



JacksonLine

September 2005

News & Happenings @ your Library

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Trivia Question

What is the most frequently asked question in the library?

Answer: Where is the Men's restroom?

The answer to this question could win you a Jackson Library coffee mug.

The men's room is located on the second floor of the library.



September ...

Welcome

Jackson Library has been completely renovated over the summer and we look forward to showing off our new look. We now have a student lounge with a separate entrance with space for you to hang out and have lunch. Drinks in covered containers are allowed throughout the library and food is permitted in the lounge areas on the main floor. The CMC career resources now reside in our Career Corner which is adjacent to the student lounge and we have added 7 new study rooms as well.

Jackson Library is your partner for news, information and education today, tomorrow and after graduation. Stop in and catch up on the latest news, browse our popular business book collection, or use our databases to check out that potential employer. Our research experts are available for consultation and will save you valuable time on class projects and job search preparation. Our products and services are also accessible directly from your desktop via the Jackson Library website. Let us know what you think. We are always looking for ways to add more value to your MBA experience.



Join us for Coffee

Students - join us for coffee and tea in the new student lounge on the first days of class from 9:30 - 10:30 am, September 26th and 27th. The student lounge is located in the eastern corner of Jackson Library.

Career Corner

Check out the **Career Corner** the section of the library dedicated to helping you find your dream job. The books formerly located in the CMC Resource Center have now been relocated to the Library. The new location offers better access to these popular resources. The Career Corner of the library 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 Internships*, *Best Cover Letters for \$100,000 + Jobs*, *Resumes That Knock Them Dead*, *How to Get a Job in New York City* and *What color is your Parachute*. We are continuously adding new and updating older resources. Your suggestions for additions to the collection are welcome. Send tips and suggestions to **Helen**

Databases

Global Industry Surveys

Global Industry Surveys are now available on Standard & Poor's NetAdvantage. NetAdvantage now offers access to global coverage for 19 industries.

Research Tips

Securities Industry Yearbook

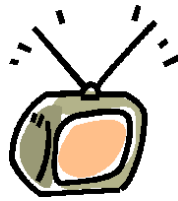
Securities Industry Yearbook offers a wealth of information not readily available from online resources. Published by the Securities Industry Association, the yearbook incorporates important changes which have occurred in the industry during the past year. It has the latest directory of firms, tables of firm's stock positions and mergers and acquisitions involving securities firms. It also includes rankings of the capital position of firms, rankings by number of offices, location and employees and a ranking of the total work force by organization. This book can be found in the "Securities Section" of the Jackson Library Reference Room. HG4621.S43 2004/05

Losch.

In addition to S&P's comprehensive and highly regarded US Industry Survey, NetAdvantage now offers global coverage for 19 industries including such 'hot' areas as consumer electronics, healthcare: pharmaceuticals, and telecommunications: wireless. Coverage includes Europe, Asia, and Latin America. The **NetAdvantage Global** reports are delivered in PDF format and generally run about 30 pages. Each report is written to conform to a standard format that includes:

- Industry Profile
- Industry Trends
- How the Industry Operates
- Key Industry Ratios and Statistics
- Glossary
- Industry References
- Comparative Company Analysis

The reports are also enhanced by the inclusion of relevant charts and graphs pertinent to the particular industry. For example, the survey Telecommunications: Wireless – Europe contains the graph "Wireless Penetration in Selected European Markets" and another, "Mobile Subscribers in Europe, 2005-09." Free trade and globalization are facts of modern business life. Access S&P's Global Industry Surveys and increase your awareness and expertise in these vital worldwide arenas.



Advertising Clips that make you smile

from **brandchannel.com**

Popular Business Books - New additions

The Secret Sales Pitch by August Bullock

Does subliminal advertising really exist? Bullock makes a convincing argument that subliminal advertising is alive and well and part of our every day life. He begins with the history of subliminal advertising and carries us through the decades from 50's to the present in a logical and thought provoking book about subliminal advertising. Photographs, illustrations and explanations make the concepts easy to understand. The images can be disturbing, shocking or just plain silly. Some of his conclusions seem obvious while others are a bit of stretch. This book definitely leaves an impression and I will never look at ads in the same way again. Can you see the secret message on the white portion of the book cover?



Ponzi's Scheme by Mitchell Zuckoff

Ponzi Schemes, we've all heard of them may even know someone who was been taken by one. Now you can read about the man behind the original scheme, Charles Ponzi . Mitchell Zukoff tells the story of the charismatic Ponzi, whose name has become a noun that means swindle. This true story reads like a novel that takes you back to the 1920's when anything was possible, especially when it came to money. Ponzi's idea was to make money by using International Reply Coupons, a system of international postal currency, that held a fixed value from one country to the next and could be redeemed any post office of a country belonging to the "Universal Postal Union." In the beginning it seemed as if Ponzi really believed what he was doing to be legal. When the pressure to pay back the high dividends mounted he started "robbing Peter to pay Paul" and his money making scheme fell apart. Ponzi will always be remembered for his scheme and the victims for their greed.

Additional books added to the collection this month are:

Man behind the microchip : Robert Noyce and the invention of Silicon Valley by Leslie Berlin.

United States of Wal-Mart by John Dicker.

Dark genius of Wall Street : the misunderstood life of Jay Gould, king of the robber barons by Edward J. Renehan, Jr.

Selling sickness : how the world's biggest pharmaceutical companies are turning us all into patients by Ray Moynihan and Alan Cassels.

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

Business Websites

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

Information Technology Landscape in Nations Around the World posts student written in-depth descriptions and analysis of all IT related issues for a variety of countries. The reports that appear on the site are the best of papers submitted as part a 2nd year MBA class "Impacts of National Information Technology Environments on Business" for American University in Washington, DC. The papers cover countries for which there is very little IT information available.

Knowledge Centers from Computerworld were created as a place where readers can come and get up to speed - i.e., educated on important news and trends surrounding key information technology issues. Computerworld staff have designated different centers for various technologies and issues in hopes that it will be easier for readers to find the information they're seeking. Topics covered are Careers, Security, Hardware, Software, Data Management, Networking, Government, Mobile and Wireless, Development and vertical industry topics.

IBIS World Industry Snapshot Reports provides a snapshot of industries in the US Economy. To obtain an overview of the industry you are interested in, select your specific industry from the alphabetical list or choose an industry category from the list below.

ECommerce-guide.com site provides daily news, feature articles, product guides, newsmaker profiles, an e-commerce events calendar, e-commerce-focused discussion list and forums.

Bankruptcy Statistics U.S. Court

Bankruptcy Statistics U.S. Trustee Program

World Bank: Asia Alternative Energy Program



Jack's Favorite Quote of the Month

"Absolute faith corrupts as absolutely as absolute power."

- Eric Hoffer (1902-1983)

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

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