



JacksonLine

June 2006

News & Happenings @ your Library



June ...

Congratulations Graduates!

Library Access After Graduation

The library is always open to you...

Logon to the Jackson Library webpage to access, Business Websites, to learn "What's New" at the library, to "Ask a Librarian" and to view the latest issue of the ever intriguing Jacksonline.

From your home you can access seven premier databases with a SBSAA paid Life Membership. Those databases include:

- ABI Inform (Periodicals & WSJ)
- Business Monitor Online
- Business Source Premier (Periodical & Company Info)
- Factiva (Newspaper, Periodical and Company Info)
- Reference USA (Business Directory)
- Tablebase (Statistical Tables)
- Wetfeet Press (Info for job seeker and employers)

For details contact **Jolie Fernbach** or **Laura Moore**

Alumni Toolbar

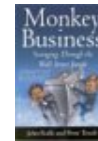
To quickly access these databases download the **Stanford GSB Alumni Toolbar**, designed by Jackson Library staff specifically for alums with quick links to alumni resources and services. The toolbar allows alums to access email, search the directory, read news about GSB reunions and events and Lifelong Learning opportunities. The toolbar also links alums to the library resources such as "ask a librarian", catalogs, business websites, databases and search Google.

Lifetime Library Privileges

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Career Corner



Monkey Business:
swinging through the
Wall Street Jungle by
 John Rolfe and Peter
 Troop

Get the inside story about working on Wall Street from two fresh faced MBA Grads. Rolfe and Troob are jumping for joy when they snag plum jobs at the elite Wall Street Investment firm of Donaldson, Lufkin & Jenerette. Unfortunately the hype didn't fit the reality. Once there, the only jumping they did was through hoops set up by despotic senior partners: Working furiously to meet unrealistic deadlines. Working late into the night to perfect the pitch to sell "crappy" public offerings, .attending mind numbing drafting sessions, learning to "fish" for a company's valuation and more. A year into their banking careers, both authors decide to chuck it all and get a life. The story they tell about their experience is told in a very fun and funny way.

Lifetime courtesy access and borrowing privileges are extended to GSB Alumni for personal and professional advancement. If you plan to stay in the area or just plan to visit from time to time, apply for a Jackson Library GSB Alumni card at the Library Access Desk. While in the library stop by the Reference Desk where staff are always ready to help with your research needs. Catch up on the latest business news or check out the latest popular business book.

Jackson Library Honored for Excellence in Service

Kathy Long, director, is traveling to Baltimore this week to receive the Center of Excellence Award for Service for 2006 presented by the Special Libraries Association (SLA). The Center of Excellence Awards recognize customer-driven quality and leadership within the framework of an organization dedicated to the gathering, analysis, and dissemination of information within the business community.

Milestones

To commemorate two important events in the history of the GSB, Jackson Library has created a new display, 'Milestones'. The display can be found just inside the Library entrance, and recognizes two signal recent achievements: one individual, the other institutional.

We begin by recognizing Professor Jim Van Horne's fortieth year of teaching at the School. Over the decades, Professor Van Horne has mentored and enlightened literally thousands of high-achieving MBA and PhD students. Jim holds a semi-legendary status among generations of GSB alumni now scattered in high places throughout the world.

And we acknowledge the tenth anniversary of the highly prominent Center for Entrepreneurial Studies, which has been guided to ever increasing success under Professors Chuck Holloway, Irv Grousbeck and Garth Saloner. The CES embodies those characteristics that have made the research center model an impressive addition to the School, to Stanford University, and to the business community as a whole.

Special thanks go out to our GSB friends who helped with material: Prof Van Horne, the Center for Entrepreneurial Studies, News & Pubs, Alumni Office, Instructional Media, and Prof Jack McDonald.

We invite everyone to come enjoy this new display, which we intend to be the first in a series.

Trivia Question

The Dow Jones Stock Average was developed by Charles Dow in 1896. Can you name the first 12 stocks or the only one from the original twelve that is still on the list?

Answer:

- American Cotton Oil
- American Sugar
- American Tobacco
- Chicago Gas
- Distilling and Cattle Feeding
- **General Electric**
- Laclede Gas
- National Lead
- Tennessee Coal & Iron
- North American
- U.S. Leather
- U.S. Rubber

Revisiting the Classics

[In Search of Excellence: Lessons from America's Best Run Companies by Thomas J. Peters and Robert H. Waterman, Jr. \(1982\) HD70.U5P424](#)

Arguably the most popular management book in recent times, *In Search of Excellence* appeared at a time when Japanese competition was taking a toll on American businesses. Peters and Waterman gave a sense of hope and a new direction to managers. They studied the performance and behavior of 62 companies in an attempt to discern critical success factors. Chief among them are:

- Attention to customers
- An abiding concern for employees
- Celebration of trial and error
- CEO's must manage the values of the organization
- Keep things simple

Peters and Waterman readily admit



Check out these new print items in Reference

Branding in China (section China) – Marketing, advertising on TV, internet and radio

Revenues from Sports Venues 2006 - College Edition (section Sports) – Coverage of all college sports by institution including stadium stats, ticket sales and prices as well as attendance.

Revenues from Sports Venues 2006 – Pro Edition (section Sports) - Coverage of all different sports (NFL, NBA, WNBA, NHL) by teams. Covering stadium stats, ticket sales and prices, attendance, financing.

Guide to Venture Capital and Private Equity Attorneys (section Venture Capital) – Alphabetical list of Law firms who provide VC representation.

Managing Through Challenges: A Profile of San Francisco Bay Area Nonprofits by the Stanford Project on Nonprofits (section Nonprofits)

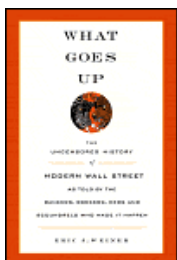
Money Facts

Some trivia about the dollar as you go out and earn you first one after graduation.

- The first \$1 notes were issued by the Federal Government in 1862 and featured a portrait of Secretary of the Treasury Salmon P. Chase.
- The first use George Washington's portrait on \$1 notes was in 1869.
- \$1 notes make up about 45% of currency production.
- The life span of a \$1 Federal Reserve Note is 22 months. Other denominations have different life span.

Popular Business Books - New Additions

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



their book is not particularly original nor controversial. Its appeal rests with its simplicity and its focus on fundamentals. It is seminal in engendering a subsequent flood of business books and in advocating excellent customer service as an ultimate competitive advantage.



On your way to Wall Street or planning a Wall Street career? **What Goes Up: The Uncensored History of Modern Wall Street** provides the reader with an insider's perspective on Wall Street through interviews with Charles Schwab, Peter Lynch and dozens of others. The story begins in the 1930s and '40s, when each brokerage firm was like a "secret society" in which diversity meant hiring a Dartmouth grad instead of men from Harvard, Yale or Princeton. It ends with 9/11, when the market closed for the longest stretch since the Great Depression. The author, Eric J. Weiner, looks at what financiers really thought about Wall Street's biggest stories, thus providing a history as told by those who shaped it.

Everything bad is good for you : how today's popular culture is actually making us smarter by Steven Johnson.

Poker face of Wall Street by Aaron Brown.

Questions of character : illuminating the heart of leadership through literature by Joseph L. Badaracco, Jr.

Revved! : an incredible way to rev up your workplace and achieve amazing results by Harry Paul & Ross Reck.

Rule #1 : the simple strategy for successful investing in only 15 minutes a week! by Phil Town.

Talespin : public relations disasters-inside stories & lessons learnt by Gerry McCusker.

They don't teach corporate in college : a twenty-somethings' guide to the business world by Alexandra Levit.

Business Website - New additions

Indeed allows users to search multiple databases for current job openings. Indeed covers millions of jobs from thousands of Web sites, including online newspaper listings, various classifieds, association sites, company pages, the major job boards, and more. This site is not only good if you're looking for job openings, but for doing business intelligence to find out which firms are currently looking for what kind of employees.

Simply Hired is a job search engine pulls listings from job boards, company pages, online classifieds, etc.

AllMortgageDetail.com is a searchable database of mortgage data for all states, counties, areas, and lending institutions in the U.S. for 2003 & 2004.

Forbes Lists allows you to search the Forbes ranked lists of companies and other Forbes lists, including the "200 Best Small Companies," the "400 Best Big Companies," and the "International 500."

Alacra Store is a one-stop shop for reports from over 35 business info publishers. Basic company snapshots are free. More detailed reports can be purchased.

Use of the Internet among individuals and enterprises is a Federal Communications Commission site to which twice a year facilities based broadband providers report the number of high-speed connections in service pursuant to the FCC's local telephone competition and broadband data gathering program. Statistics released today reflect data as of June 30, 2005.

American Productivity and Quality Center is an internationally recognized consulting organization that provides substantial material on knowledge management use in business. Look under Focus Areas / Knowledge Management / Free Resources for KM resources. Material available includes KM definitions, samples of case studies, conference presentations, articles, bibliographies and more. Membership required for additional content.

Hedge Fund Center offers objective, professional information and evaluation of relevant issues that relate to the industry. The site covers theoretical, operational, and commercial issues related to hedge funds and hedge fund investing in coherent terms so readers can develop an understanding of the intricacies of this industry.

KnowThis: Market Research and Internet Marketing is a portal that links to sites on the Web that provide resources, advisories, data collections, articles, and other useful information related to market research. If you're looking for substantive, reliable references on the Web on how to do market research, this would be one of the top places to check. The links all appear to be worthy, the site is run by a knowledgeable expert, and **KnowThis** has an excellent long-standing reputation. Consider this source if you want to find some of the best references on the Web to the topic of market research.

Lobbying Database page contains a searchable database of individuals, companies, and organizations that lobby the federal government, along with how much each entity has paid and to whom. The database is searchable by company name, lobbying firm, or individual lobbyist.



Jack's Favorite Quote of the Month

"An investment in knowledge always pays the best interest"

Benjamin Franklin (1706-1790)

author, printer, inventor, diplomat, scientist

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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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