



JacksonLine

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January ...

Business Research FAQ

Jackson Library is proud to announce the new **Business Research FAQ** database. A search bar for this database is found at the top right corner of our Jackson home page. It can also be reached by clicking the 'Research Help' button on our Library toolbar. An online tool that gives you quick answers on many of the frequent questions you may have, it's 24x7 -- always up and running, always available. Answers to your questions are just a click away. The questions can be browsed by topic categories, such as Finance or Marketing, but can also be searched by any key words you like. For example, if you want to know where to find information on bonds, type that keyword in. Please note that this is a living, growing entity. New information is constantly being added. Your suggestions for new questions / answers are always welcome. And remember that if you can't find your answer here, send us a query via **Ask a Librarian**.

Alumni Connections

Are you interviewing for a job or summer internship? Knowing if and who attended Stanford from the organization can you an edge. You can find GSB alums who work in an organization by searching OneSource, Capital IQ or Hoover's. Capital IQ is especially good at helping you find connections by viewing with whom an individual works and which boards they serve on. This information will can give you additional talking points. Get a clear understanding of the company and the alums before the interview. These three databases along with Factiva and Lexis Nexis will give you a good overview of the company as well as the Stanford alum's field of interest.

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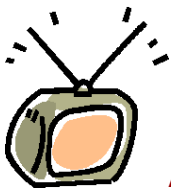
Revisiting the Classics

Human Side of Enterprise (1960)
 by Douglas McGregor (1906-1964) HF5549.M27

McGregor was a psychology professor at the Massachusetts Institute of Technology. He is noteworthy for his work in human relations which profoundly influenced managerial styles from the 1960's forward. His **Theory X** pertains to an organizational culture that uses authority as the central means of controlling lazy workers who need constant supervision and motivation. Conversely, **Theory Y** applies to workers who want and need to work. And If the organization nurtures its workers' commitment, the workers will embrace responsibility.

Theory X

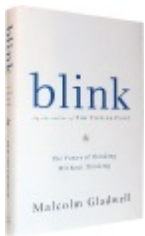
- People dislike work
- People must be controlled and threatened to achieve the organization's goals



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Popular Business Books - New Additions



Blink : the power of thinking without thinking by Malcolm Gladwell

This book explores the universal theme of first impressions. The study of impressions has practical uses in many fields including business, where gut instinct often plays a role. Malcolm Gladwell, a child of biracial parents, also discusses how racism affects people at a deeper level than most realize. Gladwell is a renowned writer for the New Yorker and has written for the Washington Post. The book is well written and keeps you hooked with many anecdotal stories to support assertions about how people react to experiences. *Also Available as a Sound Recording*



Knowing China by Gregory C. Chow

Gregory C. Chow points out at the beginning of "Knowing China" that China is developing into a super power therefore an accurate understanding of China is essential, since this country will certainly play an important political and economic role in this century. This book offers an insight into China through its history, culture, people, economy, education, science and technology, as well as government and political system.



Ben Franklin : America's original entrepreneur : Franklin's autobiography adapted for modern times by Blaine McCormick.

- People lack ambition and avoid responsibility
- People desire security above all else

Theory Y

- Work is enjoyed as much as play or rest
- Harsh external controls are not the only means to achieve organizational goals
- Satisfaction of the ego is the most important reward
- Use of imagination and creativity in solving organizational problems is widely distributed

Research Quiz

1. Which two pioneers of General Motors were behind the creation of a world famous cancer research foundation ?

2. In what year was the 'Esso' brand first used for Standard Oil Company (NJ) products ?

Answer

Trivia Question

The Supremes

What tradition, started by then Chief Justice Melville Fuller, do the justices uphold before hearing oral arguments?

- They stand and recite the Pledge of Allegiance.
- The justices meet to discuss the day's docket.
- Each justice shakes every other justice's hand.
- Each justice signs a Supreme Court logbook using a quill.

Ben Franklin's autobiography has been adapted and edited by Blake McCormick, associate dean for undergraduate programs at Baylor University's Hankamer School of Business, to make Franklin's story accessible to modern day entrepreneurs and business leaders. This adaptation of Franklin's autobiography achieves its goal of sharing business lessons but it also allows you to understand Ben Franklin the husband, father, writer, statesman, military leader, entrepreneur, scientist and inventor. Business students today will benefit from the lessons imparted by Benjamin Franklin as his lessons and wisdom are timeless.

Affluenza: the all-consuming epidemic by John de Graaf, David Wann, Thomas H. Naylor

Alwaleed: businessman, billionaire, prince by Riz Khan.

Blog!: how the newest media revolution is changing politics, business, and culture by David Kline and Dan Burnstein ; contributing editors, Arne J. de Keijzer and Paul Berger.

Hit man's dilemma: or, business, personal and impersonal by Keith Hart.

Let my people go surfing : the education of a reluctant businessman by Yvon Chouinard.

Stop whining & start winning : 8 surefire ways for women to thrive in business by Molly Dickinson Shepard with Jane K. Stimmler.

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

New additions to Business Web Sites

The Selected Business Sites are reviewed by Library staff to help you find quality information on the web. They include relevant information at no charge, though some offer additional information for a fee. The latest additions to our Business Websites are:

H-CUPnet is a free, on-line query system based on HCUP data. HCUP provides access to health statistics and information on hospital stays at the national, regional, and State level. HCUP data is used for research on hospital utilization, access, charges, quality and outcomes. The data is used to describe patterns of care for uncommon as well as common diseases, to analyze hospital procedures, including those that are performed infrequently, and to study the care of population sub-groups such as minorities, children, women, and the uninsured.

iMedia Connection is a marketing and research database that covers targeting consumers, strategies for advertising and creative approaches to using the media.

Economic & Housing Data offers current statistics on housing sales, prices and affordability across the nation. Our former print publication Real Estate Outlook is continued by online with the same and more data available for free at this url. Actually, the whole site for National Association of Realtors is worthy of taking a

look at - lots of statistics, graphs, and the best part is that most of it is for free.

IFTF - The Institute for the Future is an independent nonprofit research group. Founded in 1968 by a group of former RAND Corporation researchers with a grant from the Ford Foundation the Institute focuses on emerging trends and discontinuities in the global marketplace. Their research focuses on: consumers, technology, health and health care, workplace, global business trends and attempts to create insights about the future business environment.

Data on the Net - UC San Diego's listing of 361 Internet sites of numeric Social Science statistical data, data catalogs, data libraries, social science gateways, addresses. Search or browse for the data.

National Association of Real Estate Investment Trusts - REITs performance and industry data available under the Data Library link.

Alacra Industry Spotlights - detailed proprietary reviews and commentary on the best web-based sources of industry specific content previously available only to Alacra subscription customers.

FRED - Federal Reserve Economic Data - A database of over 3000 U.S. economic time series. With FRED® you can download data in Microsoft Excel and text formats and view charts of data series



Jack's Favorite Quote of the Month

"The first step in the evolution of ethics is a sense of solidarity with other human beings."

~ Albert Schweitzer

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Research Quiz

Answer:

1. Alfred P. Sloan and Charles Kettering were the two (Source: **Ohio History Central**)
2. 1926 (Source: International Directory of Company Histories, v. 67, p. 177)

Trivia Question

Answer: C

Before hearing oral arguments, each justice shakes every other justice's hand. Chief Justice Melville Fuller instituted the tradition as a way of symbolically indicating that despite the individual justices' differences of opinion, the court was not precluded from "overall harmony of purpose."

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

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