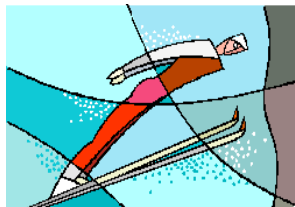




JacksonLine

February 2006

News & Happenings @ your Library



February ...

Datastream Training

New Developments in Datastream
Wednesday Feb. 15 in S162 1:30-2:30

Learn more about this powerful tool. Datastream contains key datasets from both developed and emerging markets - equities, stock and bond market indices, company accounts, international macroeconomics, bonds, foreign exchange rates, interest rates, commodities and derivatives.

Bloomberg Focus Day

Sign up to attend Bloomberg Focus Day, a free training program, on February 23rd at the Santa Clara Hyatt Regency sponsored by Bloomberg. Some of the sessions include

- Analyzing and Evaluating Muni Bonds
- Analyzing Hedge Funds on Bloomberg
- Hedging Your FX Exposure: FX for Treasury Management

Stop by the Information desk in the library for more information.

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Where to start?

Do you have a last minute deadline and don't know where to begin? How do you search for information on Franchises and Franchising? How can you compile a list of companies and their market performance? How can you locate information on financial markets? To answer these and other frequently asked questions, the reference librarians have prepared a series of research guides. Use these guides to get started on your research project when a reference librarian is not available to assist you or as a reminder as you conduct your research.

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Career Corner

[BSchoolJobs.com interview guides for Consulting and Finance](#)

These guides help you prepare for interviews. The five tabs guide you thru the preparation process. Sections include a preparation calendar, basic statistics and tricks to help you solve cases. Find this valuable tool in the Career Corner area. If you need assistance, stop by the Information Desk.

Revisiting the Classics

**We think you are
Awesome!**

Stop by the Jackson Library Info Desk
between 9-6 Monday-Friday to pick up
your **Awesome gift!**

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Olympic Grin - Out in the Cold

We've all heard of the Jamaican Bobsled team but the all-time prize for a warm weather athlete participating in the winter Olympics goes to Mexican cross-country skier Roberto Alvarez. At the Calgary Games in 1988 he competed in the 50km event although prior to the competition he had never skied further than 20 kilometers. He finished last in 61st place, almost an hour behind the 60th place finisher. He took so long that race organizers formed a search party to go look for him out on the course.

The Winter Olympics begin February 10th with the opening ceremony and continue to February 26th.

Source: Gerry Brown - Information Please® Database, © 2005 Pearson Education, Inc.

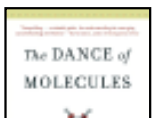
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Popular Business Books



Corporate canaries : avoid business disasters with a coal miner's secrets by Gary Sutton

This book comes with a money back guarantee and offers practical business advice for the CEO based on lessons learned from his grandfather's stories of work in the coal mines. Each chapter starts with a "Grandpa story" and finishes with modern business advice to keep the canary on the perch. Sutton is a veteran 'turnaround expert' who has seen the mistakes and problems that have ruined many businesses. This 140 page book is a fun read with five key points: You Can't Outgrow Losses, Debt's a Killer, Fools Fly Blind, Any Decision Beats No Decision and finally Markets Grow and Markets Die. Check out this book and read the advice from a man who has turned around many companies and made billions in the process.



Dance of molecules : how nanotechnology is changing our lives by Ted Sargent

***The Practice of Management* (1954) by Peter Drucker (1909-2005) HD70.U5D7**

Peter Drucker has been universally acclaimed as the most influential original management thinker of the century. He believed that industrial organizations would eclipse the authority of both church and state and become the most encompassing of all social institutions. Drucker set forth 5 basics of the managerial role:

- Set objectives
- Organize
- Motivate and Communicate
- Measure
- Develop people

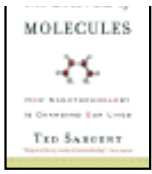
Drucker firmly believed in the preeminence of moral responsibility, and that together with a clear vision is what truly defines the manager. This moral sense is reflected in these areas:

- Each management job is its own reward and not a stepping stone
- A rational and equitable promotion system
- Clear rules on who can make important decisions affecting a manager
- Integrity is the most important quality a manager brings to the job

Research Quiz

What famous American inventor was a Morse operator for Western Union in his early days?

Answer

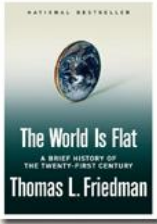


Ted Sargent is one of the world's leading researchers in the new scientific field of nanotechnology. In *The Dance of Molecules*, he explains to the lay person the complex world of nanotechnology-the science and engineering of building materials and devices from the molecule up. He also give us insight into what can be accomplished with this new technology.

Trivia Question

What did FedEx do to ensure their brand was not compromised?

Answer



Thomas Friedman's **The World is Flat** wins the Financial Times and Goldman Sachs Business Book of the Year Award for 2005.

Judges of the £30,000 prize at the Financial Times in London, decided that Friedman's book – a best-seller worldwide – provided "the most compelling and enjoyable insight into modern business issues" of any title published in English in the past year. This book is available in print or audio from Jackson. To find the exact location check the library [catalog](#). To read more about this award read the Financial Times in Factiva.

£ **5-D leadership: key dimensions for leading in the real world** by Scott Campbell & Ellen Samiec

£ **Broken windows, broken business: how the smallest remedies reap the biggest rewards** by Michael Levine

£ **Copy this!: lessons from a hyperactive dyslexic who turned a bright idea into one of America's best companies** by Paul Orfalea and Ann Marsh; foreword by Charles R. Schwab

£ **The Google story** by David A. Vise and Mark Malseed

£ **Leader's guide to storytelling: mastering the art and discipline of business** by Stephen Denning.

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Business Research FAQ (*Frequently Asked Questions*)

Are you wondering what kinds of questions can be answered quickly using the newest addition to the Jackson Library Homepage? Here are few examples from the **FAQ** database:

Q: [Where can I find information on the healthcare industry?](#)

A: Consult the research guide: **Healthcare Industry**.
Additionally, go to **Business Web Sites: Healthcare Industry**.

Q: Where can I screen for companies by using financial variables?

A: Go to Jackson Library **Databases A-Z**. Select **Thomson One Banker - Analytics** or **Mergent Online**.

Q: How do I find data on consumer demographics and buying behavior?

A: Use **Choices III**, available in Jackson Library.
Or, go to the Reference Collection (Alphabetical Subject Section: **Market Research**) in Jackson Library, and find **The Lifestyle Market Analyst, Sales & Marketing Management: Survey of Buying Power and Media Market**, and **Demographics USA County Edition**.

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New additions to Business Web Sites

The Selected Business Sites are reviewed by Library staff to help you find quality information on the web. The latest additions to our Business Websites are:

Business Plan Archive (from the "dot com" era) is a recent partnership between the Library of Congress, the Center for History and New Media, and the University of Maryland Libraries brings together business plans and related planning documents from the early days of the "dot com" boom and subsequent bust. Visitors will need to register (at no charge) to use the archive and search the materials. Of special interest is the video coverage from 2004 where thirteen dot com "survivors" provide some insights into their business operations during this period.

The Library of Economics and Liberty is "dedicated to advancing the study of economics, markets, and liberty." The site's features include a number of columns, definitive editions of classics in the fields of political theory and economics, and annotated bibliographies. The Library's homepage also has contemporary perspectives on related issues.

Corporate Reputation Management is an assessment tool that captures perceptions of corporate reputations across industries, among multiple audiences, and is adaptable to countries outside the United States.

Privatization Database World Bank contains information about privatization transactions in developing countries.



Jack's Favorite Quote of the Month

"Ethics is a code of values which guide our choices and actions and determine the purpose and course of our lives."

~ Ayn Rand~

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

Research Quiz Answer: A. Thomas Edison. Some of his early work was done under the auspices of Western Union -- including his invention of the ticker tape machine, introduced by the company in 1866.

(Source: International Directory of Company Histories, vol. 54, p. 413)

Trivia Quiz Answer: Have you spotted the solid white arrow in the FedEx logo? The FedEx logo contains an arrow in the negative space created by the E and the x. FedEx is a portmanteau of the company's original name, Federal Express. The name "FedEx" had been a popular, if unofficial, abbreviation for Federal Express for several years before the company chose it as its primary brand name in 1994. The new logo was designed by Mr. Lindon Leader of Leader Creative. The idea was to imbed the arrow in the logo to promote it as a symbol for speed and precision and insures that employees can spot fakes quickly. The arrow has also been pointed out as a mild form of subliminal advertising, the arrow symbolizing forward movement and thinking.



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