



# Chester County Library *Business News*

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## Happy New Year from *Business News*

Get your career going in the right direction in 2005. Here are some recently-added career books you can borrow from the Library.

### **Resumes & Cover Letters**

**202 Great Resumes**, Jay A. Block & Michael Betrus, 2004 (650.142 B).

*Certified Professional Resume Writers Block and Betrus provide a resume-writing guide. There is a useful list of resumes by Industry/Job Title right in the front of the book for easy access to sample resumes. There is also a useful section on what happens to your resume once it has been submitted to a potential employer and one on how to craft a resume.*

**The Resume.com Guide to Writing Unbeatable Resumes**, Rose Curtis & Warren Simons, 2004 (650.142 C).

*Certified Professional Resume Writers Curtis and Simons provide a guide to writing resumes. It includes "seven steps to building a great resume," an explanation of resume formats, guides to resume writing and formatting, a discussion of resume keywords, industry-specific resume examples and the "must-have list for an effective job search."*

**Cover Letter Magic**, 2nd ed., Wendy S. Enelow & Louise M. Kursmark, 2004 (650.142 E).

*In this updated edition, Enelow and Kursmark provide a guide to writing*

*cover letters. They include 10 types of cover letters and a six-step guide to writing a cover letter. Also included are the anatomy of an electronic cover letter, cover letter presentation, cover letter samples and cover letter keywords.*

**Expert Resumes for Health Care Careers**, Wendy S. Enelow & Louise M. Kursmark, 2004 (650.142 E).

*This book contains examples of resumes for health care careers. It includes resumes for physicians, surgeons, nurses, allied health practitioners, allied health technicians, dentists, dental assistants, pharmacists, pharmacy technicians, clinical research professionals, health care administrators and health care educators.*

**Same-Day Resume: Write an Effective Resume in an Hour**, Michael Farr, 2004 (650.142 F).

*Career book author Farr shows how to write a basic resume in an hour in order to jump-start the job searching process. The book continues with information on how to write a skills resume and how to improve your one-hour resume later on. The book concludes with a gallery of professionally written resumes.*

### **Career Change**

**Back in Control: How to Stay Sane, Productive, and Inspired in Your Career Transition**, Diane Grimard Wilson, 2004 (650.1 W).

*Career counselor Wilson discusses how to manage career change from the*

*personal point-of-view. This is not a book with resume and cover letter advice, rather a book with tools and perspectives to help guide you in a career transition.*

**Fire Your Boss**, Stephen M. Pollan & Mark Levine, 2004 (650.14 P).

*Pollan, an attorney and life coach, argues that anyone can take control of their work life and provides a guide to make it possible.*

**Career Comeback: 8 Steps to Getting Back on Your Feet When You're Fired, Laid Off, or Your Business Venture Has Failed – And Finding More Job Satisfaction Than Ever**, Bradley G. Richardson, 2004 (650.14 R).

*Career expert Richardson provides a guide to reestablishing a career after a setback. He includes information on how to prepare for a setback, how to react immediately after a layoff or firing, how to find out what happened, how to develop a support system, how to find out what to do next and how to find a new job.*

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**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>.

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**The Play of Your Life: Your Program for Finding the Career of Your Dreams – And a Step-by-Step Guide to Making It a Reality**, Colleen A. Sabatino, 2004 (650.14 S)

Career counselor Sabatino organizes her career guide around a theatrical metaphor. Act One provides exercises to help identify a "leading role." Act Two examines how to obtain that role.

## Career Satisfaction

**How to Be Happy at Work: A Practical guide to Career Satisfaction**, 2nd ed., Arlene S. Hirsch, 2004 (650.1 H).

Career counselor Hirsch examines how to find career happiness. The first part of the book examines career choice and career success. The second part looks at career security and includes a chapter called "How to Love the Job You Hate." Finally, the third part addresses the path to career happiness. The book concludes with "Your Career Happiness Plan," a set of exercises designed to "increase your overall career satisfaction."

**Leave the Office Earlier: The Productivity Pro® Shows You How to Do More in Less Time...and Feel Great About It**, Laura Stack, 2004 (650.11 S).

Stack, a certified speaking professional also known as "The Productivity Pro®," presents a 10-step process to becoming more productive at work. Each step contains quizzes, charts, and tips to aid in helping you become more organized and efficient in the workplace.

**Who's That Sitting at My Desk? Workshop, Friendship, or Foe?**, Jan Yager, 2004 (650.13 Y).

Management consultant Yager examines work relationships. She identifies different kinds of positive and negative relationships encountered in the workplace and provides strategies to positively connect with any coworker.

## CCL Business INC News

We've added a new section to **Business @ Your Library: Program Handouts**. You will find the most recent handout from our business programs. We've also added two new research guides to our **How Do I** section of **CCL Business INC: How Do I: Limit Searches to a Single Title in BSP** and **How Do I: Find Industry Resources in BCRC**.

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.

## Internet Corner

**Spotlight on CCL BUSINESS INC Business Web Links: Small Business**

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 **Small Business** 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 **Small Business** category is divided into three sub-categories: **Small Business Associations**, **Government Agencies** and **Starting a Small Business**.

**Small Business Associations** lists chambers of commerce serving Chester County as well as other useful local, state and national business organizations.

**Government Agencies** lists state and national associations serving small businesses, including Team Pa, PA Corporation Bureau, Small Business Administration and the International Trade Administration.

**Starting a Small Business** contains many useful links for those interested in starting a small business. Find guides to starting a small business, including one written specifically for PA Businesses, **The Entrepreneur's Guide: Starting and Growing a Business in PA**. You will also find resources for writing business plans, finding demographics, financing businesses and franchises.

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.

## New Books

### Entrepreneurship

**Deduct It! Lower Your Small Business Taxes**, Stephen Fishman, 2004 (343.7305 F).

Attorney Fishman provides a guide to legal small business deductions. Topics covered include: tax deduction basics, start-up expenses, business operating expenses, long-term assets, inventory, home office deduction, car and local travel expenses, business travel, meal and entertainment expenses, employment, retirement deductions, medical expenses, and record keeping and accounting.

**The Partnership Charter: How to Start Out Right with Your New Business Partnership (Or Fix the One You're In)**, David Gage, 2004 (658.042 G).

Gage, founder of BMC Associates, a mediation and consulting firm, looks at

how to create and sustain successful business partnerships.

## General

**Prying Eyes: Protect Your Privacy from People Who Sell to You, Snoop on You, and Steal from You**, Eric J. Gertler, 2004 (323.4483 G).

Privacy expert Gertler presents a privacy primer. Topics covered include: personal information and the public record, identity, credit, money, shopping, computers, home, workplace, health and the future of privacy.

**Birth of a Salesman: The Transformation of Selling in America**, Walter A. Friedman, 2004 (381.1097 F).

Friedman, coeditor of *Business History Review*, examines the history of salesmanship in the United States.

**Best Business Schools, 2005 Edition**, Princeton Review, 2004 (650.0711 B).

The Princeton Review looks at the best 143 business schools. In addition to the rankings and descriptive profiles, the book also examines what business school is like and how to be a successful applicant.

**Confidence: How Winning Streaks and Losing Streaks Begin and End**, Rosabeth Moss Kanter, 2004 (650.1 K).

Kanter, the Ernest L. Arbuckle Professor at Harvard Business School, examines the concept of confidence. She looks at how confidence affects both business and personal performance.

## Jobs and Careers

**The Gap Year Book**, Charlotte Hindle, et. al., 2003 (331.347 G).

A gap year is a break from work or studies while living in another country. This guidebook contains useful information for those planning a gap year. Topics covered include: deciding to take a gap year, who to travel with, passports and visas, budgets, packing, health, safety, keeping in touch and what to do when returning home.

**Military-to-Civilian Career Transition Guide: The Essential Job Search Handbook for Service Members**,

Janet I. Farley, 2005 (650.14 F).

Farley, an outplacement career specialist, provides a guide to those leaving a military career. Topics covered include: transition strategy, veterans benefits, job search necessities, resumes, cover letters, interview skills, evaluating and negotiating job offers, and adjusting to life as a civilian.

**Job Search Handbook for People with Disabilities**, 2nd ed., Daniel J. Ryan, 2004 (650.1408 R).

Education professor Ryan offers a guide to job searching for the disabled. Part I examines how to prepare for a job search including career assessment and exploring careers. Part II discusses writing resumes and cover letters. Part III covers applying and interviewing for jobs including networking, how to generate job leads and interviews. Part IV looks at how to succeed at work. The appendix includes a list of employers who "have indicated interest in recruiting and hiring qualified individuals with disabilities" compiled by the U.S. Department of Labor Office of Disability Employment Policy.

**How to Ace the Brain Teaser Interview**, John Kador, 2005 (650.144 K).

Using brainteasers and puzzles to narrow down viable candidates is an increasing trend in job interviews. This book provides examples of these types of questions and explains what the interviewer is looking for in an answer. There are examples of reasoning puzzles with and without math, probability puzzles for programmers and coders, business case puzzles, gross order of estimation puzzles and performance puzzles. Included in the appendices are additional sources of puzzles and a list of puzzle types that are inappropriate for an interview.

## Management

**The Elements of Mentoring**, W. Brad Johnson & Charles R. Ridley, 2004 (658.3124 J).

Johnson and Ridley, both professors of psychology, reviewed existing mentoring research to provide a concise guide to mentoring. They begin by examining skills of excellent mentors and move to style and personality of mentors. They also look at how to begin and end a mentoring relationship.

**Lead or Get Off the Pot! The Seven Secrets of a Self-Made Leader**, Pat Croce with Bill Lyon, 2004 (658.4092 C).

Former 76ers president and motivational speaker Croce shares his leadership success. He uses personal experiences and stories to illustrate his message.

**When Fish Fly: Lessons for Creating a Vital and Energized Workplace from the World Famous Pike Place Fish Market**, John Yokoyama & Joseph A. Michelli, 2004 (658.314 Y).

The world famous Pike Place Fish Market inspired the *Fish!* business training videos and books. Now, owner Yokoyama shares his own strategies for business success.

## Money

**The Wall Street Journal Guide to Understanding Personal Finance**, 4th ed., Kenneth M. Morris & Virginia B. Morris, 2004 (332.024 M).

This is a nice overview of financial topics. Chapters cover banking, credit, home finance, financial planning, investing and taxes.

## Search Engines

**Search Engine Optimization for Dummies**, Peter Kent, 2004 (004.678 K).

E-commerce consultant Kent examines the world of search engine optimization (SEO). In a nutshell, SEO is the practice of making a web site more attractive to search engines and therefore more popular to viewers. Topics covered include: search engine basics, building search engine friendly sites, adding sites to indexes and directories, link popularity and pay per click.

**Web Search Garage**, Tara Calishain, 2005 (025.04 C).

Search expert Calishain (**Google Hacks** 025.04 C) is back with a new book on web searching. The book begins with an overview of search engines. Next, she introduces 10 principles of web searching followed by specific instructions for searching the web, multimedia, people and consumer topics. Calishain also runs the ever-useful Research Buzz web site, [www.researchbuzz.com](http://www.researchbuzz.com), a **BN** favorite site.

**Google: The Missing Manual**, Sarah Milstein & Rael Dornfest, 2004 (025.04 M).

The tag line for the **Missing Manual** series is "the book that should have been in the box." While Google doesn't come in a box, this handy guide covers all aspects of the popular search engine.

**Google and Other Search Engines**, Diane Poremsky, 2004 (025.04 P).

Computer book author Poremsky presents a guide to search engines. Part I covers search engine basics. Part II covers individual search engines such as Google, Yahoo, MSN and Ask Jeeves. Part III examines specialized search engines.

**Building Your Business with Google for Dummies**, Brad Hill, 2004 (658.84 H).

Computer book author Hill looks at how to use Google's services for businesses. He covers Adwords, Adsense and Froogle.

## 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).

**Thursday, January 20**  
**6:30-8:30 PM**

**Social Security Benefits** ~ Mary Knapp, Field Representative, Social Security Administration, will present an informative session on all aspects of Social Security. Her presentation will include

how the Social Security Administration computes your benefits, when and how to file for benefits so you won't lose money, what documents you need to file your claim, and can you work and still collect some benefits. **Snow Date: Thursday, January 27, 6:30 PM.**

**Thursday, February 10**  
**7:00-8:30 PM**

### Market Research Resources

Writing a business or marketing plan? Interested in learning more about your target market? Join Jenna Persick, Business Reference Librarian, as she demonstrates Internet and library resources for market research. **Snow Date: Thursday, February 17, 7:00 PM.**

**Wednesday, February 23**  
**7:00-8:30 PM**

**Business Databases 101: Business Source Premier** ~ Come and learn the secrets to Business Source Premier (BSP) from the basic search to its extensive advanced options. BSP is a powerful business research tool that can aid in market and industry research, company research and trend research. Presented by Jenna Persick, Chester County Library. **Snow Date: Wednesday, March 2, 7:00 PM.**

**Thursday, March 24**  
**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. **Snow Date: Thursday, March 31, 7:00 PM.**

## 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, January 12; February 16; March 16**  
**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**

**Thursdays, January 20; February 24**  
**3:30-6:00 PM • Struble Room**

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

**Thursdays, January 27; March 3**  
**3:30-6:00 PM • Struble Room**

### **Business Plan III ~ Financial Projections**

**Thursdays, February 3; March 10**  
**3:30-6:00 PM • Struble Room**

### **Business Plan IV ~ Plan Progress Review**

**Thursdays, February 10; March 17**  
**3:30-6:00 PM • Struble Room**

### Chester County Library System

Atglen Public Library (610-593-6848)  
Avon Grove 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)