



# Chester County Library Business News

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## New Reference Books

We have recently received new editions of two popular reference books: *The Community Sourcebook of Zip Code Demographics* R 304.6021 S (formerly known as *The Sourcebook of Zip Code Demographics*) and *Business Plans Handbook* v.10 R 658.4012 B. *The Community Sourcebook of Zip Code Demographics* is a useful tool for finding local demographic data (population, race, age and income information by zip code as well as, pending potential indices). This edition now includes Community™ Tapestry™ Data that identifies the dominant consumer type in each zip code. The new volume of *Business Plans Handbook* contains 20 new business plans covering businesses such as an automotive repair service, a bistro, an event photography service and a painting company.

## New Library Hours

The Chester County Library has new operating hours: Monday-Thursday 9:30 AM-9:00 PM, Friday 9:30 AM-6:00 PM, Saturday 9:30 AM-5:00 PM and Sunday 1:00-5:00 PM.

## Supercharge Your BSP Skills

The first in an occasional series on improving your database skills. For this issue, we will look at limiting a search in *Business Source Premier* (BSP) to a particular publication. BSP is available

in all Chester County System Libraries and from home to anyone with a valid Chester County Library System library card. To access: go to [business.ccls.org](http://business.ccls.org) and click on **Business Databases**. Next, click on **Magazine Databases** and then **Business Source Premier**. The **POWER Library** screen will appear (from home you will be asked for your CCLS library barcode number). Click on **Business Source Premier** under the category **Business**.

Why would you want to limit a search to a particular publication? Well, perhaps you have heard about a great article in *Fast Company* you wish to read. Or, maybe your boss has asked you to find the latest research on outsourcing from the *Harvard Business Review*.

Limiting a search to one publication may also narrow down a field of research. For instance, you are looking for articles on marketing but want ones aimed at small businesses rather than large corporations. You can limit the search to **Entrepreneur** or **INC**. (Please note: only one title may be searched at a time.)

Be careful when limiting a search to one magazine, as this method will decrease your search results (searching for outsourcing in the *Harvard Business Review* brought back 33 articles; the same search with no publication limit brought back over 16,000 articles). Use it when you are looking for information that you know will best be found in a specialized source or if you are looking for a particular article.

To see what titles are included in BSP,

see **How Do I: Find if a Publication is in a Database** ([business.ccls.org/howfindpub.htm](http://business.ccls.org/howfindpub.htm)).

### To limit a search to a particular title:

Enter your keywords in the **Find** box. Scroll down to the **Refine** search box. In the **Publication** box, enter the title of the magazine.

Press **enter** or scroll up to the **Search** button.

A **Results** box will display the articles that matched the keyword and the journal title.

## CCL Business INC News

We have added some new research guides to our **How Do I** section of **CCL Business INC: How Do I: Place Holds on Library Materials** and **How Do I: Find if a Publication is in a Database**. These are also new subjects in the **Business Books** category of **Business @ Your Library: Job Satisfaction** and **Career Development** (under **Job Searching**).

*Business News*, a bimonthly publication, is aimed at informing the business community and library patrons about the Library's business resources and services. *Business News* is also available on **CCL Business INC** <http://business.ccls.org/busnews.htm>. Access business databases from home at **CCL Business INC's** Business database page <http://business.ccls.org/databases.htm>.

## Internet Corner

### SPOTLIGHT ON: CCL BUSINESS INC

#### BUSINESS WEB LINKS: ECONOMICS

Business Web Links is the first component of **CCL Business INC**. This area was designed to have useful business web sites organized in one easy-to-use area. In this issue, we will take a closer look at the **Economics** category. One thing all Business Web Link categories have in common is a printable version; use this to print the links in a streamlined format without graphics.

The **Economics** category is divided into four subcategories: **Federal Economic Indicators**, **Federal Economic Statistics**, **Federal Economic Reports** and **Pennsylvania Economic Statistics**.

**Federal Economic Indicators** contains data from the White House, the Census and the Council of Economic Advisors.

In the **Federal Economic Statistics** section, find current and historical Consumer Price Index data from the Bureau of Labor Statistics, interest rate and other data from the Federal Reserve and "What's a Dollar Worth" from the Federal Reserve Bank of Minneapolis. Use that handy site to calculate the value of a dollar between two different years.

Find the **Beige Book** and the **Economic Report of the President** under the **Federal Economic Reports**.

**Pennsylvania Economic Statistics** contains data on the PA workforce and economy as well as economic indicators specific to PA.

If you would like to share your favorite Web sites, books or magazines, please drop a note to **Jenna Persick**, Business Reference Librarian, <[jpersick@ccls.org](mailto:jpersick@ccls.org)> and we'll list them in **Business News** (subject to review).

We welcome your suggestions, comments and questions. Please e-mail them to <[jpersick@ccls.org](mailto:jpersick@ccls.org)>, call **610-280-2624**, or stop by the Reference Department and share your ideas personally.

Researching a company? Writing a business plan? Conducting market research? The Chester County Library can help. Call and make an appointment to find out how the Library can help you in your business research. Call or e-mail **Jenna Persick**, Business Reference Librarian, **610-280-2624**/[jpersick@ccls.org](mailto:jpersick@ccls.org), to set up your tour of the Business Reference Collection today.

## New Books

### Company Histories

**Success Never Smelled So Sweet: How I Followed My Nose and Found My Passion**, Lisa Price & Hilary Beard, 2004 (B 338.7646 Price).

*Price, President of Carol's Daughter, Inc., explains the secrets of her success as she moved from filing for bankruptcy to running a successful bath and beauty products company.*

**Amazonia**, James Marcus, 2004 (381.45 M).

*Marcus, a former Senior Editor at Amazon.com, reflects on his years working at Amazon.com.*

**Flying High: JetBlue Founder and CEO David Neeleman Beats the Competition...Even in the World's Most Turbulent Industry**, James Wynbrandt, 2004 (387.7097 W).

*Aviation journalist Wynbrandt profiles David Neeleman and his company JetBlue Airways. The book concludes with a chapter outlining Neeleman's personal rules for success.*

**Testosterone Inc: Tales of CEOs Gone Wild**, Christopher Byron, 2004 (658.42 B).

*Byron, author of **Martha Inc.** (338.7616 B), turns his sights to the high-flying executives of the 90s, focusing on Jack Welch (GE), Ron*

*Perelman (Revlon) Al Dunlap (Sunbeam) and Dennis Kozlowski (Tyco).*

### Consumer Advice

**Car Buyer's and Leaser's Negotiating Bible**, 3rd Ed., W. James Bragg, 2004 (629.222 B).

*Automotive consumer advocate Bragg provides a negotiation guide for buying or leasing a car. Topics covered include: price discrimination, the automobile market, product quality, how to use crash test data, wholesale prices, financing, test driving, dealer cost, options, how to negotiate the price of a car, leasing, extended warranties and used cars. An executive summary on page 228 summarizes all the major points of the book.*

### Entrepreneurship

**The New Restaurant Entrepreneur: An Inside Look at Restaurant Deal-Making and Other Tales from the Culinary Trenches**, Kep Sweeney, 2004 (647.9506 S).

*Restaurant consultant Sweeney shares his own experiences in the dining industry to help budding restaurateurs. The book is divided into five parts: So You Want to Open a Restaurant?; Forming the Team; Location, Location, Location; Raising Capital; and Welcome to the World's Greatest Industry.*

**How to Make Big Money in Your Own Small Business: Unexpected Rules Every Small Business Owner Needs to Know**, Jeffrey J. Fox, 2004 (658.022 F).

*Prolific author Fox (**How to Become a Marketing Superstar** 658.8 F and **How to Become a Great Boss** 658.3 F) turns his attention to small businesses. Each chapter provides a lesson for entrepreneurial success including business ideas, priorities, pennysavers and market size.*

**The Wealthy Writer: How to Earn a Six-Figure Income as a Freelance Writer (No Kidding!)**, Michael Meanwell, 2004 (808.0202 M).

Professional writer Meanwell provides a guide to freelance writing. The book contains five sections: *Getting Started*, *Getting Organized*, *Write What You Like* (an overview of eight different writing markets), *Getting Down to Business*, and *Working Smarter, Writing Faster*.

## General

**Spree: A Cultural History of Shopping**, Pamela Klaffke, 2003, (306.3 K).

Pop culture journalist and *Calgary Herald* literary editor Klaffke presents a history of shopping. She examines many aspects of shopping including its early beginnings, consumers, retail, bargain hunting, second-hand shopping and shopping for a living (a look at stylists, personal and mystery shoppers).

**The Best Business Stories of the Year: 2004 Edition**, 2004 (381 B 2004)

John C. Bogle, founder and former CEO of The Vanguard Group, serves as the guest editor for the 2004 edition of this series. The stories picked were published between July 1, 2002 and June 30, 2003. Included in the anthology are works by James B. Stewart, Paul Krugman and Michael Lewis.

## Jobs & Careers

**The Authentic Career: Following the Path of Self-Discovery to Professional Fulfillment**, Maggie Craddock, 2004 (650.1 C).

Executive coach Craddock presents a four-stage process to career fulfillment. The stages are: *Awareness*, *Emotional Ownership*, *Interaction* and *Integration*.

**Making Work Work: New Strategies for Surviving and Thriving at the Office**, Julie Morgenstern, 2004 (650.1 M).

Organizing expert Morgenstern (***Organizing from the Inside Out*** 640 M) turns her attention to the world of work. She identifies nine competencies for business success. The book also includes 34 "Grab-and-Go Strategies" to improve work performance.

**Can I Lie on My Resume? Strategies that Win the Career Game**,

M. Rose Jonas, 2004 (650.14 J).

Jonas, "TV's Job Doctor," shares career advice. She begins with exercises aimed at helping you find the right career and moves to strategies to get a job in that new field. She also includes information on succeeding at work and what to do when the job no longer works for you. By the way, the answer to the title's question is no.

## Management

**Make the Rules or Your Rivals Will**, G. Richard Shell, 2004 (346.7307 S).

Shell, author of ***Bargaining for Advantage*** (302.3 S), argues that rule making, either in terms of property rights, market boundaries, or legal capabilities, creates competitive advantages for companies. He identifies five factors essential for success in legal strategy: legal merits, public legitimacy, strategic position, resources and access.

**The Relationship Edge in Business: Connecting with Customers and Colleagues When It Counts**, Jerry Acuff, 2004 (650.13 A).

Sales consultant Acuff argues that building quality relationships with customers and employees brings personal and professional success. Using examples and exercises, he explains how to improve business relationships.

## Marketing

**Free Prize Inside! The Next Big Marketing Idea**, Seth Godin, 2004 (658.8 G).

Godin expands on his marketing vision as explained in ***Purple Cow*** (658.8 G). Godin believes that marketing should be focused inside the product rather than in an advertising campaign. He explains his concepts of "soft innovations" and "free prizes" and how they relate to "purple cows." And there is a handy "Cliff's Notes Version" on page 237.

## Money

**Investor Therapy: A Psychologist and Investing Guru Tells You How to Out-Psych Wall Street**, Dr. Richard Geist, 2003 (332.6019 G).

Dr. Geist, a faculty member of Harvard Medical School's department of psychiatry, combines the fields of psychology and finance to provide this investment guide.

## Retirement

**Retirement Countdown: Take Action Now to Get the Life You Want**, David Shapiro, 2004 (332.024 S).

Retirement planning expert Shapiro provides a guide to retirement. The book contains three parts: *Understanding the Problem and the Solution*, *Understanding Risk and Your Product Choices*, and *Take Action Now to Get the Life You Want*.

**Retirement for Two**, Maryanne Vandervelde, 2004 (646.79 V).

Vandervelde, psychologist and founder of the Institute for Couples in Retirement, examines retirement for couples. This is not a guide to planning financially for retirement but rather one that deals with the emotional and psychological changes that come when a couple has retired.

## Sales

**Women Make the Best Salesmen: Isn't It Time You Started Using Their Secrets?**, Marion Luna Brem, 2004 (658.85 B).

*Brem, Inc's Entrepreneur of the Year, argues that selling is a part of everyone's daily life and that women have a selling-edge. She shares the skills and strategies that have helped her become a successful salesperson.*

## Time Management

**Time Power: A Proven System for Getting More Done in Less Time Than Ever Thought Possible**, Brian Tracy, 2004 (650.11 T).

*Tracy, author of Million Dollar Habits (650.12 T), returns with a book on time management. Topics covered include: psychology of time management, goals and objectives, organizing, priorities, multitasking, timesaving techniques, overcoming procrastination and the philosophy of time management.*

Looking for volunteer opportunities for your employees? Become a Literacy Volunteer Adult Tutor at the Chester County Library. Our next Tutor Training Workshop starts Wednesday, January 19, 5:30 PM. Call **Elsie Reimenschneider, 610-280-2635**, to sign up today!

## Upcoming Events

All events are held at the Chester County Library. Programs are free and open to the public. Upcoming events are also listed on **CCL Business INC**, <http://business.ccls.org/businessat.htm> → click on **Business Events**. For information and reservations call **610-280-2624** or e-mail [business@ccls.org](mailto:business@ccls.org).

**Wednesday, November 17**

**7:00-8:30 PM**

**Job Searching Online** ~ This Internet demonstration will show how to use Internet resources to research careers. Topics covered will include: how to find a local job, how to prepare for an interview, and how to find examples of resumes and cover letters. Presented by Vera Orthlieb and Jenna Persick, Chester County Library.

**Wednesday, December 1**

**7:00-8:30 PM**

**Researching Companies Online**

Looking for sales leads? Researching your competition? Come to this Internet demonstration to learn how to use business databases and web sites to research companies. Presented by Jenna Persick, Business Reference Librarian.

**Wednesday, December 8**

**7:00-8:30 PM**

**CCL Business INC: Small Business Services at the Chester County Library**

Interested in learning what the Library has to offer to small businesses? Come to this informal session to learn about our small business services. There will be a demonstration of **CCL Business INC**, the Library's business web site, and business databases.

## KUSBDC Classes

These classes are held at the Chester County Library.

**How to Start and Operate a Small Business** ~ Sponsored by the Small Business Assistance Center (SBAC),

Kutztown University Small Business Development Center (KUSBDC) and SCORE. Registration required, call **SBAC 610-444-1721** or **KUSBDC** toll free **877-472-7232** or visit **KUSBDC's** Web site [www.kutztownsbdc.org](http://www.kutztownsbdc.org). *There is a one-time \$10.00 materials*

*fee for this class. Contact KUSBDC for payment information.*

**Wednesdays, November 10,**

**December 15, January 12**

**6:00-8:30 PM • Struble Room**

**First Step Series** ~ Four business planning workshops. Registration required, call **KUSBDC** toll free **877-472-7232** or visit **KUSBDC's** Web site [www.kutztownsbdc.org](http://www.kutztownsbdc.org). *There is a one-time \$40 materials fee for these classes. Contact KUSBDC for payment information.*

**Business Plan I ~ Business Plan for Success**

**Thursday, November 18**

**3:30-6:00 PM • Struble Room**

**Business Plan II ~ Marketing Your Company and Communicating Your Message**

**Thursday, December 2**

**3:30-6:00 PM • Struble Room**

**Business Plan III ~ Financial Projections**

**Thursday, December 9**

**3:30-6:00 PM • Board Room**

**Business Plan IV ~ Plan Progress Review**

**Thursday, December 16**

**3:30-6:00 PM • Board Room**

### Chester County Library System

Atglen Reading Center (610-593-6848)  
Avon Grove Free Library (610-869-2004)  
Bayard Taylor Memorial Library (610-444-2702)  
Chester County Library (610-280-2600)  
Chester Springs Library (610-827-9212)  
Coatesville Area Public Library (610-384-4115)  
Downingtown Library (610-269-2741)  
Easttown Library & Info. Center (610-644-0138)  
Henrietta Hankin Branch Library (610-321-1700)  
Honey Brook Community Library (610-273-3303)  
Malvern Public Library (610-644-7259)  
Oxford Public Library (610-932-9625)  
Paoli Library (610-296-7996)  
Parkesburg Free Library (610-857-5165)  
Phoenixville Public Library (610-933-3013)  
Spring City Free Library (610-948-4130)  
Tredyffrin Public Library (610-688-7092)  
West Chester Public Library (610-696-1721)