



JacksonLine

March 2005

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Private Companies

Private companies are often difficult to research, but Jackson Library has several print and electronic resources that can help. Our subscription to the premium content of Hoover's Online provides access to the following information for larger private companies:

- A brief description of the company's history and activities
- An expanded list of the company's competitors
- News articles and company press releases
- A list of other companies in the same industry or region (available in Find Related Companies)
- Details of the company's key people, including the HR contact person.

If you're researching private high tech companies, CorpTech is an excellent source of information. Newspaper and journal articles are also a great source of information about all kinds of private companies. Try entering the company name in the keyword search box in EBSCO's Business Source Premier, Factiva, or LexisNexis Academic to access full text articles on the company. Lexis Nexis Academic's Guided News Search can be particularly helpful in finding information on a small, local private company. Rather than searching national papers, select "US News" and "California News Sources" to search local papers.

Other databases that offer basic private company information such as size (in terms sales and number of employees), primary and secondary industry, credit rating, etc. include Dun & Bradstreet's Million Dollar Database and Reference USA. Print directories that cover private companies include Dun & Bradstreet's Million Dollar Directory and Ward's Business Directory of U.S. Private and Public Companies, both available on Table B in the Jackson Library Reference Room. Both directories provide basic information such as address, size, and founding date.

If you're having difficulty finding information about a private company, "[Ask a Librarian](#)" or call the Information Desk at 723-2163.

Databases

Global Financial Data, Inc.

Historical facts - in just a click.

Need to find the United Kingdom 2 1/2% Consol Yield from 1720 to 1770? Click on "Government Bond Yields" and download to an Excel spreadsheet in seconds. Or maybe you want to compare the Russell 3000 to Finland's HEX All-Share Return Index? Download the date in Excel or create a graph by using the graphing feature. Global Financial Data (GFD) is a comprehensive economic and financial time-series database covering 150 countries and 6,500 different data series. Get historical data on stock markets from 1690, exchange rates from 1590, interest rates from 1700, commodities from 1500 and inflation from 1264. You can find this powerful database on the Jackson Library database page.

Research Tips

?Ask a Librarian

"?Ask a Librarian" is an online information service provided by Jackson Library staff. Real people answer your questions, help you find information, or point you in the right direction to get the information you need. Click on the [Ask a Librarian](#) link from the Jackson Library homepage and you will receive a response within 24 hours.

Trivia Question

Who was the first female entertainer to earn a million dollars?

Mae West earned over one million dollars during the 30's.

"Before Madonna and Marilyn, there was Mae West." She made fun of our puritanical society with sexual innuendoes and double entendres in her bawdy movies and plays. She was a lightning rod for debates over morality and censorship and later for gay rights and the feminist movement. Mae West was ahead of her time. She

shook up the social and moral norms of the day with her work and we are the beneficiaries today.



The Reference Room

... because everything is not online. And even if it is, print is sometimes easier to use.

A little Reference Room quiz!

True or False? In the Jackson Reference Room you can find:

1. A listing of hedge funds. True
2. A summary of biotech companies' activities and products. True
3. Business terms in French, Italian, Spanish, Dutch, German, Portuguese and more. True
4. Socioeconomic profiles of lifestyles in major market areas around the country. True
5. A compilation of international trade fairs and conferences and their dates. True
6. A short bio of Dean Joss. True
7. The Dean's favorite late night snack. False

The Reference Room, on the main floor of Jackson Library, is organized in sections; the two principal areas are the Alphabetical Subject Section and the World Data Section. The Information Desk stands nearby, so Library staff will be happy to assist you with any questions. Learn more at: <https://www.gsb.stanford.edu/library/services/refroom.html>

Popular Business Books

Ethics and the Business of Bioscience by Margaret Eaton.
Stanford Business Books, 2004

Businesses that produce bioscience products -- gene tests and therapies, pharmaceuticals, vaccines, and medical devices -- are regularly confronted with ethical issues concerning these technologies. Conflicts exist between those who support advancements in bioscience and those who fear the consequences of unfettered scientific license. As the debate surrounding bioscience grows, it will be increasingly important for business managers to consider the larger consequences of their work. The author is a Senior Research Scholar at the Stanford Center for Biomedical Ethics.

Other People's Money: The Corporate Mugging of America by Nomi Prinz. New Press, 2004

According to John Dizard of the Financial Times, "Nomi Prinz's work brings together a social justice perspective and a rigorous financial

methodology." During fifteen years in the upper flights of banks like Goldman Sachs, Bear Stearns, and Lehman Brothers, Prins never lost her ability to see the broader picture. The result is an insider's account of the big banks' giddy ride through the boom economy. Prins provides fascinating firsthand detail of day-to-day life in the financial leviathans, with all its rich absurdities and ceaseless power plays. Uncovering the old-boy networks and hot-money flows between Wall Street, Corporate America, and Capitol Hill, she also exposes the whitewash reforms brought in to control them.

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:

Brandchannel.com provides an opportunity for an open exchange on the subject of brands and branding from practitioners around the world through features like online debates and white paper submissions. Brandchannel.com is global in scope and appeals to a wide range of skill levels. The site has a number of interesting articles such as this week's lead story "Should Global Brands Trash Local Favorites?" by Randall Frost or answer the weekly



Which automaker invented the seatbelt?
a. Volkswagen b. Volvo c. Mercedes d. Lamborghini

eco5.com: the Financial and Economic Research Center is a financial, economic, and political link collection. This site provides you with direct access to the statistics, reports and websites that are most frequently used in professional research. Access "most wanted" links to research sources, career opportunities and national institutions such as central banks. Find the important news sources of each country and region in English and in their respective native languages.

Silicon Valley History Online is a gateway to the major historical resources of California's Santa Clara Valley. Find photographs, maps, letters, postcards, manuscripts, scrapbooks, menus, programs from events, and many other materials from local libraries, archives, and museums.

Executive Planet: Business Culture Guides offers business and cultural guides that are essential for the international traveler. The site covers such things as gift giving, using a name or title and public behavior.

Nonprofit Sector Research Fund awards research grants and scholarships to nonprofit researchers and seeks to enhance both the quantity and quality of nonprofit research by increasing the legitimacy and visibility of nonprofit scholarship.



Forrester Research Magazine

Forrester Research has launched a magazine to supplement their electronic database of technology research and analysis. Although we have the ability to read books and magazine on computers and PDA's, people rarely do it. In their initial statements about the magazine the editors said "there's something reassuring about print: The simplicity, portability, and permanence of print make it an ideal communication vehicle" and their hope is to make it a "permanent part of your business library".

Forrester Magazine is divided into three sections, each one dealing with the topics of keen interest to company executives ranging from corporate ethics "Is Your Company Evil?" to overpowering search technologies "Is Google Making Us Stupid?". You will find the latest issue of the magazine on display in the Current Periodicals Area of the library.



Spring Intersession Hours

March 19- March 28

Monday - Thursday	9 a.m. - 5 p.m.
Friday	9 a.m. - 5 p.m.
Saturday	Closed
Sunday	Closed



answer: Volvo



Jack's Favorite Quote of the Month

You only live once, but if you do it right, once is enough.

— Mae West

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

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What is your experience with the library site? **Send Feedback!**



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