



JacksonLine

April 2006

News & Happenings @ your Library



April ...

You asked for it! Early Access to the Library - 7:30

During the Spring Quarter, the GSB Student Entrance will open at 7:30 a.m. on a trial basis. Students can enter through the Student Lounge (side) entrance to the library at 7:30 a.m. - Monday thru Friday. Get an early start on an assignment, meet with colleagues or catch the morning news.



Pfeffer (left) and Sutton

Listen to Pfeffer and Sutton talk about their new book

Hard Facts, Dangerous Half-Truths, and Total Nonsense: Profiting from Evidence-Based Management by Jeffrey Pfeffer and Robert I. Sutton Harvard Business School Press. March 2006

Jeffrey Pfeffer and Robert Sutton sat down at Jackson Library to talk candidly about their new book ***Hard Facts, Dangerous Half-Truths, and Total Nonsense***, which challenges executives to commit to evidence-based management. Listen to a witty and lively exchange as these two colleagues discuss how to turn this commonsense approach into common practice.

In this Issue

You Asked for It!
Pfeffer and Sutton Talk
New Print Items
Popular Business Books
Business Websites
Jack's Quote of the Month

Columns:

Career Corner
Trivia Question
Revisiting the Classics

Career Corner

Alpha Dogs: How your small business can become a leader of the pack By Donna Fenn

Small businesses and how to grow them is the focus of this book. Fein discusses what makes them work and what does not. The introduction gives a history of entrepreneurship in the United States followed by eight examples of small businesses that have grown but still kept that which set them apart from the large box stores. How does a small bike shop survive when there is cheaper competition? What does a small ice cream shop do to compete with larger shops with deeper pockets? If you are planning on starting your own business and need some guidance from real world experiences Alpha Dogs is a great place to look. You can find this book on the Popular Business Books section in the Library.



Check out these new print items

Media Market Guide - a quarterly publication that gives forecasts and projections of advertising costs for spot television, cable, spot radio, newspapers and magazines. Look for it in the **Advertising** section of the Reference Room.

All State Tax Handbook - Just in time for April 15th this handy guide will help you get answers quickly to basic tax question for the 50 states. All major taxes imposed by states are charted for easy use. Find it in the **Tax section** of the Reference Room

Tax Facts on Investments - This book answers federal tax questions an individual might have about their investments. Find it in the **Tax section** of the Reference Room.

Popular Business Books - New Additions



Why it's hard to be good by Al Gini

In this book Gini explores the world of ethics, and what it means to do right by others. Businesses struggle with ethical issues every day and so do each and every one of us. *Why its hard to be good* examines the concept of "good" and concludes that being good only has meaning in relation to people. Ethics, justice and fairness are abstract concepts until they are partnered with people. In a clear and humorous way Gini helps you understand why smart people do bad things. To find the exact location check the library **catalog**.

- **Baby business : how money, science, and politics drive the commerce of conception** by Debora L. Spar. • **catalog**
- **Naked conversations : how blogs are changing the way businesses talk with customers** by Robert Scoble and Shel Israel. • **catalog**
- **Little book that beats the market** by Joel Greenblatt. • **catalog**

The popular books collection consists of selected titles from the New York Times and Business Week bestseller lists and is updated monthly.

Business Website - New additions

Trivia Question

Naval Engineer Richard James is the inventor of which popular toy?

Answer:

The slinky. In 1945, Richard James was conducting experiments with torsion springs when one of them fell and began "walking" along the floor. When he showed it to his wife she called it "slinky". The toy debut in Gimbel's department store. It was a hit, 400 slinkys were sold in 90 minutes. Over 250,000,000 have been sold since that day.

Revisiting the Classics

How to Win Friends and Influence People by Dale Carnegie BF637.S8C2 and audio book

Dale Carnegie is the prototype for today's plethora of self-help gurus. He wisely proposed that success in life is largely achieved through good interpersonal relations. His seminal work on the topic has sold upwards of 15 million copies.

Carnegie's main points in dealing with people are:

- Don't criticize, condemn, or complain
- Give honest and sincere appreciation
- Be genuinely interested in other people
- Remember that a person's name is to that person the sweetest sound
- Encourage others to talk about themselves

Online Recruiters Directory

It has two main functions to help job seekers:

- Recruiters Directory – a comprehensive, nationwide recruiters' directory. The visitor can search for recruiters and headhunters by location, specialty or by other various criteria. The job seeker can send his resume to all relevant recruiters with one click.
- Job Board Directory – a comprehensive Job Board Directory that is searchable by location or by specialty. There are more than 60 Job Boards listed in this directory.

Fortune 500 Business Blogging Wiki - a directory of Fortune 500 companies with business blogs. If you're interested in how businesses are putting blogs to use, this is a great resource. You not only can find information and links to Fortune 500 blogs but are directed to additional resources on the concept of business blogging.

Forbes People Tracker

Forbes People Tracker provides profiles of business executives and company directors. The returned data includes the person's position, affiliations with other companies, career background, current compensation (with a breakdown on stock options), recent news on the associated company, and names of other people affiliated with the same company. The database is searchable by last name and/or company ticker symbol. (*requires free registration*)

They Rule

This site provides an interactive visual representation of the interlocking connections between directors sitting on corporate boards. You can choose from about 500 companies and create a graph to display the connections between the firms' directors. You can also look at some predesigned connecting graphs as well. The only caveat is that the data used for this site is from 2004, so it may not be as up-to-date.



Jack's Favorite Quote of the Month

"I have always imagined that Paradise will be a kind of library"

Jorge Luis Borges (1899-1986)

"The road to knowledge begins with the turn of the page."

Anonymous

[Back to Top](#)

- Talk in terms of the other persons interests
- Sincerely make the other person feel important
- SMILE

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

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



[Stanford University](#) | [Graduate School of Business](#) | [Terms of Use](#) | [Online Privacy Policy](#) | [Help](#)
Copyright © 2007