucks? These are some of the issues everyone faces when starting or revitalizing any undertaking, and in this book Guy Kawasaki, former marketing maven of Apple

Computer, attempts to provides the answers.



Into the unknown : leadership lessons from Lewis & Clark's daring westward adventure by Jack Uldrich.

Commissioned by Thomas Jefferson to explore the rumored Northwest Passage, Lewis and Clark instead discovered a seemingly endless land whose very existence foretold a future America infinitely different from what had been imagined. Their story resonates with business leaders of our time because they had to:

- Think strategically
- Make tough and timely decisions
- Surround themselves with good people
- Manage resources
- Motivate the team
- Deal with different cultures
- Assimilate information from many sources
- Balance long-term goals against short-term realities
- Learn from their mistakes

Most importantly, they had to persevere and change course in the face of adversity.

Also new to the book shelves are:

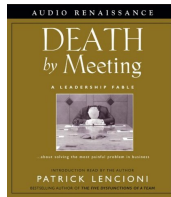
Best business stories of the year : 2004 edition edited by Andrew Leckey

Case in point : complete case interview preparation by Marc P. Cosentino

How full is your bucket? : positive strategies for work and life Tom Rath and Donald O. Clifton.



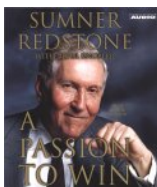
Audio Books



Death by Meeting by Patrick Lencioni

The business meeting is an important part of running an organization. In this audiobook Lencioni tackles a challenging issue facing a many of organizations, how to run an effective and efficient meeting. He believes that meetings should be interactive and structured. Meetings should not be a monologue. They are an important part of a vibrant and effective organization and Lencioni provides

an effective guide to make those meetings productive.



A Passion to Win by Sumner Redstone

Sumner Redstone's autobiography recounts how he rose from a "poor, Jewish boy" to a media conglomerate who is well respected (and feared). He is also book smart and business savvy, and his story offers many bits of advice on deal making and power playing when the stakes are high. The book is also jam packed with big-name players in entertainment business, law, finance, and politics.



Martin Luther King Holiday Hours

Monday, January 17th

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

Reference - 12 noon to 5 p.m.

*Dr. Martin Luther King, Jr. at age 35, was the youngest man ever to win the Nobel Peace Prize.
Access his **Nobel Lecture** from 1964*



Jack's Favorite Quote of the Month

When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us.

Helen Keller

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

[Back to Top](#)

What is your experience with the library site? **[Send Feedback!](#)**



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