



JacksonLine

April 2007

News & Happenings @ your Library



April ...



Frost and Sullivan - Healthcare

We are pleased to announce the acquisition of a new healthcare database to supplement our resources in this field. **Frost & Sullivan** is an industry leader in market, technical and econometric research. Their healthcare module offers students and researchers the latest information on pharmaceuticals, biotechnology, drug discovery technologies, clinical diagnostics, healthcare IT, medical imaging and medical devices with a local and global perspective. Frost & Sullivan is always at the forefront as new markets and technologies appear, with up-to-date research on potential markets. We know you will find Frost and Sullivan - Healthcare resource valuable.

KLD Research now available

Are you interested in **Green** companies? **KLD's** research is designed for those interested in integrating environmental, social and governance factors into the investment process. The research can be used for screening, stock picking, or fund creation.

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Revisiting the Classics

An Inquiry Into the Nature and Causes of the Wealth of Nations, by Adam Smith

HB161.S6 1937

Adam Smith is known as the father of the science of economics. Written in 1776 this book was one of the earliest attempts to systematically study the historical development of industry and commerce in Europe. Smith's work helped to create the modern academic discipline of economics and provided one of the best-known rationales for free trade, capitalism, and libertarianism. Smith's work has been compared to that of Newton in physics and Darwin in evolutionary science.

Where can I find ...

Have you noticed the search box at the top of the library website? The box **Where can I find...** will give you a list of resources for many of your research question. Need population statistics? Just type in population and you will quickly get a list of electronic and print resources with a brief description of each resource. Give it a try, you will find it is a powerful resource.



Job Search Secrets Revealed - so simple a caveman can use them.

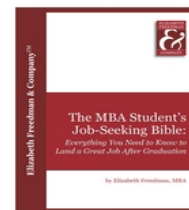
Are you ready? Jackson Library and the Career Management Center (CMC) are presenting Job Search Workshops to help you maximize use of the resources at Jackson Library for your job search. Former students have found the information in the workshop invaluable in preparing for interviews. Two final sessions for this year will be Tuesday, April 10th and Wednesday, April 18th from 12-1pm.



Journals to Browse

Jackson Library has a whole wall of interesting journals. Here are a few to whet the

Career Corner



The MBA Student's Job-Seeking Bible: Everything You Need to Know to Land a Great Job After Graduation by Elizabeth Freedman

HF5382 .F744 2004

Fresh new ideas for your job search! The guide focuses on traditional job search tools but it also gives you insight into the unspoken rules and nuances of the job search.

It includes:

- What to say in a voice mail or email to sound professional, persuasive and get a response.
- How to perfectly position your resume.
- What "networking" really means, with detailed, step-by-step guide on how to make contacts and keep them.
- How to get a foot in the door even when you know nobody.

Trivia Question

appetite.

The March 2007 issue of Far Eastern Economic Review features the cover story "Can Asia Avert a Globalization Crisis?" by Valerie Engammare and Jean-Pierre Lehmann, arguing that Asian leadership is critical for the success of globalization. Other pieces include "Now or Never for an Asian FTA" by C. Fred Bergsten, stating that Asia must act to make free trade a reality, "China's New Innovation Mantra" by Jonathan Bell, on surprises at several Chinese manufacturers, and "The World According to CCTV" by Stephen Green, about discovering a new history as seen through the documentary Daguo Jueqi.

The theme of the Winter 2007 New Perspectives Quarterly is 'Making Globalization Work', and a roster of famous writers is led by Joseph Stiglitz, Nobel-winning economist, with his "Rich Countries, Poor People?" Other pieces include "China: The New Global Model for Development" by Wei-Wei Zhang of the Center for Asian Studies in Geneva, "President Bush: Talk to Kim Jong Il" by former South Korean President Kim Dae Jung, "US holds key to Non-Proliferation" by former UN weapons inspector Hans Blix, ", and a recap of the famous 'Clash of Civilizations' by Ayaan Hirsi Ali of the American Enterprise Institute and Harvard Professor Samuel P. Huntington.

The American magazine March - April 2007 has the cover story 'The Golden Age of Medical Innovation' by John Calfee, which admonishes us to rejoice, since we are living in unparalleled times. Other titles are "Comics Rule!" by Kevin Hassett, about comics as an investment, "Hong Kong on Top" by John Fund, about Hong Kong's booming economy, "The Rebirth of New Orleans" by Tom Bethell, on what's really happening in that city, "America's Four Best Restaurants" by Amy Cortese, about the role of the Michelin Guide in America, and "The Young Economist" by Lizbeth Scordon, about Stanford's Kate Bundorf.

Where did the expression "not worth a Continental" originate?

Answer:

To finance the Revolutionary War, the Continental Congress in 1775 authorized the limited issuance of paper currency. These notes, called Continentals, were denominated in dollars and backed by the "anticipation" of future tax revenues, with no backing in silver or gold. They could be redeemed only upon the independence of the colonies.

Without solid backing and with rising inflation, the Continentals soon became worthless, thus the expression "not worth a Continental." Or, as George Washington put it, "A wagonload of currency will hardly purchase a wagonload of provisions."

Federal Reserve
San Francisco

Popular Business Books

Books to read on trains, planes, beach and bed to keep your edge.



Investor's Business Daily and the Making of Millionaires is the biography of William O'Neil, Wall Street legend, and the publication he founded, Investor's Business Daily. From its launch in 1991 the Daily has gone on to teach readers how the stock market really works, debunking market myths and, author David Saito-Chung claims, helping its readers successfully weather severe market downturns, as when the U.S. market lost an estimated \$7 trillion in 2000-2002.



What many companies neglect to recognize, argues authors Dealy and Thomas, is that organizational change needs to come from within, no matter how profound the external forces. In their book **Change or Die: How To Transform Your Organization From The Inside Out**, they observe that the business graveyard is full of the corpses of giants -- Digital, Wang, Polaroid, Prime -- who failed when trying to change. The authors produce five key qualities of great change agents, and go on to offer techniques for acquiring and executing these skills.

The popular books collection consists of selected titles from the New York Times and Business Week bestseller lists and is updated monthly. Use the library **catalog** to find more titles. Look for them as you come into the library.

New additions to Business Web Sites

Each month we review business websites and add the best to our Business Websites. This month's additions are:

Tekraki Blogs Directory is a directory of blogs written by Wall Street analysts and other IT investment analysts. A total of 170 blogs are listed. The directory lists the name of the blogger, a link to the blog, and a one-sentence blurb from the blog that describes its scope. (Finance & Investment > Investment)

The Power 150 Marketing Blogs

Tod Anderlik, marketing and PR consultant (and fellow blogger) has created a list ranking marketing blogs on the World Wide Web. What gives his list significance is that each ranking is arrived at via a proprietary multimetric algorithm of Todd's own creation, combining Google page rank, the number of Bloglines subscribers, Technorati ranking -- and Todd's own subjective opinion. (Marketing)

Event Calendar Earnings shows a free and searchable calendar of upcoming company earnings, analyst, and other company conference calls and announcements. (Company Research > Corporate Reports)

Stanford Institute for Economic Policy Research (SIEPR) In 1992 statesman and economist George Schultz along with others, created a center at Stanford where economic scholars could come together to discuss their research. While economists will find materials on the site valuable, there is plenty for more casual users as well. There are SIEPR Podcasts, which include conversations about the long-term impacts of the events of 9/11 and inflation in both China and the United States. Along with the podcasts you will find webcasts of related conferences, symposia, and seminars on a wide range of topics in economics. The site is rounded out by a calendar of events and a place where interested parties can provide feedback to staff members at SIEPR. (Economic Data > Economics)



Jack's Favorite Quote of the Month

"Society may subsist, though not in the most comfortable state, without beneficence; but the prevalence of injustice must utterly destroy it. "

~Adam Smith
The Wealth of Nation

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