



# JacksonLine

October 2006

News & Happenings @ your Library



## October

*Welcome to Jackson Library*

We hope new and returning students find the library a welcoming and comfortable place to study, work and collaborate. Stop in and catch up on the latest news, browse our popular business books, or use our databases to do research or check out a potential employer. Our research experts are available for consultation and will save you valuable time on class projects and job search preparation.



**Free Lunch**

Got feed back? 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](mailto:long_kathy@gsb.stanford.edu)



**Jackson Library Honored for Excellence in Service**

Our library is the recipient of the 2006 Center of Excellence Award for Service presented by the Special Libraries Association (SLA). The Center of Excellence Awards recognize customer-driven quality and leadership within an organization dedicated to the gathering, analysis, and dissemination of information. The committee was especially impressed with Jackson's ability to merge goals with

### In this Issue

[Welcome](#)  
[Free Lunch](#)  
[Jackson Library Honored](#)  
[Jackson Blog](#)  
[Cookie Wednesday](#)  
[Job Search Info](#)  
[Study Rooms](#)  
[Electrical Outlets](#)  
[Popular Business Books](#)  
[Business Websites](#)  
[Milestones Display](#)  
[Jack's Favorite Quote](#)

### Columns:

[Career Corner](#)  
[Trivia Question](#)  
[Revisiting the Classics](#)

### Career Corner



**Mastering the Job Interview: the MBA Guide to the Successful Business Interview by Alexander Chernev**

Written by one of the top professors at the Kellogg School of Management This short and concise guide delivers an excellent overview of key issues in MBA recruiting and takes a systematic approach to help you prepare a winning interview strategy. A great starting point as you get prepare for

[Back to Top](#)

customer's needs.

## Jackson Blog

Jackson Library now has a blog – **Jackson Blog**. The library blog will showcase interesting business articles and new reports as well as the latest library news. We hope this blog will be a catalyst for informal conversations about a variety of topics within the GSB Community. Feel free to comment on any of our postings. Do you have a blog? Let us know and we will add it to our list of GSB Blogs. Your colleagues and friends will find your blog easily from our site.

Post a comment or subscribe to the RSS feed of the Jackson Blog from the **library home page**.

[Back to Top](#)



## What is Cookie Wednesday?

Here is your chance to break the rules and eat in the Library. Every Wednesday you can find yummy cookies at the Reference Desk. Grab a cookie, ask a question, and you'll see the combination of great Jackson Library service and cookies will make your day!

[Back to Top](#)



## Database Research: Job Search Secrets Revealed

Are you ready for the recruiters? 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.

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**.

Impress those recruiters and land that dream job, sign up today. Classes held October 3rd, 11th and 24th, Noon to 1:00 in the MBA Lab.

on campus recruiting.

## Trivia Question

**Who was the only woman whose portrait has ever graced U.S. paper currency?**

### Answer:

Martha Washington has the distinction of being the only woman whose portrait has ever graced U. S. currency. Martha made an appearance on \$1 Silver Certificates in 1886, 1891, and 1896.

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## Revisiting the Classics

**Strategy and Structure: Chapters in the History of the Industrial Enterprise by Alfred Chandler 1918- HD70.U5C5**

Pulitzer Prize winning author and Harvard Business School Professor, Alfred DuPont Chandler began his examination of large business enterprises in the early 1960's. For this influential study, Chandler looked at Standard Oil of New Jersey, General Motors, Sear Roebuck and Co., and the F. I. DuPont de Namours and Company. His findings had a profound influence on practitioners as well as academics, and was responsible for the decentralization trend in the 1960's and 1970's.

His major contributions can be summarized as:

**Structure Should be Driven by Strategy** – unless structure follows strategy, inefficiency results

**Structure Driven by Market Forces** – in the companies studied

[Back to Top](#)

this led to a shift from monoliths to a more looser divisional structure

**Rise of the Multidivisional Organization** – freed executives from the routine operational duties to engage in long term planning and strategy

### Study Room Checkout Policy

We heard you! Study room keys will be checked out on a trial basis for 3 hours instead of the 2 hour limit of last year.



### We've added outlets

Additional electrical outlets have been added to 12 study carrels on the main floor of the library and additional outlets have been added near the student lounge tables area across from the current newspapers.

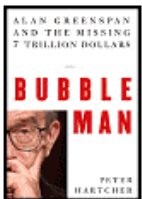
[Back to Top](#)

### 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.



**Big ripoff : how big business and big government steal your money** by Timothy P. Carney.



**Bubble man : Alan Greenspan & the missing 7 trillion dollars** by Peter Hartcher.



**Fast company's greatest hits : ten years of the most innovative ideas in business** edited by Mark N. Vamos and David Lidsky ; with a

foreword by Jim Collins.



**Greed, Inc. : why corporations rule our world** by Wade Rowland.

[Back to Top](#)

### **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.

**FreeDemographics** allows you to input any address and then view the relevant demographic data from the Census 2000 Report as well as the Census 2000 Housing Report. A Google Map identifying the particular region appears alongside the displayed data. (Statistics > U.S.)

**National Trade Estimate Report on Foreign Trade Barriers** (Country & Trade Data > Country Data)

**Franchising.com** has detailed information about various franchising & business opportunities, insightful articles, attorney directory, and other franchising resources. (Entrepreneurship)

**Audit Bureau of Circulations** offers circulation information for magazines, newspapers and business publications (Industries > Publishing)

[Back to Top](#)



### **Milestones**

Jackson Library's display, 'Milestones' recognizes two significant events in the history of the GSB: Award winning Professor Jim Van Horne's 40th year of teaching at the school, and the 10th anniversary of the prominent Center for Entrepreneurial Studies. Stop by the display case just inside the library entrance to learn more.



## Jack's Favorite Quote of the Month

"A leader is a dealer in hope."

*Napoleon Bonaparte*  
(15 August 1769 - 5 May 1821)

[Back to Top](#)

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

What is your experience with the library site? [Send Feedback!](#)



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