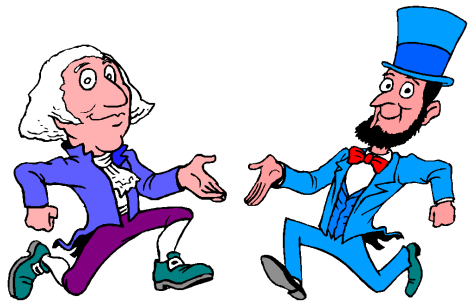




JacksonLine

February 2007

News & Happenings @ your Library



February ...

Why are we so picky about **Bloomberg** ?

We know that you value the outstanding financial information available to you on Bloomberg and we want to make sure that we can continue to provide it to you. Bloomberg has extremely restrictive licensing requirements for academic institutions that require us to make sure that each individual using the service signs out a binder with the password and specifically agrees to Bloomberg's terms and conditions. These include a prohibition against using Bloomberg for anything other than academic purposes. Bloomberg carefully monitors our usage, particularly any downloads, and will cancel our access at the first sign of anything they deem improper use. So please help us by checking out the binder and making sure not to share the password with anyone else. Thank you.



New LARGE Screens in Library Study Rooms

Need a place to do some real collaboration? Tired of gathering your group around your old 15" laptop screen? If so, check out the new 32" computer screens in study rooms S300E, S300F, S300G, and S300H on the second floor of the library. These screens are connected to the computers in each room and also have a second cable for making easy connection to your laptop. Give them a try, and let us know if you have comments or suggestions.

In this Issue

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Trivia Question

Revisiting the Classics

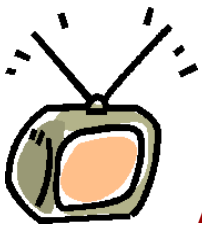


Adios

Peter Latusek, our own classic, has decided to retire from Jackson Library

He will be especially missed by those of us who run into his office with a particularly sticky reference question that seems to have no answer. Peter will patiently point out resources, print or electronic that will expertly answer the question .

Others will miss his relentless pursuit of the best price for the best resources, print or electronic,



Advertising Clips that make you smile

from **brandchannel.com**

MBA Access to Vault Guides and WetFeet Press

Adobe Acrobat 7 has been restored to the Jackson Library computers enabling users to view and download files from the Vault Guides and WetFeet Press. Adobe 8 was not allowing users to open encrypted files from these two databases. Access to these databases is available through the MBA portal.



Alumni Connections

Are you interviewing for a job? Knowing who attended Stanford from the organization can give you an edge. Find GSB alums who work in an organization by searching OneSource, Capital IQ or Hoover's. Capital IQ is especially good at helping you find connections by viewing with whom an individual works and or which boards they serve on. This information will can give you additional talking points. These three databases along with Factiva and Lexis Nexis will give you a good understanding of the company as well as the Stanford alum's field of interest.

New Audio Books

Do you need to get caught up on the latest business books but are finding little extra time? Take an audio book to the gym or pop a CD in on your way to the city. You will hardly notice the five mile run or the 5 mile per hour crawl on the freeway when you are listening to a good book. Here are a few of the audio books available to you from Jackson.



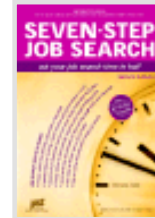
The long tail : why the future of business is selling less of more
by Chris Anderson.

The internet has changed our world and it has transformed the way we do business. We now have unlimited access to hundreds of thousands of bits of information, products and services we'd never been exposed to otherwise. The internet has leveled the playing field and obscure bands or books with quirky titles

that have helped to make Jackson Library a premier academic business research library.

Peter, we wish you the best as you hike through the hills of New York state, tend your garden or relax in the California sun.

Career Corner



Seven Step Job Search: cut your job search time in half

Do you want to save time when searching for a job? This short book goes over how to set objectives, write resumes, interview and follow up. It's a quick read that hits major points in each area.

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Trivia Question

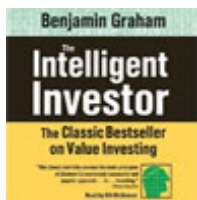
White chocolate is:

- A. Not really chocolate
- B. Cocoa butter without the cocoa liquor
- C. Sweetened milk
- D. A disco group from the 70s

Answer: B

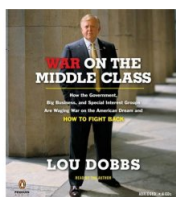
White Chocolate is milk chocolate with all the cocoa liquor removed. It is sweet and rich and has a dairy taste that is different from the original chocolate flavor.

can become economic hits through the power of the internet.



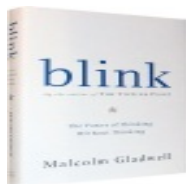
The intelligent investor: the classic bestseller on value investing by Benjamin Graham.

In this classic best seller Graham offers sound and safe principles for investing- principles that have worked for more than half a century. This book has taught and inspired thousands of people including the most famous student of Graham's work - Warren Buffett.



War on the middle class: how the government, big business, and special interest groups are waging war on the American dream and how to fight back by Lou Dobbs. Abridged. Lou Dobbs takes a look at the middle class and determines that the difference between the classes is no longer just financial but also

includes the erosion of education, employment, healthcare, government and community. Mr. Dobbs goes on to offer suggestions for change while asking the middle class to stand up and be heard.



Blink : the power of thinking without thinking by Malcolm

Gladwell. Malcolm Gladwell explores the universal theme of first impressions. The study of impressions has practical uses in many fields including business, where gut instinct often plays a role.

New additions to Business Web Sites

The **Selected Business Sites** are reviewed by Library staff to help you find quality information on the web. They include relevant information at no charge, though some offer additional information for a fee. The latest additions to our Business Websites are:

Onecler This site allows you to quickly find and read actual contracts written by specific companies. Documents such as the March 2001 "Collaborative Research and License Agreement Between Senomyx Inc. and Campbell Soup Company" are gathered on this site. You will find scores of actual business contracts from hundreds of companies from public SEC filings. Examples include asset purchase agreements, deferred compensation plans, indemnification agreements, retirement plans and stock option agreements.

Chocolate and valentine's day go hand in hand. Chocolate was thought to have aphrodisiac qualities by the Aztecs, so when it was first introduced to Europe it was natural that people continued to associate it with love. Chocolate does release chemicals in the brain that give an overall feeling of happiness and well being bordering on euphoria which can be associated with being in love.

Chocolate as an aphrodisiac may be a stretch, but eating chocolate does make you feel good and a chocolate valentine is always a good thing.



from Fineliving.com

Worldwide Tax Summaries (requires free registration) find useful, easy to understand, timely, and reliable information about tax policies and rates for both individual and corporations in the countries listed. Consider this site when you need to learn about the tax rates and policies in countries around the globe.

Metrics 2.0 aggregates the latest news, reports, and research with business and financial-related data for a wide range of market intelligence topics.

Silicon Valley projections for 2007

PodTech.net - technology, business, media and news podcasts

Marketing Voices - social media marketing podcasts

ESPN MLB Statistics

Football Outsiders: NFL Statistics

Baseball Guru: Historical Statistics

Market Research by Industry: Top 10 Industries (Industries > Industry Data)



Jack's Favorite Quote of the Month

"The first rule of holes: when you're in one, stop digging."

~Molly Ivins
(1944-2007)

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

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