



JacksonLine

March 2007

News & Happenings @ your Library



March ...

Is Jack Blogging?

Yes, Jack is blogging on a regular basis to keep you in the know. What will you know if you read the Jackson Blog?

- You will know how to be happy or at least know where you can find a class on how to achieve happiness.
- You will know if you are an ARSE.
- You will know where to find a digital tailor.
- You will know where to find the happiest employees.
- You will know which prominent psychology professor is delivering his final lecture and the impact he made in the field.

You will know this and more when you go to the **Jackson Blog**.

IPO - how do you know?

Have you been struggling to find information on Initial Public Offering for your class or your portfolio? Finding resources is easy if you click on the library **IPO guide**.

Listed are resources along with quick links to the databases with the best answers. Okay - not looking for IPOs you can find many other topics covered in the Jackson Library **Research Guides**.

J. Hugh...Who ?

Who was J. Hugh Jackson and why is his name on this Library?

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Revisiting the Classics

The Peter principle, by Laurence J. Peter & Raymond Hull

This bestselling business classic of more than twenty-five years gives us a perfect account of why boredom, bungling, and bad management are built into every organization. The book's dedication sets the tone: "This book is dedicated to all those who, working, playing, loving, living and dying at their Level of Incompetence, provided the data for the founding and development of the salutary science of Hierarchiology." The Peter Principle is a small book about hierarchies and how people act within the hierarchy. The book is fun, fast, and timeless with a principle that we'd all be wise to observe.

In 1926 Dean Jackson joined the staff of Stanford's new Graduate School of Business as professor of accounting and in 1931 became its second dean, a post which he held for twenty-five years until his retirement in 1956. During his administration, the Stanford Graduate School of Business Administration attained national stature and a high degree of respect in the business community. He played a major role in the development of the Library as an essential part of the School. In his honor the library's name was changed to the J. Hugh Jackson Library upon his retirement in 1956.

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. Here are a few of the audio books available to you from Jackson.

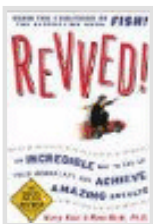


Power of gold [sound recording] by Peter L. Bernstein
Bernstein, traces the metal's impact on human myth and history. The metal has inspired art, battles, conquests and discoveries, including Columbus's trip to the New World, where he hoped to secure enough gold to buy back the Holy Sepulcher from the Muslims. Bernstein's book is entertaining and informative. A good listen :)



Speed of trust [sound recording] : the one thing that changes everything by Stephen M.R. Covey with Rebecca R. Merrill. Wise and well researched.

Popular Business Books



Vrrrrroooooommm !!! Ready to be Revved ? **Revved!** that's the title of the book by Harry Paul (co-author, Fish!) and Ross Reck on employee motivation. It's set as a fictional account of Katie Adams, up-and-coming manager trying to rekindle a spark in her staff, and offers a three-step program to help maximize returns that

PN62312 M2P4 1969

Career Corner



Jeffrey Gitomer's Little Black Book of Connections

Full-time sales trainer Jeffrey Gitomer's tutorial discusses getting connected without stepping on toes or self-destructing. Filled with anecdotes and graphics this booklet covers six assets that can help you form alliances and the best ways apply them. Career Corner

HF5386 .G485 2006

Trivia Question

Which is the world's most dispensed bar item?

- a. Vodka
- b. Vermouth
- c. Bitters
- d. A fake telephone number

C. Bitters

Trinidad has produced Angostura bitters for more than 200 years and the recipe is one of the best-kept secrets in history. Legend has it that only five living men know the actual formula.



from Fineliving.com

come from caring about your most important corporate asset: people.

HF5549.5.M6 P38 2006



Banned in China, it managed to sell nearly ten million copies. Winner of the 2004 Lettre Ulysses Prize for the Art of Reportage, we're talking about the clandestine hit **Will the Boat Sink the Water?** Authors Chen Guidi and Wu Chuntao argue that the Chinese economic miracle is happening largely because of 900 million peasants, but that, paradoxically, they may be retarding Chinese progress, and go on to ask the daring question, Have the peasants -- in whose name the Revolution was waged -- been betrayed by Mao and successors? **HD1537.C5 C47313 2006**



Snake oil, anyone? Dan Hurley claims the dietary supplement craze may be one of the greatest swindles ever foisted on the American public. In his book **Natural Causes: Death, Lies and Politics in America's Vitamin and Herbal Supplement Industry**, he notes that the vitamin / herbal supplement industry generates over \$20 billion a year, but argues that it is a house built largely on fraud. He recounts its history, beginning with snake-oil salesman, through the health food movement of the 60s and 70s, to today. **RA1250 .H87 2006**

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

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:

Industry Peer Group and Business Valuation Analytics benchmarks the performance of a company or group of peer companies within a particular industry peer group. Great for a quick comparison (Company Research > Company Information)

Wall Street Executive Library is packed with excellent business research sites covering a huge number of topics. It is well-organized and easy to navigate. The

site covers Canadian business sites nearly as well as it does U.S. ones. (Industries > Industry Data) (Company Research > Company Information)

Bay Area Economic Forum produces focused analyses on key issues affecting the Bay Area and its future. (Economic Data > Economics) (Silicon Valley)

Alexa.com will give you web traffic usage by company You can get some numbers and a chart of usage

Morningstar Investing Classroom gives you basic knowledge of stocks, funds, bonds, and portfolio building and monitoring (Finance & Investment > Investments)



Jack's Favorite Quote of the Month

"St. Patrick's Day is an enchanted time -- a day to begin transforming winter's dreams into summer's magic."

~Adrienne Cook

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

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