



JacksonLine

November 2006

News & Happenings @ your Library



November

Bloomberg in the Library

Jackson Library now has 5 Bloomberg terminals to help you with your financial research. Bloomberg is Wall Street's favorite tool for breaking financial news, bond and equity data, and for company and portfolio analysis. The reference staff at Jackson can set up custom training for your class assignments or provide a tutorial for your study group. Later in the year we will be scheduling Bloomberg training classes for those of you heading to Wall Street for the summer. To use Bloomberg, check out the notebook at the front desk for instructions and the password.



IM a Librarian

Do you have questions? **IM** a librarian about your research needs. Use our Instant Message reference service to ask your information or research questions without leaving your computer.

Hours

Monday - Thursday 9 am - 6 pm
 Friday 9 am - 5 pm
 Sunday 1 pm - 6 pm

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Career Corner



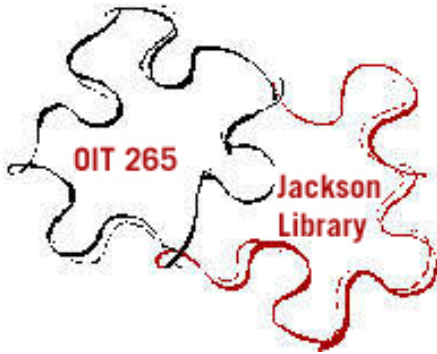
The Glocap guide to getting a job in private equity : behind the scenes insight into how PE funds hire by Brian Korb and Gloccap's private equity team.

Are you interested in the Private Equity or Venture Capital field? The Glocap Guide for Getting a Job in Private Equity offers analysis and case studies that will give anyone interested in the venture capital field a realistic perspective of what it takes to break into the field. This insightful publication is an excellent resource for anyone interested in this field.

Screen Names

AIM or Yahoo!: JacksonInfodesk
MSN: jackson-infodesk@gsb.stanford.edu
ICQ : 229730112

If we are offline, submit your question through our handy [Ask a Librarian](#) form.



OIT265 Data and Decisions

Does “Data and Decisions” have you puzzled? We can help. The OIT 265 Data and Decisions class guide was developed by the library staff to identify sources of statistics for your regression project. Check for statistics on:

- Company
- Crime
- Demographics
- Economic Data
- Education
- Housing & Property Tax
- Sports & Miscellaneous
- Weather

Need additional resources? Stop by the reference desk or IM or [“Ask a Librarian”](#).



Ace your Interview

Database Research: Job Search Secrets Revealed

Recruiting Season is here! To help you ace your interview Jackson Library and the Career Management Center (CMC) are presenting Job Search Workshops to help you maximize use of the resources at Jackson Library for your job search. Former students have found the information in the workshop invaluable in preparing for their recruiting interviews.

Trivia Question

What was Play Doh's original purpose?

Play Doh is one of the many common products invented by accident. Originally created as wallpaper cleaner by Noah and Joseph McVicker in 1956; however the compound's lack of toxicity or mess made it a great modeling clay. Joe McVicker became a millionaire after re-releasing the product as a toy.

Are you longing for that whimsical Play Doh scent from your childhood? In honor of their 50th anniversary PLAY-DOH's distinctive aroma is available in a limited-edition 1-ounce spray bottle. Retailers will carry the Play-Doh fragrance for a retail price of \$19. Eau de Play Doh anyone?



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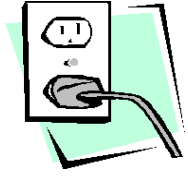
Revisiting the Classics

A Behavioral Theory of the Firm.
1963 by Richard M. Cyert 1921-1998 and James G. March 1928-HD58.C9

GSB Professor Emeritus James March collaborated with renowned educator and economist Richard Cyert (President Carnegie Mellon, 1972-1990) to produce this seminal introduction into the complex world of decision making. Well versed in the behavioral sciences and management theory, the authors evaluate traditional approaches to decision making and posit reality-based alternatives based on intuition, experience, and analysis.

Areas covered include Industry & Company Research, Analyst & Market Research, Key Executives and Articles. This interactive workshop takes real-time-search queries from the audience. The class is limited to 15 participants per session, please sign-up via the bid system. For further inquires email **Helen Losch**.

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Need to Plug In?

Maps of electrical outlets are available at the Access Services desk and Reference desk. This summer we added electrical outlets to 12 study carrels on the main floor of the library as well as outlets near the student lounge tables area across from the current newspapers.

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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. Look for them on the popular book shelving as you come into the library.



The Corporate Blogging Book : absolutely everything you need to know to get it right by Debbie Weil

Debbie Weil explains blogging from the corporate perspective. The book opens with 20 questions about corporate blogging which answers many of the basic questions managers and corporate executives have about blogging. She helps them answer the most important question "Do I need a Blog?" Weil gives the reader an overview of the blogosphere and offers tips on writing blogs as well as blogging policies and guidelines for the organization. The book is a wonderful resource that can be read from cover to cover or just pinpoint the area that interests you.



Field guide to the U.S. economy : a compact and irreverent guide to economic life in America by Jonathan Teller-Elsberg, Nancy Folbre,

Some major contributions in this work:

Decision making is complex – it is not easily distilled into a formula derived from analytical tools, models, software, or the like.

Managers tend to make decisions based on their intuition, experience and analysis, but as intuition and experience cannot be quantified, the analytical side receives most of the focus.

Organizational decision making presents a unique set of problems since there is no such entity as an organizational mind.

March and Cyert's decision-making model posits nine steps: forecast competitors' behavior; forecast demand; estimate costs; specify objectives; evaluate plans; reexamine costs; reexamine demand; reexamine objectives; select alternatives.

James Heintz ; with the Center for Popular Economics.

Designed in a cartoon format, the field guide explains economic issues in a witty and irreverent manner. The guide covers a broad range of subjects including workers, women, spending, welfare, government spending, macroeconomics, education, health and the environment. This new edition even has material on Iraq and Homeland Security.

Changing minds : the art and science of changing our own and other people's minds by Howard Gardner

India : an investor's guide to the next economic superpower by Aaron Chaze

L.L. Bean : the making of an American icon by Leon Gorman. Boston, Mass. : Harvard Business School Press, c2006.

Small is the new big : and 183 other riffs, rants, and remarkable business ideas by Seth Godin

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Business Website - New additions

These sites include relevant information at no charge, though some offer additional information for a fee. Some may also require free registration.

The Sports Economist: Economic Commentary on Sports & Society is a depository for economic thinking on issues in sports. Sports provide an interesting base for economic discussion. The site provides frequent commentary and links to issues in the news, along with the occasional analytical essay. [Business Websites>Industries > Sports](#)

AP Video is an online Video Network that offers video clips covering national, international, entertainment, technology and business news using the resources of the Associated Press. [Business Websites>News > Video](#)

Tech Blogs on ZDNet - [Business Websites >OIT > Technology](#)

Furniture Today is a complete information source for the furniture industry covering the latest trends in furniture as well as research and discussions and blogs, covering all aspects of the furniture industry. [Business Websites >Industry & Trade Data > Industries > Furniture](#)

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Free Lunch

Yes, there is such a thing. Every month Library Director, Kathy Long will give away a free lunch to the sender of the most useful comment, suggestion or message. Please send her an email at long_kathy@gsb.stanford.edu



Jack's Favorite Quote of the Month

"A man should look for what is, and not for what he thinks should be."

Albert Einstein
(March 14, 1879 - April 18, 1955)

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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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