



JacksonLine

October 2005

News & Happenings @ your Library



October ...

Student Lounge Relocated

Looking for the student lounge? It has been relocated to the Jackson Library. The library was renovated over the summer making room for the student lounge. We've added cozy seating, daily newspapers, the latest business journals, email stations and a separate entrance with space for you to hang out, have lunch, study or meet with classmates. Drinks in covered containers are permitted throughout the library and food is permitted in the student lounge areas on the main floor. Stop by and take a look at your new space.



Database Research: Job Search Secrets Revealed

Impress those recruiters and land that dream job.
Wednesday in the MBA Lab (12Noon – 1:00)

Jackson Library and the Career Management Center are presenting Job Search Workshops to help you maximize the resources at the Jackson Library for your job search. Former students have found the information in the workshop invaluable in preparing for their recruiting interview.

Areas covered include finding Industry & Company Research, Analyst & Market Research, Key Executives and Articles. This interactive workshop takes real-time-search queries from the audience. The class is limited to 15 participants per session, please sign-up via the bid system. For further inquiries email **Helen Losch**.

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New Databases

Bankscope

We now have comprehensive coverage of the global banking industry through **Bankscope** which contains information on over 22,000 public and private banks. Coverage includes up to eight years of detailed financial information on:

- The top 5,900 European banks
- The top 12,000 North American banks
- 900 Japanese banks
- Over 3000 other major banks

Bankscope also provides, ratings, ratings reports, country risk ratings and reports, news and detailed ownership information. Integrated analysis software to provide instant peer group analysis, graphics and statistical analysis on individual or groups of banks is also available. Bankscope is updated daily and is offered on the **Bureau van Dijk** interface as well as on the **Wharton**

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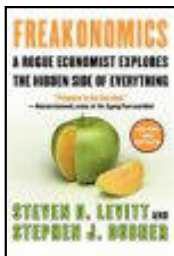


CMC Career Library

Books formerly located in the CMC Resource Center have been relocated to the Library. The collection is housed in its entirety near the Student Lounge in a section of the library now called the "CMC Career Corner". The new location offers better access to these very popular resources. The CMC Career Corner contains over 500 job search books and directories covering salary, negotiation, resumes, cover letters, and the major MBA industries. On the shelves you will find the *Vault Guide to the Top 50 Banking Employers*, *Harvard Business School Guide to Careers in Finance*, *The Successful Business Plan: secrets and strategies*, *The Hollywood Creative Directory* and much more. We are continuously adding and updating the resources. Suggestions for additions to the collection are welcome. Send suggestions to **Helen Losch**.

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Popular Business Books - New additions



Freakonomics by Steven D. Levitt and Stephen J. Dubner

Freakonomics pairs behavioral economics with human behavior and presents the material in a witty, easy to understand manner. Written by a Steven Levitt, a fellow at the Stanford Center for Advanced Study in the Behavioral Sciences in 2003 and a chaired professor from the University of Chicago, and journalist, Stephen J. Dubner. *Freakonomics* applies microeconomic reasoning to seemingly unrelated ideas and the result is a very interesting although sometimes controversial view of statistics, theories and events. The book delves into such diverse topics as

- the relationship between abortion access and the decrease in crime in the United States after 1990
- genetics and the reason your child is doing well in school not Baby Einstein or listening to Mozart in utero
- the similarities in operating style between street gangs and Fortune 500 companies

This book will encourage the reader to think critically about statistics, theories and

WRDS platform.

Research

Wanted: volunteers with a penchant for analyzing information resources.

Ebsco Publishing is introducing a new product called Business Source Complete. It is actually a more content-rich product than Business Source Premier upon which it is based. In addition to having more full-text journal articles and in many cases shorter publisher embargoes, BSC offers Bernstein financial data, some market research reports, E-books, and author profiles.

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

If you are interested in reviewing this resource, please visit with staff at the Jackson Library Information Desk who will be happy to log you into the product.

Trivia Question

What key ingredient once differentiated "cocktails" from other alcoholic beverages?

Answer:

Cocktails were once defined by the use of bitters, according to *The Bon Vivant's Companion*, published in 1862.

The first printed use of the word "cocktail" comes dates from May 13, 1806, in the magazine Balance and Columbian Repository of Hudson, New York. It was a response to a letter to the editor of asking about the meaning of the word:
"Cocktail is a stimulating liquor

everyday life. Lively dinner conversation will ensue when you bring this book to the table. Too busy to sit down and read....this book is available on CD at Jackson. Listen while you workout or drive to school or work.

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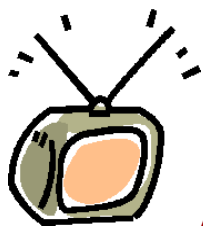
The World Is Flat: A Brief History of the Twenty-First Century by Thomas L. Friedman

New York Times columnist Thomas L. Friedman has written very interesting account of globalization. To Friedman "flat" means we are all connected instantly with billions of people across the planet. He states "It is now possible for more people than ever to collaborate and compete in real time with more people on more different kinds of work from more different corners of the planet and on a more equal footing than at any previous time in the history of the world." We all understand that the world is changing however Freidman claims that the change is not driven by corporations, governments or organizations like the World Bank but rather by freelancers with a desktop. Who can forget Al Qaeda and what they have accomplished with a laptop and cell phone while we weren't looking.

Friedman also claims that the U.S. is losing its dominance in the world and we must pay attention if we hope to compete in the future. He believes we need to focus on education. In an interview Friedman said "When I was growing up my parents used to say to me, "Tom, finish your dinner. People in China and India are starving." I say to my girls, "Girls, finish your homework. People in China and India are starving for your jobs." . **Also available on CD at Jackson**

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

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Advertising Clips that make you smile

from **brandchannel.com**

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Business Websites

Selected websites help you find quality information on the web. The latest

composed of spirits of any kind, sugar, water, and bitters--it is vulgarly called a bittered sling and is supposed to be an excellent electioneering potion, inasmuch as it renders the heart stout and bold, at the same time that it fuddles the head. It is said, also to be of great use to a Democratic candidate: because a person, having swallowed a glass of it, is ready to swallow anything else."

Source: Wikipedia.com

Revisiting the Classics

New Patterns of Management (1961) by **Rensis Likert (1903-1981)** **HD31 .L43**

The widely used attitudinal scale that ranges from "strongly agree" to "strongly disagree" was devised by Likert who was one of the pioneers in attitude surveys. His scale, now known as the Likert Scale was introduced in his Columbia University doctoral thesis in 1932. His interest in attitudes grew into an interest in management styles for which he identifies four types:

- Exploitative and authoritarian
- Benevolent autocracy
- Consultative
- Participative


Of these, Likert deems the participative type to be the best fit for most organizations. His reasoning has stood the test of time as most successful organizations now practice the participative style.

additions are:

Eco5.com European Business School (Economic Data: Economics)

"Eco5.com is a free professional research platform for the financial and economic world. The group selects free research resources and makes these accessible via a simple menu structure, enabling users to save research time and energy."

The home page is divided into eight sections. Here you will find an extensive collection of nicely organized links to historic financial data -- stock market, GDP, exchange rates, interest rates, employment income/personal consumption, trade, public finance, budget and more. Data is available in varying quantities for North America, Europe, Asia, Africa and Australia -- mainly, but not exclusively, from the U.S., the UK, Japan, Germany and France. You'll also find links to key sources of global historic data.

Hispanic Fact Pack  (Market Research) (Reference Collection: ASS: Minorities Business)

"Advertising Age's second annual Hispanic Fact Pack offers valuable, hard-to-find data about demographic trends, marketer spending by category and company, Hispanic media and an expanded ranking of the top 50 Hispanic ad agencies. New this year is information about use of the Internet by Hispanics, who are going online faster than the overall population, and about acculturation, as the Hispanic population reaches a tipping point where greater growth from now on will come from U.S.-born Hispanics than from immigration as in the past."

The Wall Street Journal Video Center (News: Video)

This site provides video commentary from journalists and analysts from The Wall Street Journal, as well as other business media sources such as CNBC, on breaking news and timely business features. Watch broadcasts of some of The Wall Street Journal's reporters and analysts are commenting on the hot business topics in the news.

Chazen Web Journal of International Business (Country and Trade Data: The Americas)

Transparency International (Country and Trade Data: Country Data)

Global Corruption Report (Country and Trade Data: Country Data)

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What is Cookie Wednesday?

Here is your chance to break the rules and eat anywhere in the Library. Every Wednesday you can find yummy cookies at the Reference Desk. Grab a cookie, ask a question, and you'll see the combination of great Jackson Library service and cookies will make your day! .



Jack's Favorite Quote of the Month

"The reading of all good books is like a conversation with the finest minds of past centuries."

- René Descartes
(March 31, 1596 - February 11, 1650),

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

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



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