



JacksonLine

May 2005

News & Happenings @ your Library

In this Issue

**Executive Briefing
Videos and DVDs**

World Bank E-Library

Brand Trivia

Popular Business Books

Business Websites

Small Biz

Jack's Quote of the Month

Columns

Databases
Trivia Question
Research Tips



In *May* ...

Stanford Executive Briefing videos and DVDs - now Available in Jackson!

Keep informed about the latest ideas in strategy, e-commerce, leadership, interpersonal skills, as well as other popular topics - without reading about them. Visit the library's Media Center on the 3rd floor, and checkout a Stanford Executive Briefing DVD! Thanks to the generosity of the GSB's Executive Education Department, the library is now receiving each new executive briefing DVD as they are released by **Kantola**, the Mill Valley company that co-produces the videos with Stanford. Many of the titles are the filmed versions of the popular Stanford Breakfast Briefings series. Among the many DVDs that await you are Professor Chip Heath's research on "How to Make Your Ideas Stick: Seven Lessons from Urban Legends;" Timberland President and CEO, Jeffrey Swartz talks about "Doing Well and Doing Good: Corporate Responsibility as a Profit Generator;" and Professor Roderick Kramer discusses "The Power of Paranoia." You can view DVDs in the Media Center or take them home for an edifying Saturday night!



The World Bank E-Library

The World Bank, a leader in information on global economic and social development, is now available electronically at the Jackson Library. The World Bank E-Library enables users to access The World Bank Publication's entire 1200 reports, books, and documents. Everything that was in print as of April 2000, plus all new documents, is included in the collection. E-Library content is broken down geographically with each group. Read interesting titles such as "Living in Limbo: Conflict-Induced Displacement in Europe and Central Asia" or "Jordan: Supporting Stable Development in a Challenging Region--A Joint World Bank-Islamic Development Bank Evaluation"



Which brand has had the most movie appearances in 2005?
See answer below

Popular Business Books - New additions

Databases


Global Financial Data

Global Financial Data provides historical, current financial and economic data for more than 150 countries. the database offers long runs of data on interest rates, exchange rates, stock market indices, commodity prices, and total return on stocks, bonds and bills. All information can be downloaded into an excel spreadsheet.

Research Tips

ABI Inform Global

In AB Inform Global use the

"Topic Guide"  (tab on the menu bar) at the top of the page to find articles by searching an index, or by exploring a hierarchical subject directory using specific subjects such names of people, places, or companies. The Topic Guide provides you with a comprehensive list of possible topics. You can quickly browse this list, or use the tabs to filter the results.

Not sure of your search criteria, browse the subject directory and drill down until you find you find the word that suggests the kind of information you are looking to find. When you have reached the end of the list and

Trivia Question

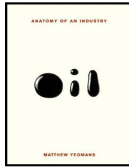
Who is considered the First Lady of Capitalism?

Answer: Hetty Green

Even before women had the right to vote, Hetty Green stood along side the richest financiers of the 19th century, Andrew Carnegie, J. P. Morgan, John D. Rockefeller and the Vanderbilts. At the time of her death she left a fortune of over 100 million that would translate to 1.6 billion today.

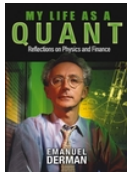
In the 1996 book, "The Wealthy 100", Michael Klepper and Robert Gunther ranked the net worth of one hundred wealthy Americans by percentage of GNP and Hetty Green came in 36th, five places behind Bill Gates and three places ahead of

Warren Buffet. John D. Rockefeller was first.



Oil: anatomy of an industry by Matthew Yeomans.

Mathew Yeomans writes an authoritative history of Oil in America. A well-researched, informative book looks at how oil drives the U.S. economy and demonstrates how our dependence on this nonrenewable resource threatens our security. Yeoman attempts to help us understand the oil industry. He gives the reader a brief history of gasoline, the crude oil market, global oil production, where oil comes from and the relationship of oil companies with oil producing nations.



My life as a quant: reflections on physics and finance by Emanuel Derman.

Emanuel Derman was one of the first physicists to move from the lab to Wall Street. He received a PhD for a particle theory from Columbia and went on to do post doc work at Penn and Oxford. He was on a tenure track when he left academia for a job at Bell Labs and after a few years to Goldman Sachs & Co., where he became the managing director and head of the well known Quantitative Strategies group.

Derman tells the story of his foray into the world of quants, traders and investors on Wall Street. He talks about his research, his interactions with famous scientists, and Wall Street wizards in an entertaining book the blends physics, finance and people.

Additional books added to the collection this month are:
8th habit: from effectiveness to greatness by Stephen R. Covey.

Conquest of cool : business culture, counterculture, and the rise of hip consumerism by Thomas Frank.

Hetty: the genius and madness of America's first female tycoon by Charles Slack.

Blood and Oil by Michael T. Klare

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:

Nanotechnology Now covers future sciences such as Nanotechnology, Molecular Nanotechnology, MicroElectroMechanical Systems, NanoElectroMechanical Systems,

searching can't be refined any further, click view articles.

Nanomedicine, Nanobiotechnology, Nanoelectronics, Nanofabrication, Computational Nanotechnology, Quantum Computers, and Artificial Intelligence. Its goal is to become the most informative and current free collection of "nano" reference material. They cover related future sciences, issues, news, events, and general information, and hope to make this site a place to go for the latest information and research.

International council for nanotechnology (ICON)

ICON is an organization whose activities are broadly supported by industry, non-profit foundations, and governments. ICON's mission is "to assess, communicate, and reduce nanotechnology environmental and health risks while maximizing its societal benefit." The site has interesting reports and filtered news.

NanoBusiness Alliance strives to create a collective voice for the emerging small tech industry and develop a range of initiatives to support and strengthen the nanotechnology business community. The site offers access to White Papers.

NanoSIG is a Northern California based membership organization focusing on the commercial development of nanotechnology.

Nanovip.com is a directory of international Nanotechnology companies, sorted by industry and by country.

These and other Nanotech sites can be found in the **Business Web Sites** and clicking OIT > Technology > Nanotechnology



Small Biz: the resource for entrepreneurs

Launched in June 2004, Small Biz, published by Business Week, is a quarterly publication that aims to provide high quality information to entrepreneurs and small business owners with fewer than 100 employees such as tech firms, consultants, and high-level finance. Located in the periodical reading room of the Library, the spring 2005 edition has features that can help you "Make your Brand Pop" or teach you "How to Knockout the Knockoffs." This relatively new magazine fills a void for small business owners providing them with timely news and analysis that will help their business succeed.



answer: Ford with 9 movie appearances. Coca Cola is second with 7 appearances.



Jack's Favorite Quote of the Month

"In the end, all business operations can be reduced to three words: people, product and profits. Unless you've got a good team, you can't do much with the other two."

— *Lee Iococca* .

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

Back to Top

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