



Chester County Library *Business News*

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Tax Time

April 15, 2005 is fast approaching and we all know what that means – income taxes are due. The Chester County Library carries many of the major Federal and State tax forms. Our Web site has a link, www.ccls.org/taxforms/taxforms.htm to the IRS page, the PA Department of Revenue page and the Berkheimer (Local Taxes) page. Publication 17, the IRS guide to Federal Income Tax for individuals is available online at the IRS Web site, www.irs.ustreas.gov/pub/irs-pdf/p17.pdf. We also carry *J.K. Lasser's Your Income Tax* 2005 ed. in both circulating (343.052 J) and reference (R 343.052 J) copies.

Learning Express Library

Introducing the **Learning Express Library**, a database of practice tests for academic (SAT, GRE, GMAT, LSAT, GED and TOEFL) and job-related (EMS, firefighter, nursing, ASVAB, real estate and law enforcement) exams. In addition to the practice tests, the database also contains career and business success online courses. Use these to work on a resume, find interview tips, job success skills and business writing skills.

This database is accessible in all Chester County Library System Libraries and from home with a valid Chester County Library System library card. To access the database, go to www.ccls.org/databases/databases.htm and choose **Learning Express Library**.

From home, you will be asked for your 14-digit library card number.

To begin using the practice tests, you will need to create a username and password. This allows you to save a test to work on later. Then, choose a practice test or online course to work on. It's that easy!

eBay Books

eBay continues to capture everyone's attention, especially the prospect of creating businesses using eBay. Here are some recently-added books on eBay you can borrow from the Library.

How to Do Everything with eBay, Greg Holden, 2004 (381.177 H).

Computer book author Holden provides an overview to eBay targeted towards beginners. Topics covered include eBay basics, insiders' bidding tips, eBay search secrets, eBay discussion boards, tips for beginning buyers, avoiding fraud, tips for beginning sellers, adding images and formatting auctions, finalizing sales, managing auction sales, tips for selling for profit and running a business on eBay. There is also a bonus section devoted to the weird and unusual items that have been listed, and in some cases, sold on eBay.

eBay Strategies: 10 Proven Methods to Maximize Your eBay Business, Scot Wingo, 2005 (381.177 W).

Wingo, president and CEO of ChannelAdvisor, an auction management company, presents strategies designed to create successful eBay businesses. This guide is aimed at the advanced eBay user.

eBay Timesaving Techniques for Dummies, Marsha Collier, 2004 (381.177 C).

This book contains 65 selling techniques to help save time and make your eBay business successful. There are tips for buying merchandise, selling, creating attractive auction listings, finishing auctions, PayPal, shipping and the eBay community. This guide is aimed at the advanced eBay user.

How to Sell Anything on eBay...and Make a Fortune, Dennis L. Prince, 2004 (658.87 P).

This book focuses on how to sell items on eBay. It begins with some background on eBay and moves to a discussion on the basics of selling covering such topics as online payment, sales policies, determining value of goods, closing sales,
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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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packing and shipping, dealing with difficult customers, and building and maintaining a good reputation. The next section introduces techniques for boosting sales. Finally, the book closes with a look at becoming an online businessperson.

eBay PowerSeller™ Secrets, Debra & Brad Schepp, 2004 (381.177 S).

The Schepps, technical writers, reveal the secrets of eBay's top sellers, here defined as people who earn \$1000-\$150,000 a month through eBay sales. Topics covered include know your business, building an inventory, automating auctions, listings, customer service, closing auctions, shipping and keeping records.

Master Visually eBay Business Kit, Sherry Kinkoph & Mike Wooldridge, 2004 (381.177 K).

This is an introduction to selling on eBay that includes some advanced topics. The book starts with an introduction to the workings of eBay, including how to search. Next, the basics of selling are introduced including creating an account, preparing a listing, using My eBay, monitoring an auction, finalizing the sale, using PayPal and keeping track of feedback. Some of the advanced topics covered include navigating the eBay community, advanced auction techniques, using photos, using HTML, third-party auction software and running an eBay store.

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**, to set up your tour of the Business Reference Collection today.

Internet Corner

Spotlight on CCL BUSINESS INC Business Web Links: International Trade

Business Web Links is the first component of **CCL Business INC (business.ccls.org)**. 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 **International Trade** 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 **International Trade** category is divided into four sub-categories: **Government Agencies, Trade Portals, Country Information** and **International Business**.

Government Agencies lists federal agencies providing information and support for international trade. The Trade Information Center from the International Trade Administration has information on countries, trade leads, export assistance programs, industry information and guides to exporting.

Trade Portals contains subject directories specializing in trade resources. The globalEdge International Business Resource Desk from Michigan State University contains resources on countries, international business and market potential indicators.

Country Information links to our **Geography and Maps** web site subject page. There you will find resources on countries from the State Department and the CIA. **International Business** links to the **Company Information** category on **CCL Business INC** for directories of international companies.

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> 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>, call **610-280-2624**, or stop by the Reference Department and share your ideas personally.

New Books

Company Histories

Selling Women Short: The Landmark Battles for Workers' Rights at Wal-Mart, Liza Featherstone, 2004 (331.4133 F).

Journalist Featherstone looks at **Dukes v Wal-Mart Stores, Inc.**, the civil rights class-action suit brought against Wal-Mart for sexual discrimination against women workers.

Rising Tide: Lessons from 165 Years of Brand Building at Procter & Gamble, Davis Dyer, Frederick Dalzell & Rowena Olegario, 2004 (338.767 D).

A look at the long history of Procter & Gamble and at its success at building popular consumer brands.

Copies in Seconds: How a Lone Inventor and an Unknown Company Created the Biggest Communication Breakthrough Since Gutenberg: Chester Carlson and the Birth of the Xerox Machine, David Owen, 2004 (B 686.442 Carlson).

Owen writes about the fascinating history of the copy machine and its inventor Chester Carlson.

Consumer

The Identity Theft Protection Guide: Safeguard Your Family, Protect Your Privacy, and Recover a Stolen Identity, Amanda Welsh, 2004 (345.0263 W).

Identity theft is a growing problem in the United States. This timely-guide to identity theft examines the background

of identity theft and moves to methods to prevent it from happening. Along the way, it examines the type of information we all generate on a daily basis and how to protect privacy.

Entrepreneurship

Clearing the Hurdles: Women Building High-Growth Businesses, Candida G. Brush, Nancy M. Carter, Elizabeth J. Gatewood, Patricia G. Greene & Myra Hart, 2004 (658.022 C).

The authors, college professors, report on their research on the ways women grow businesses. It identifies hurdles women face in the entrepreneurial process and gives suggestions on how to overcome them.

General

Oil: Anatomy of an Industry, Matthew Yeomans, 2004 (338.2728 Y).

Journalist Yeomans begins his history of oil by trying to have an oil-free day. This is a short experiment as many everyday objects (lip balm, plastic shower curtains, contact lenses, credit and debit cards to name a few) have been developed using oil. This is an excellent starting point to the book, which takes an in-depth look at our oil dependence and how it affects many aspects of our society: cars, financial markets, national security, the environment and conservation.

Jobs and Careers

I Don't Know What I Want but I Know It's Not This: A Step-by-Step Guide to Finding Gratifying Work, Julie Jansen, 2003 (650.14 J).

Career coach Jansen presents a guide to finding satisfying work. She identifies six types of work situations that cause job dissatisfaction and provides assessments and strategies to move out of those career ruts.

The Procrastinator's Guide to the Job Hunt, Lorelei Lanum, 2004 (650.14 L).

Lanum provides a very structured guide to job hunting. Each chapter contains an action plan to get working on finding a job. Topics covered include: budgets, resumes, portfolios, references, finding employment opportunities, changing careers, interviewing and negotiating.

Careers for Self-Starters & Other Entrepreneurial Types, 2nd ed., Blythe Camenson, 2005 (658.041 C).

This book lists a variety of businesses that people may consider starting. For each type of business listed, there is a profile of a business owner that includes how to start a business in that field, the day-to-day requirements of that business and the finances involved.

Fearless Interviewing: How to Win the Job by Communicating with Confidence, Marky Stein, 2003 (658.3112 S).

Career consultant Stein examines the job interview process and introduces strategies and skills to help anyone achieve a successful interview.

Management

Overachievement: The New Model for Exceptional Performance, John Eliot, 2004 (650.1 E).

Business and psychology professor Eliot argues that overachieving is the true model for success in life. He begins his book by profiling successful overachievers including a look at how their bodies perform in terms of biology and chemistry. Next, he offers tools to teach anyone how to reach the level of intense focus that leads to overachievement and success.

Confronting Reality: Doing What Matters to Get Things Right, Larry Bossidy & Ram Charan, 2004 (658.406 B).

Building on lessons from *Execution* (658 B), Bossidy and Charan turn their attention to the business model and its use in strategic planning. They show how companies such as Home

Depot and 3M have used the business model framework to change their businesses.

Zingerman's Guide to Giving Great Service, Ari Weinzweig, 2004 (658.812 W).

Weinzweig, a founding partner of Zingerman's, a Michigan-based deli, presents an overview of Zingerman's customer service philosophy. Each point is clearly defined with examples and will be easy to incorporate into any customer service training.

Money

Pay It Down! From Debt to Wealth on \$10 a Day, Jean Chatzky, 2004 (332.024 C).

Chatzky, author of *You Don't Have to Be Rich* (332.024 C), argues that saving \$10 a day can get rid of debt and eventually develop a nest egg for retirement. She provides steps and strategies to implement this plan for a secure financial future.

The Retirement Guide: A Comprehensive Handbook on Aging, Retirement, Caregiving and Health: How to Plan and Pay for It, Michael S. Midlam, Jill O'Donnell, Graham McWaters & John A. Page, 2004 (332.024 M).

This retirement book is organized into three parts. Part I: Life Planning looks at how to plan for life after retirement including staying healthy, choosing where to live, family relationships, legal issues and funeral planning. Part II: Caregiving examines health issues relating to aging and includes information on providing care, choosing care staff and coping with dementia. Part III: Financial Planning covers the financial side of retirement including investments, risk management, estate planning and choosing a financial advisor.

Organize Your Personal Finances...in No Time, Debbie Stanley, 2005 (332.024 S).

This is a guide to organizing personal finances rather than a general financial how-to. Stanley, a professional organizer, discusses how to track purchases, how

to reconcile accounts, how to create a filing system that you will actually use and how to be an organized consumer.

I'm in Debt, Over 40, with No Retirement Savings. Help!: How to Get Out of Debt and Start Saving for Retirement Now, John. L. White, 2004 (332.024 W).

John L. White woke up one night and realized he was in the situation described in the title. He figured out what to do about it and now passes on that information using his own life experiences to illustrate his points.

Deflation: What Happens When Prices Fall, Chris Farrell, 2004 (332.41 F).

Farrell, contributing economics editor at *Business Week*, takes a look at deflation.

Fix It and Flip It: How to Make Money Rehabbing Real Estate for Profit, Katie & Gene Hamilton, 2004 (332.6324 H).

The Hamiltons, syndicated newspaper columnists and successful real estate investors, provide a guide to real estate investments. Topics covered include: finding money, finding and evaluating property, buying the property, fixing up the property, estimating fix-up costs, managing the job, selling for profit and timelines to follow for three different situations.

Mortgages for Dummies, 2nd ed., Eric Tyson & Ray Brown, 2004 (332.72 T).

This is a handy overview to mortgages. Topics covered include: determining borrowing power, qualifying for a mortgage, deciphering credit scores, loan basics, finding a lender, choosing a mortgage, managing paperwork and refinancing a mortgage.

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.

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.**

Tuesday, April 5

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, May 4

7:00-8:30 PM

Super-Size Your Searching Skills: Advanced Internet Searching

This Internet demonstration will introduce several methods of advanced Internet searching. Topics will include: search strategy, the invisible Web and Google Goodies. Presented by Demian Katz and Jenna Persick, Chester County Library.

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. There is a one-time \$10.00 materials fee for this class. Contact KUSBDC for payment information.

Wednesday, March 16

Thursday, April 21

Wednesday, May 18

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. There is a one-time \$50 materials fee for these classes. Contact KUSBDC for payment information.

Business Plan I ~ Business Plan for Success

Thursdays, March 31; May 19
3:30-6:00 PM • Struble Room

Business Plan II ~ Marketing Your Company and Communicating Your Message

Thursdays, April 14; May 26
3:30-6:00 PM • Struble Room

Business Plan III ~ Financial Projections

Thursdays, April 28; June 2
3:30-6:00 PM • Struble Room

Business Plan IV ~ Plan Progress Review

Thursdays, May 12; June 9
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)