



JacksonLine

June 2005

News & Happenings @ your Library

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Trivia Question

When was the first coupon issued and for what well known product?

Asa Candler, invented the Coupon in 1895. In 1887, Candler, a wholesale druggist, purchased the formula for Coca-Cola from John S. Pemberton, an Atlanta pharmacist, for \$2,300. Candler placed coupon in newspapers for a free Coke from any fountain to promote his new drink. He later sold the company in 1919 for \$25 million.



In *June* ...

Congratulations Graduates!

Library Access After Graduation

The library is always available to you...

Logon to the Jackson Library webpage to access Library Catalogs, Research Guides, Business Websites, learn "What's New" at the library, "Ask a Librarian" and view the latest issue of the ever intriguing JacksonLine.

From your home you can **access six premier databases** with a SBSAA paid Life Membership. Those databases include:

- ABI Inform (Periodicals & WSJ)
- Business Source Premier (Periodical & Company Info)
- Computer Database
- Reference USA (Business Directory)
- Tablebase (statistical tables)
- Wetfeet Press (Info for job seeker and employers)

For details contact **Jolie Fernbach** or **Laura Moore**

Lifetime courtesy access and borrowing privileges are extended to GSB Alumni for personal and professional advancement. If you plan to stay in the area or just plan to visit from time to time, apply for a Jackson Library GSB Alumni card at the Library Access Desk. While in the library stop by the Reference Desk where staff are always ready to help with your research needs. Catch up on the latest business news or check out the latest popular business book.



Forrester and Capital IQ - unavailable

Forrester and Capital IQ will not be available to students after June 15th. Returning students can reregister during the fall quarter for access to these databases. Students will be notified about the registration process before the start of the fall quarter begins.

Databases

ISI Emerging Markets Database

Go global with **ISI Emerging Markets** database. English is generally accepted to be the international language of business, but our newest database, ISI Emerging Markets, provides for the latest economic, company and industry news in the vernacular language of all of the emerging economies, as well as in that old standby – English. ISI Emerging Markets affords researchers comprehensive company profiles on both listed and unlisted companies along with analyst's reports. The industries of the countries are also provided along with market research reports. The picture becomes complete with the addition of the macroeconomics of the country as well as consensus forecasts.

Research Tips

Research Guides

Researching a business topic? Want to save time? Need to know where to look?

Check out our handy **Research Guides** on the Web.

Some of the sample topics we cover :

- Biotechnology
- Financial Markets
- Health Care
- Hedge Funds

Jackson Library's Toolbar "*FastJack*" an International Phenomenon



Jackson's library toolbar is the subject of a British Blog. Tony Hirst offers the reader a visual and audio tour of "*FastJack*" along with many accolades. An Italian Blog also talks about the features and an Italian library has modeled their toolbar after ours. Have you downloaded the toolbar yet? [Click here to download the toolbar.](#)

- Initial Public Offerings
- Nonprofits
- VC and Private Equity



Red Herring is Back!

Red Herring has returned after its demise in 2003. Red Herring's CEO and publisher, Alex Vieux, plans a small tech investment journal whose core audience is tech executives, executives of Fortune 500 companies, venture capital groups and financial services executives. Twenty percent of the subscriber base will be international readers. Their content will be systematically global covering the technology money trail from a global perspective. They plan to look at companies in India, China, Europe not just Silicon Valley.

Google Toolbar Survey

Have you downloaded the Google Toolbar? If so, which features do you use? Please email [Jan Driscoll](#) with your answer. First three people to respond will get one of our prized Jackson Library mugs.

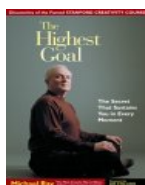


Which is not owned by the Ford Motor Company?

- a. Volvo b. Pontiac c. Jaguar
d. Aston Martin e. Land Rover

answer b

Popular Business Books - New additions

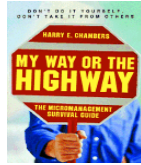


The Highest Goal: the secret that sustains you

every moment by Michael L. Ray

The Highest Goal, written by Michael Ray, the first John G. McCoy-

Banc One Corporation Professor of Creativity and Innovation and of Marketing (Emeritus) at Stanford University's Graduate School of Business, is based on the Professor Ray's "Personal Creativity in Business" class which he taught at Stanford for 25 years. This creativity course at the business school helped students discover their "highest goal": the inspiration, the force that gives real meaning to life. Achieving your "highest goal" is what gives meaning to your life, makes you feel connected, inspired, motivated and successful.



My way or the highway: the micromanagement survival guide by Harry E. Chambers.

People tend to think that "micromanagement" occurs only in a manager-employee relationship but this is not always the case. Most of us have worked for or been associated with a "micromanager" at some time in our lives. The micromanager could be a mother, father, wife, husband, friend, associate or manager. Harry Chambers explains how micromanagement interferes with performance and productivity, resulting in huge costs - hidden, direct, and indirect - to individuals and organizations. "My Way or the Highway" gives the reader ways to deal with micromanagers, pointing to strategies that will help lessen the impact of the micromanager on individual and/or the organization. This is a good resource for dealing with the micromanager in your life.

Additional books added to the collection this month are:

Patriot reign: Bill Belichick, the coaches, and the players who built a champion by Michael Holley

No substitute for victory : lessons in strategy and leadership from General Douglas MacArthur by Theodore B. Kinni and Donna Kinni

Disney war by James B. Stewart

Coming generational storm: what you need to know about America's economic future by Laurence J. Kotlikoff and Scott Burns

We got fired!-- and it's the best thing that ever happened to us by Harvey Mackay

Conspiracy of fools: a true story by Kurt Eichenwald

Next great bubble boom: how to profit from the greatest boom in history 2005-2009 by Harry S. Dent, Jr.

Running money : hedge fund honchos, monster markets, and my hunt for the big score by Andy Kessler

Remember every name every time : corporate America's memory master reveals his secrets by Benjamin Levy

One with Nineveh : politics, consumption, and the human future by Paul R. Ehrlich and Anne H. Ehrlich

Michael Finney's consumer confidential: the money-saving secrets they don't want you to know by Michael Finney

Find these and other books in the **Popular Books** display as you come into the library.

Business Websites

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

Searchfirm.com is a free online executive recruiter directory, connecting corporate recruiters with leading executive search firms around the world. This site can help you find an executive recruiter by specialty and location. Along with recruiter information the site offers valuable recruiting and human resources articles and link.

IMS Health: Articles & Publications offers insights and analysis on a broad range of pharmaceutical industry issues.

eComp Online - free quick compensation search by company name or ticker for over 12,000 companies and 50,000 executives

CEO Compensation - a special report from Forbes that profiles the best and the worst CEO's along with lists of the highest paid CEOs and Performance vs. pay ranking.



Library Hours beginning June 9th

Monday-Thursday	10am-6pm
Friday	10am-5pm
Saturday	Closed
Sunday	Closed



Jack's Favorite Quote of the Month

"It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts"

— Arthur Conan Doyle .

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

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