



JacksonLine

May 2006

News & Happenings @ your Library



May ...

Bloomberg.com Training

Are you:

- Working on Wall Street this summer?
- Starting a new job in investment banking or finance?

Jackson Library brings you a Bloomberg expert to help you improve your working knowledge of BLOOMBERG

BLOOMBERG Training

Two Sessions:
Wednesday, May 17, 2006
Location: S150

Bloomberg Basics: 1:00 p.m. - 2:00 p.m.
Advanced Bloomberg: 2:00 p.m. - 3:00 p.m.

Sign UP using the **CMC Bid System**

Blah, Blah, Blah - Blog, Blog, Blog...

This month's Jacksonline is dedicated to blogging. Blogging is poised to become a major new communication channel and several new publications are jumping in to keep us up to date on the Blogoshere. Check out BtoB: The magazine for Marketing Strategists to see how blogs and podcasts will impact you. Read Robert

In this Issue

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Career Corner

Knock The Hustle: How to Save Your Job and Your Life from Corporate America by Hadji J.S. Williams

This entertaining street smart book compares the temptations, pitfalls and characters of the "hood" with the corrosive culture he finds on Wall Street. Williams connects with the reader by giving practical solutions to problems everyone encounters in the workplace. His background is in marketing and he offers brutally honest opinions about the tactics used by marketers. The book is filled with things that make it easy to read, insider information, crazy characters and sound advice.

Trivia Question

Scoble and Shel Israel's take on how blogs are changing the way businesses talk with customers. Find out how to search for the best blogging sites.



AlwaysOn was conceived in 2002 as "open source media company." The idea was to use the blogging and social networking cultures of the internet to produce an online magazine. The blogzine offers media insiders such as Michael Powell, Mark Cuban and Tim Draper the opportunity to post their ideas in an open environment. The bloggers meet like minded thinkers and hear from those who are not. AO is designed as a two-way website where readers can post their comments. AlwaysOn is the first blog site to spin into a magazine. This quarterly magazine captures the important trends in the world of social media and popular posts from the website in print format. The magazine is available in periodical reading area of the library.

Blogging Search Engines

Which bloggers are making the biggest impact? What ideas are rising in prominence? These sites make it possible for you to find out what people on the Internet are saying about companies, products, competitors, politics, or other areas that impact business today.

<http://technorati.com/blogs/business> -- This blog search engine ranks blogs by authority but it also leans towards popularity.

http://blogpulse.com/06_04_23/topWeblogGroup.html - Lists top blogs, but it does not break it down by subject. The site does allow you to search inside a blog. It does give key people mentioned in blogs, key phrases appearing in blogs, and top news stories and sources cited by blogs.



Check out these new print items

BtoB: The magazine for marketing strategists, Interactive Marketing Guide 2006. Special Issue The guide offers information on the latest trends in electronic media marketing. It covers email, web sites, online advertising, online events and new this year "social media" reflecting the growth of personal publishing, blogging and podcasting as the future in advertising. Each section provides an overview, tips, and an interview with a subject expert. Located in the Reference Room - **Marketing**

Regional Economic Growth Projections (REPS) - Provides time series of

In this famous photograph of financier J. P. Morgan by Edward Steichen, what does Morgan seem to be holding in his left hand?

[Click for photo](#)

Answer

A knife. In actuality, it was an armchair, but by an unintentional optical trick, it looked very much like a knife. Obviously this played into the hands of those who liked to portray the domineering tycoon in a less than favorable light.

Revisiting the Classics

Competitive Strategy: Techniques for Analyzing Industries and Competitors. 1980. HD41.P67 by Michael Porter

Professor Porter was one of the youngest faculty members of the Harvard Business School when he joined its ranks in 1973. His work on elucidating a company's place in industry is hailed as a modern classic and serves as a robust game plan for the rules of competition.

Porter pinpoints 5 competitive forces that a company needs to address if it is to achieve dominance in its industry:

1. Entry of new competitors – necessitates a competitive response which will invariably consume resources and reduce profits
2. Threat of substitutes – the price a company charges for its goods or services will be curtailed if alternatives are present in the marketplace
3. Bargaining power of buyers – customers will always use their

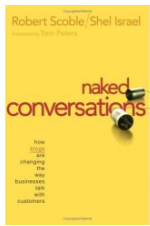
historical and projected data for 2003-2030 for the country's regions, states, economic and metropolitan areas and for each of the 3098 U.S. counties. This series covers population by age, sex and race; households; employment and earnings by sector; and personal income of residents by source. Very good information in a concise form. Located in the Reference Room - **Forecasts**

Emerging Trends in Real Estate - Recognized as the real estate industry's most respected annual forecast. This publication provides an outlook on real estate finance, capital markets, and property sectors and other real estate issues. These publications reflects the views of over 400 top professionals who completed surveys or were interviewed as part of the research process. Emerging Trends in Real Estate (U.S.) and Emerging Trends in Real Estate - Europe are located in the Reference Room - **Real Estate**

Bulletin of Labour Statistics - Covers most recent time series on employment, unemployment, hours of work, wages and consumer price indices for Europe, Canada and the United States. Of interest is an article "Measuring global and labour migration: Global estimates for international migrant workers." Located in the Reference Room - **Labor Supply**

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.



Naked conversations : how blogs are changing the way businesses talk with customers by Robert Scoble and Shel Israel

The authors Robert Scoble and Shel Israel believe blogging is “changing the face of business.” In Naked Conversations: How blogs are change the way businesses talk with customers, the authors challenge you to “join the conversation.” They claim that if you “join the conversation” your company will be better for it and your customers and employees will happier. Products and services will be better developed through the shared knowledge and input from fellow bloggers. They explain the how and why of blogging to business people. The authors illustrate the idea of “blogging smart” to succeed. They tell you what strategies to use to get you message across. Although the authors champion blogging they also point out the pitfalls such as time consumption, legal issues, and negative comments. Despite these risks they point out why over a 100 businesses have found blogging to be worthwhile. Check out the book and the website at <http://nakedconversations.com>

Hedge hogging by Barton Biggs. • [catalog](#)

Sir Richard Branson : the autobiography by Richard Branson; retold by Karen

bargaining power, and thus reduce profits

4. Bargaining power of suppliers – if suppliers gain power over the company, they will increase prices, and thus decrease the company's bottom line

Holmes. • [catalog](#)

First in thirst : how Gatorade turned the science of sweat into a cultural phenomenon by Darren Rovell. • [catalog](#)

Undercover economist : exposing why the rich are rich, the poor are poor-- and why you can never buy a decent used car! by Tim Harford. • [catalog](#)

Business Website - New additions

Infomat.com provides those interested in the Fashion Industry with comprehensive sources for company, industry, and market intelligence. Take a look at the up and coming fashion trends. (Industries > Apparel)

Liber8 - an economic information portal from Federal Reserve Bank of St. Louis. "Federal Reserve Bank of St. Louis librarians designed this site with students and the general public in mind. The site is clean and simple but offers a wealth of information. Some items are local; other links will take you to information on external websites. On the home page, you'll see three major geographic sub-headings -- International, National and Regional. Under each heading, you'll see a couple of current reports (PDFs), with a "more" link to get to additional documents. In the middle of the page are links to the latest economic statistics, again under the three geographic headings, with "more" links to additional data. Scroll further down and find a collection of "useful links" -- to international, national and regional information, with "more" links to...more links. (Economic Data > Economics)

International Economic Statistics (IES) Database --"The Federal Reserve Bank of St. Louis Research Library's IES Database simplifies the search for world-wide economic indicators. Individual indicators (such as GDP and CPI) are linked, and each link has a description of the data. Country & Trade Data > Country Data)



Jack's Favorite Quote of the Month

"The modern conservative is engaged in one of man's oldest exercises in moral philosophy; that is, the search for a superior moral justification for selfishness."

*John Kenneth Galbraith
(October 15, 1908 - April 29, 2006)*

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