



Chester County Library Business News

450 Exton Square Parkway, Exton, PA 19341

May-June 2004 • Vol. 8 • No. 3

CCL Business INC

Introducing Chester County Library's new business web site: **CCL Business INC**. Find it at <http://business.ccls.org>. We hope you will use **CCL Business INC** as your one-stop source for business information. The site contains four categories of information: **Business Web Links**, **Business @ Your Library**, **Business Databases** and **How Do I**.

Business Web Links

Find web sites in the following categories: Company Information, Industry Research, Investment Information, Economics, Small Business and International Trade. (This issue of *Business News*' Internet Corner contains an in-depth look at the Company Information category).

Business @ Your Library

Find the current and previous issues of *Business News*, books on a variety of business topics and a calendar of CCL's business events. E-mail your business research questions.

Business Databases

Find all the CCL business databases in one spot. We have databases for company information, industry research, magazine articles and investment information. Many of the databases are also available from home with a valid CCLS library card.

How Do I

Find business research guides on a variety of topics. These guides point to databases, web sites and print

material. There are currently guides for researching public, private and local companies, researching industries, and finding associations for industry research. This is one section of **CCL Business INC** that will continue to grow; check back monthly for new topics.

Industry Resources in BSP

Business Source Premier (BSP) is a great resource for industry research. In addition to articles from scholarly and trade journals, **BSP** contains industry reports from Datamonitor, Plunkett Research and industry yearbooks from Global Insight. To access **BSP**, go to business.ccls.org/databases.htm and click on **Industry Research**. Click on **Business Source Premier** (from home you will be asked for your CCLS library barcode number). The **POWER Library** screen will appear. Click on **Business Source Premier** under the category **Business**.

There are two methods of accessing industry reports in **BSP**. The easiest method is to do a keyword search using the industry type plus the word *industry*; for example: chemical industry or food industry. This will bring back scholarly articles, trade and general interest articles, monographs and industry reports. Click on **Industry Reports** to display industry reports only. There

also may be some good articles that are not industry reports, so be sure to look at those results as well.

The second method is to do an Advanced Search. Click on the **Advanced Search Tab**. In the **Find** box, enter the name of the industry; example: cable or cosmetics. In the **Limit Your Results** box, scroll down to the **Publication Type** box. Choose **Industry Report**. Click the **Search** button. This method will bring back fewer results than the first method, but they will all be industry reports.

Be sure to play around with keywords in either method. For instance, makeup may not bring back anything but cosmetics will.

Also, it is possible to search for specific industry publications. Click on the **Publications** button. Type the name of the particular publication in the **Browse for** box, either Plunkett or Datamonitor, and click **Browse**. To find the reports by Global Insight, click on the **Publications** button and type Global Insight into the **Browse for** box. Click **Match any Words** and click **Browse**.

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 databases from home at **CCL Business INC**'s Business database page <http://business.ccls.org/databases.htm>.

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.

POWER Library Additions

Pennsylvania's **POWER Library** project introduced many new databases in 2004. All the databases are available in any Chester County System Library and from home (home access requires a valid CCLS library barcode number). To access **POWER Library**, go to www.ccls.org. Click on the **POWER Library** icon (from home you will be asked for your CCLS library barcode number). The **POWER Library** screen will appear.

Here are some of the new databases that may interest *Business News* readers: **Business Source Premier** (see pg. 1 for more information), **Auto Repair Reference Center** (auto repair information from the publisher of Chilton's; available from 1954-present), **Net Library** (access to over 50,000 electronic books; full-text searching is available), **Oxford Reference Online** (access to over 100 dictionary, language and subject reference books published by Oxford University Press) and **streamED Patient Education Solution** (consumer health and patient education videos in English and five other languages that play in a variety of video players). All of these databases are available free-of-charge with a valid library card. If you don't have a library card, what are you waiting for?

If you have any questions or would like a demonstration of any of these databases, call or e-mail *Jenna Persick*, 610-280-2624, jpersick@ccls.org.

Internet Corner

Spotlight on CCL Business INC Business Web Links: Company Information

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 Company Information category. One thing all Business Web Links categories have in common is a Printable version; use this to print out the links in a streamlined format without graphics.

The Company Information category is divided into five sub-categories: General, Public Companies, Private Companies, Local Companies and International Companies.

General contains a combination of CCL's licensed databases and web sites to use to locate companies. Our databases are still the best choice for generating lists of companies, but the web sites can come in handy when tracking down a particular business.

Public Companies contains a link to the SEC's EDGAR site as well as the Report Gallery, a resource for finding annual reports.

Finding Private and Local Companies can be tricky and these sub-categories can help in the endeavor.

International Companies contains links to directories of foreign businesses.

In addition to the web sites in the Company Information category, be sure to check out the **How Do I** reports on finding information on local, private and public companies, business.ccls.org/howdois.htm.

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

The Real Thing: Truth and Power at the Coca-Cola Company, Constance L. Hays, 2004 (338.7663 H).

New York Times reporter Hays examines the history of the Coca-Cola Company.

Entrepreneurship

The Girl's Guide to Starting Your Own Business: Candid Advice, Frank Talk, and True Stories for the Successful Entrepreneur,

Caitlin Friedman & Kimberly Yorio, 2003 (658.11 F).

Entrepreneurs Friedman and Yorio have written the book they wish they had when starting their respective businesses. Topics covered include deciding whether starting a business is the correct option, choosing a business, legal issues, financials, business plans, selling, being a boss, writing and "good business advice your grandmother would have given you (and maybe did)."

The Old Girls' Network: Insider Advice for Women Building Businesses in a Man's World, Sharon Whiteley, Kathy Elliott & Connie Duckworth, 2003 (658.421 W).

Angel investors Whiteley, Elliott and Duckworth provide a guide to starting a business for women. The book is divided into nine chapters and covers what it takes to be an entrepreneur, raising capital, leadership and growing a business.

General

The Dumbest Moments in Business History: Useless Products, Ruinous Deals, Clueless Bosses and Other Signs of Unintelligent Life in the Workplace, Adam Horowitz, 2004, (338.09 H).

Horowitz, executive editor of Business 2.0, and his editors have compiled a list of humorous and bad business decisions. This is a spin-off of Business 2.0's annual

"The 101 Dumbest Moments in Business".

Giantkillers: The Team and the Law That Help Whistle-Blowers Recover America's Stolen Billions,

Henry Scammell, 2004 (347.7353 S).

Freelance writer Scammell examines the False Claims Act, a public-interest law that enables government contractors to be sued for fraud. He incorporates the stories of whistle-blowers to show how devastating such cases can be.

Life is a Series of Presentations: 8 Ways to Punch Up Your People Skills at Work, at Home, Anytime,

Anywhere, Tony Jeary, Kim Dower & J.E. Fishman, 2004 (651.73 J).

Jeary, a presentation coach, argues life is full of presentations, informal and formal. He also shares his "Eight Essentials Practices for Successful Presenters."

Protecting the Brand,

Talcott J. Franklin, 2003 (658.827 F).

Lawyer Franklin presents a guide to safeguarding a company's brand. Part I covers the principles of brands, Part II covers the rules for using brands and Part III explains how to protect brands.

Jobs & Careers

Summer Jobs for Students

(331.128 S 2004-2005).

Not just for students, this guide contains information on over 55,000 summer positions. Locate positions by location (state-by-state, Canada and/or international), by category, by employer and/or by job type.

How Would You Move Mount Fuji? Microsoft's Cult of the Puzzle:

How the World's Smartest Companies Select the Most Creative Thinkers,

William Poundstone, 2003 (658.3112 P).

In Business News' first "exercise" book, Poundstone discusses the use of "puzzle questions" in job interviews. He begins with a history of the puzzle interview and then asks if puzzle interviews really work. Next, he includes a variety of puzzle questions, many

from Microsoft (he does include an answer section). The last two chapters give hints to the job seeker and the employer respectively.

Management

Guts: Companies that Blow the Doors Off Business-As-Usual,

Kevin & Jackie Freiberg, 2004 (658.4092 F).

The Freiberg's first book Nuts!: Southwest Airlines' Crazy Recipe for Business and Personal Success, examined Southwest Airlines' culture. They expand on that research to find other companies with "gutsy leaders", who break rules for business success.

Leadership Sopranos Style: How to Become a More Effective Boss,

Deborrah Himsel, 2004 (658.4092 H).

Himsel, vice president of organizational effectiveness for Avon, argues that Tony Soprano, the lead character in HBO's series "The Sopranos" is an excellent leader. She provides a case study of his techniques and "translates" these into strategies everyone can follow and stay on the good side of the law.

Marketing

Buzz: Harness the Power of Influence and Create Demand,

Marian Salzman, Ira Matathia & Ann O'Reilly, 2003 (658.8 S).

Authors of Next: Trends for the Near Future, here Salzman, Matathia and O'Reilly discuss the concept of buzz ("the word-of-mouth effect") and buzz marketing (utilizing the power of buzz for marketing). They use case studies to show how these ideas have worked for major companies.

Money

Girl, Make Your Money Grow!: A Sister's Guide to Protecting Your Future and Enriching Your Life,

Glinda Bridgforth & Gail Perry-Mason, 2003 (332.024 B).

This personal finance guide stresses the importance of investing. Part one

examines how to get your financial matters in order. Part two talks about how to maximize your income to create money for investments and part three discusses the options available for investing.

Retire on Less Than You Think: The New York Times Guide to Planning

Your Financial Future, Fred Brock, 2004 (332.024 B).

Brock, "Seniority" columnist for the New York Times, argues that it is possible to retire sooner and on less money and still live quite well by making a "few relatively painless lifestyle changes." This book had a favorable mention in a recent Newsweek (3/15/04) "Tip Sheet" article on retirement.

The Citizen Investor, Phil Dow, 2004 (332.024 D).

Dow, director of equity strategy at RBC Dain Rauscher, presents a long-term stock investing strategy. Citizen investors find "bulldog" companies, buy shares in them and hold on to those shares.

Debt-Proof Your Marriage: How to Achieve Financial Harmony,

Mary Hunt, 2003 (332.024 H).

Hunt, founder of Cheapskate Monthly, presents a personal finance guide for couples. She begins by examining how to talk about money in a relationship. Next, she discusses how to live debt-free. Finally, she looks at common money dilemmas and their solutions.

Rescue Your Financial Life: 11 Things You Can Do Now to Get Back on Track, Kimberly Lankford, 2004 (332.024 L).

Lankford, the "Ask Kim" columnist for Kiplinger's Personal Finance, gives strategies for reestablishing and meeting personal finance goals. Topics covered include: retirement, college savings, paying tuition, buying a house, eliminating debt, lowering taxes and cutting insurance costs.

How to Profit from the Coming Real Estate Bust: Money-Making Strategies for the End of the Housing Bubble, John Rubino, 2003 (332.6324 R).

Wall Street analyst Rubino argues the

country is approaching the end of the housing bubble. He examines why this is about to happen and recommends lines of action to both protect assets and to make money during this potential crisis.

How to Finance Any Real Estate (Any Place, Any Time): Strategies That Work!, James A. Misko, 2004 (332.72 M).

Real estate professional Misko presents 47 non-traditional real estate financing strategies. Each strategy contains a description, a step-by-step guide and a scenario. Misko advises hiring a team of qualified professionals to aid in these endeavors.

Looking for volunteer opportunities for your employees? Become a Literacy Volunteer Adult Tutor at the Chester County Library. Our next Tutor Training Workshop starts Thursday, July 15, 6:00 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.

Wednesday, May 19
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 and analysis.

Thursday, June 3
7:00-9:00 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.

Thursday, June 10
7:00-9:00 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.

Wednesday, June 16
7:00-8:30 PM

Small Business Resources Open House ~ Interested in learning what the Library has to offer to small businesses? Need an opportunity to network with other small business owners? Come to this Open House and learn about our resources for small businesses. We'll have demonstrations of business databases and will be available to answer questions.

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.

Wednesdays, May 12, June 9,
September 8
6:30-9:00 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 \$40 materials fee for these classes.* Contact KUSBDC for payment information.

Business Plan I ~ Business Plan for Success

Thursdays, June 24 & August 5
3:30-6:00 PM • Struble Room

Business Plan II ~ Marketing Your Company and Communicating Your Message

Thursday, July 1 • Struble Room
Thursday, August 12 • Board Room
3:30-6:00 PM

Business Plan III ~ Financial Projections

Thursdays, July 8 & August 19
3:30-6:00 PM • Struble Room

Business Plan IV ~ Plan Progress Review

Thursday, July 15 • Board Room
Thursday, August 26 • Struble Room
3:30-6:00 PM

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)
Parkersburg 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)