



# JacksonLine

November 2005

News &amp; Happenings @ your Library



*November ...*

## OIT265 Data and Decisions

Does "Data and Decisions" have you puzzled? We can help. The OIT 265 Data and Decisions class guide was developed by the library staff to identify sources of statistics for your regression project. Check for statistics on:

- Company
- Crime
- Demographics
- Economic Data
- Education
- Housing & Property Tax
- Sports & Miscellaneous
- Weather

Need additional resources? Stop by the reference desk or "[Ask a Librarian](#)" online.

[Back to Top](#)

## Two Ways to Enter the Library

The lockers were moved, the library remodeled and a new entrance was added. You can now enter and exit from south side of the library. Eat lunch on the patio and pop into the library to browse through our journals, research your latest job prospect or read your email. The new entrance is open Monday through Friday 8:30 to 5:00.

[Back to Top](#)

## In this Issue

[Data and Decision](#)  
[New Entrance](#)  
[Wall Street Journal](#)  
[Job Search Workshops](#)  
[Job Hunting Book of the Month](#)  
[Popular Business Books](#)  
[Business Websites](#)  
[Jack's Quote of the Month](#)

## Columns:

[Databases](#)  
[Research](#)  
[Trivia Question](#)  
[Revisiting the Classics](#)

## Databases

### MarketLine

**MarketLine** formerly known as, Datamonitor, covers information, news and market reports for companies, industries and countries. Industry Profiles are a quick and reliable way to get data on key industrial and consumer sectors across the world's leading economies. The reports contain 5 year historical and 5 year market forecasts, market segmentations, company and/or product market shares, major trends and significant growth points and analysis of each market's competitive landscape. The company profiles provide insight into how the world's major companies function and are organized. Each profile provides, company overview, business description, company history, executive listings, product listings and location. The news and information center gives you relevant news, comment and analysis to keep you up to date with

## Looking for Something in the Wall Street Journal? We've got you covered – since 1888!

The Jackson Library has complete full-text WSJ coverage since the paper's inception in 1888. The archive of the **Historical Wall Street Journal** is available with facsimile images from 1888 to 1988. This archive is no longer under copyright protection, and is fully searchable. The portion of the WSJ that is under copyright protection dates from 1987 to the present day, and although it does not offer page images, it too, is fully searchable. For same day browsing of the Journal, **Factiva** provides access to full-text articles within all the various sections of the paper. Use the Factiva search function and select Wall Street Journal as the source publication to search the paper. We have made all three methods of access easy for you. Just go to the entry for the **WSJ** on the Library's database page.

[Back to Top](#)



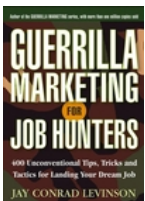
### Looking for that Dream Job?

Jackson Library and the Career Management Center are presenting Job Search Workshops to introduce you to the resources at the Jackson Library for your job search. Learn how to find company and industry data, key executives, and pertinent articles that will give you the edge. Sign-up via the bid system. For further inquiries email **Helen Losch**.

### Database Research: Job Search Secrets Revealed Wednesday in the MBA Lab (12Noon – 1:00)

[Back to Top](#)

### Job Hunting Book of the Month from the CMC Career Corner



### Guerrilla Marketing for Job Hunters by Jay Conrad Levinson

This job hunting guide is a quick read due to its bullet and box format. It covers all the things you should look out for when searching for the job which is a perfect fit for you, even down to how best to search an alumni networking database. There are many great suggestions on how to change tactics, when what you are doing to get a job is not working.

current business issues.

### Research

**Wanted: volunteers with a penchant for analyzing information resources.**

Ebsco Publishing is introducing a new product called Business Source Complete.

### Review and earn a \$5.00 Gift Certificate to Arbuckle Lounge

If you are interested in reviewing this resource, ask the staff at the Jackson Library Information Desk to log you into the product.

### Trivia Question

**How did the phrase: "Put a sock in it" originate?**

**Answer:**

This colloquialism, used to get someone to tone down or to get someone to stop talking altogether, originated with the invention of the phonograph by Thomas Edison in 1877. The original phonograph had no volume control, users would literally put a sock in the horn to mute the music.

So when the music got too loud a neighbor would bang on the wall and shout "Put a sock in it!"

### Revisiting the Classics

Suggestions for additions to the collection are welcome. Send suggestions to **Helen Losch**.

[Back to Top](#)

## Popular Business Books - New additions



### **Why We Shop - Emotional Rewards and Retail Strategies** by Jim Pooler

Shopping is a universal human activity but in the United States we no longer shop strictly for practical reasons or to fill basic needs, Pooler notes that modern shoppers buy things to reward themselves, make statements, boost self-esteem, affirm their psyches, and more... This book takes an incisive look at how shopping and shoppers have changed in recent years. This is a great book for those in the retail and marketing fields and for those of us who love to shop.



### **Hard Sell - The Evolution of a Viagra Salesman** by Jamie Reidy

Hard Sell is a witty and humorous book about Jamie Reidy's four years as a drug rep for Pfizer. He provides insight into the hiring of pharmaceutical sales people and their subsequent sales and product training, as well the how they are managed. The book made interesting reading and I found myself quite intrigued, turning the pages to find out more about the industry, the sales rep culture and the money all the while wondering why I didn't think about this career path. The last 50 pages talks about "Vitamin V" the subject of much of our • SPAM} and from which the title was born.



### **Finding Betty Crocker** by Susan Marks

Susan Marks spent six years researching this cultural phenomenon, writing a master's thesis, a documentary and finally the book Finding Betty Crocker: The Secret Life of America's First Lady of Food. Betty was born in 1921 to Washburn

## **Functions of the Executive (1938)** by Chester Barnard (1886-1961) HD31 .B36

Barnard is noteworthy in that he was a management theorist as well as a practitioner. He devoted his entire working life to American Telephone and Telegraph. Many of the ideas Barnard advocates in his Functions of the Executive have stood the test of time:

- Everyone in an organization must be aware of the channels of communication thus tying them to the organization's objectives
- The main duty of an executive is to provide for the care and feeding of the organization's goals and values
- Cooperation, which arises from the individual's need to accomplish more than he is able, is key to healthy organizations

The broad range of Barnard's ideas made an impression on Tom Peters and Robert Waterman who wrote in their *In Search of Excellence* that Barnard's work "probably deserves to be called a complete management theory."

Crosby Company of Minnesota, a forerunner of General Mill. She has grown changed and adapted over the last 80 years into a cultural icon. In 1945, Fortune Magazine name Betty Crocker the second most popular woman behind Eleanor Roosevelt. This is an interesting, entertaining and somewhat nostalgic story about a fictional woman that is part of Americana.

#### **More additions to popular books collection:**

**Uninsured in America : life and death in the land of opportunity** by Susan Starr Sered and Rushika Fernandopulle.

**Source of success : five enduring principles at the heart of real leadership** by Peter Georgescu, with David Dorsey ; foreword by Ram Charan.

**Tycoons : how Andrew Carnegie, John D. Rockefeller, Jay Gould, and J.P. Morgan invented the American super economy** by Charles R. Morris

**Wal-Mart way : the inside story of the success of the world's largest company** by Don Soderquist.

Find these and other books in the **Popular Books** display.

[Back to Top](#)

#### **Business Websites**

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

**Blogspotting** features articles and opinion on news and issues "where the worlds of business, media, and blogs combine." Topics include journalism, blogging, information technologies, digital culture, electronic devices, the Internet and society, and related issues. (News > U.S.)

**HispanSource** is one-stop resource for locating marketing and research findings, reports, and references related to marketing to the Hispanic community. Specific subcategories included on the site are Hispanic marketing, consumers, demographics, research, associations, print media, broadcast media, interactive media, events, general business resources, professional research, and training. (Women & Minorities in Business > Minorities)

**Deloitte Research** provides in-depth PDF research reports on a wide range of current global business issues. General business topics covered include strategy, economics, consumers, energy and resources, financial services, life sciences, manufacturing, public sector, and technology/media/communications. A sampling of newer reports have covered outsourcing, China's consumer market, the evolution of wireless technology markets, global economic outlook, and television in the 21st century (Country & Trade Data > Country Data)

**RSS in Government** identifies local, national, and international governmental agencies that are providing substantive information, news, and resources via an RSS Feed.

**BizPlanIt** is a leading business plan consulting firm that provides high-quality free business plan resources for the do-it-yourself business plan writer.  
(Entrepreneurship > Small Business)

[Back to Top](#)



### Jack's Favorite Quote of the Month

"The great mind knows the power of gentleness."

- Robert Browning (1812 - 1889)

[Back to Top](#)

Send your comments, questions, suggestions to [Jan Driscoll](#).

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



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