



Chester County Library

Business News

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Magazine Title Search

Did you know you can access the Chester County Library System's **Library Catalog** from home or work? To access the Catalog, go to www.ccls.org and **click** on **Library Catalog**. One special feature of our Catalog is the **Magazine or Newspaper Title Search**. This search allows you to see what magazines and newspapers all the libraries subscribe to in print as well as those available electronically through one of our subscription databases. To search, go to the Catalog and **click** on **Magazine or Newspaper Title Search**. In the search box, enter the name of the magazine or newspaper title you are interested in and **click** **Search**. The first part of the results list which of the CCLS libraries own the title and the second part lists which subscription database(s) include the title. To access the title electronically, go to our **Databases** page www.ccls.org/databases/online_databases.htm or, if it is a business database the **Business Database** page on **CCL Business INC**, business.ccls.org/databases.htm. This is a quick and easy way to find magazine and newspapers, especially for those we do not carry in print but do have via electronic access.

CCL Business INC News

The last issue of *Business News* introduced you to the newest CCL business resource, **CCL Business INC**:

business.ccls.org. This issue we are introducing a new section of *Business News* devoted to highlighting new and existing resources available on the Web site. We have a new **How Do I: Find Industry Resources in Business Source Premier**. In addition, the following subjects have been added to the **Business Books** sub-category of **Business @ Your Library: negotiation and sales**. The **Business Books** sub-category consists of automatic searches of the **Library Catalog**. Simply **click** on the **subject** to execute a catalog search on that topic. See below for information on placing your own hold on a book.

Placing Holds From Home

Continuing with our Library Catalog theme, we direct your attention to your ability to place materials on hold from home. All you need to do this is a valid Chester County Library System library card barcode number and PIN number (the first time you place a book on hold you will be prompted to create a PIN number). Search the catalog for the book you wish to place on hold or use the **Business Books** sub-category on **CCL Business INC**. **Click** on the **title** of the book you wish to place on hold. The screen will display in two sections or frames. From the top frame, **click** on the **Place a Hold** button. You will be prompted to enter your name, your library barcode number and your

PIN number (type an existing PIN or create a new one). Next, choose a pickup location for the book and **click** **Submit**. The book is now on hold for you. A couple of caveats: it takes three to four business days for books to move between libraries. Also, if the book you wish to place on hold is on the shelf of the library where you wish to pick it up, you may wish to call the library directly and ask them to hold the book for you to speed up the process. To find out when the book is ready to be picked up, go to www.ccls.org and **click** on **View Your Library Record**. Log into your record and **click** on **Requests (Holds) Outstanding**. When the **Status** field says **Ready for Pickup**, the book is ready for you. For more information on placing holds, please go to www.ccls.org/forms/holds.htm.

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.

Internet Corner

SPOTLIGHT ON CCLBUSINESSINC BUSINESSWEB LINKS: INDUSTRYRESEARCH

Over the next few issues, *Business News* is highlighting sections from **CCL Business INC's** Business Web Links. This area was designed to have useful business web sites organized in one easy-to-use place. In this issue, we will take a closer look at the Industry Research 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 Industry Research category is divided into four sub-categories: **Tools**, **Associations**, **Overviews** and **Statistics**.

The **Tools** section contains NAICS and SIC code lookups. Finding a NAICS and/or SIC code is a first step in any industry research. While most of our subscription databases allow searching by keyword, it is helpful to know the appropriate NAICS or SIC code as well. Most of the Economic Census reports are arranged by NAICS code.

Trade and professional associations are often good sources for information about an industry. The **Association** section contains links to web sites with directories of associations. There is also a link to our **How Do I: Find an Association for Industry Research**.

The **Overviews** section contains a combination of CCL's subscription databases and web sites used to find industry overviews. Our databases are still the best source for industry overviews and magazine articles on industries. However, the web sites listed in this section also lead to some excellent industry information.

The **Statistics** section leads to statistical resources on industries. One of these resources is the Economic Census. The 2002 Economic Census is now being released.

In addition to the web sites in the Industry Research category, be sure to check out the **How Do I** reports on industry research at 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

Making Dough: The 12 Secret Ingredients of Krispy Kreme's Sweet Success, Kirk Kazanjian & Amy Joyner, 2004 (338.7664 K).

Business reporters Kazanjian and Joyner delve into the history of Krispy Kreme, the doughnut company.

True to Our Roots: Fermenting a Business Revolution, Paul Dolan & Thom Elkjer, 2003 (658 D).

Dolan, president of Fetzer Vineyards, writes about management strategies and practices that have led his winery to success as a sustainable business.

Entrepreneurship

Bookkeepers' Boot Camp: Get a Grip on Accounting Basics, Angie Mohr, 2003 (657.9042 M).

Mohr, a chartered and certified management accountant, provides a refresher course (or a primer, if needed) on accounting. The first section of the book deals with basic record keeping, the second looks into more intermediate bookkeeping topics, and the third section concentrates on advanced topics such as tax planning, foreign currency and cash flow.

Financial Management 101: Get a Grip on Your Business Numbers, Angie Mohr, 2003 (657.9042 M).

*In this companion to **Bookkeepers' Boot Camp** (see above), Mohr examines how to read, analyze and use small business financial data. Topics covered include a primer on balance sheets, income and cash flow statements, basic budgeting, ratio analysis, operating cycles, key performance indicators, inventory, accounts receivable, accounts payable, managing debt, compensating employees and planning. The appendices include a monthly management operating plan and sample balance sheets, income statements, cash flow statements and monthly budget reports.*

Self-Employment: From Dream to Reality: An Interactive Workbook for Starting Your Small Business, 2nd ed., Linda D. Gilkerson & Theresia M. Paauwe, 2003 (658.041 G).

Entrepreneurs Gilkerson and Paauwe provide a guide to starting a small business. Topics covered include: defining your dream, financing a business, pricing products and services, finding and researching your market, managing cash flow, managing records and financial statements.

General

Million Dollar Habits: Proven Power Practices to Double and Triple Your Income, Brian Tracy, 2004, (650.12 T).

Business consultant and coach Tracy shares habits for business and personal success.

The Simplicity Survival Handbook: 32 Ways to Do Less and Accomplish More, Bill Jensen, 2003 (650.13 J).

Jensen, author of *Simplicity and Work 2.0*, provides 32 ways to simplify your work life. Each chapter identifies a step to make life easier and shows how to implement it. In keeping with his message of simplicity, the table of contents advises you to read three or four of the chapters and the 15-page "Do-Less Toolkit" rather than read the entire book cover-to-cover.

Making Diversity Work: 7 Steps for Defeating Bias in the Workplace, Sondra Thiederman, 2003 (658.3008 T).

Diversity expert Thiederman advises businesses on how to remove bias from the workplace.

Jobs & Careers

Monster Careers: How to Land the Job of Your Life, Jeff Taylor, 2004 (331.128 T).

Taylor, founder of *Monster.com*, has put together a career guide. Part I examines the "new" job search basics. Part II covers how to prepare a job search, including resumes and cover letters. Part III covers research and networking in the job search. Part IV discusses interviews, negotiating and starting a new job.

Resumes for Communications Careers with Sample Cover Letters, 3rd ed., 2003 (650.142 R).

Another resume book from *VGM Career Books* filled with sample resumes for communications careers.

Management

Beyond Budgeting: How Managers Can Break Free from the Annual Performance Trap, Jeremy Hope & Robin Fraser, 2003 (658 H).

The authors argue that the annual budgeting process has turned into a trap whereby managers are forced to meet fixed goals regardless of their environment. They suggest a new

approach "beyond budgeting" which relies on more adaptive goals judged on performance. They show how actual corporations have implemented this idea and how it leads to decentralization allowing front-line managers to make their own decisions and create a more competitive company.

Business as War: Battling for Competitive Advantage,

Kenneth Allard, 2004 (658.4012 A).

Television commentator and former Army Colonel Allard argues lessons learned from the military can lead to business success.

Decide & Conquer: Make Winning Decisions and Take Control of Your Life, Stephen P. Robbins, 2004

(658.403 R).

Management and organizational behavior expert Robbins provides a guide to decision-making skills. He begins by examining how important decisions are to every aspect of life. Next, he looks at how personality affects decision-making. The next section describes biases and errors that lead to poor decisions followed by a section of advice for improving decision-making.

Profitable Growth is Everyone's Business: 10 Tools You Can Use Monday Morning, Ram Charan,

2004 (658.4063 C).

Charan, coauthor of *Execution: The Discipline of Getting Things Done* (658 B), provides a practical guide to creating profitable growth for businesses regardless of size or industry. He devotes the majority of the book to introducing 10 tools for growth.

Marketing

Wordcraft: The Art of Turning Little Words into Big Business,

Alex Frankel, 2004 (658.827 F).

Journalist Frankel examines the naming industry, the industry that helps businesses come up with product brand names. He focuses his discussion on the development of five brand names: BlackBerry, Accenture, Viagra, Porsche Cayenne and IBM e-business.

Money

Multiple Streams of Income, 2nd ed., Robert G. Allen, 2004 (332.024 A).

Financial author Allen offers a personal finance guide that focuses on how to obtain multiple income sources.

The Automatic Millionaire™: A Powerful One-Step Plan to Live and Finish Rich, David Bach, 2004 (332.024 B).

Popular personal finance author Bach, author of *Smart Couples Finish Rich* (332.024 B) and *Smart Women Finish Rich* (332.024 B), presents his newest advice on financial planning.

Repair Your Credit and Knock Out Your Debt, Jeff Michael & Thomas Fox, 2004 (332.024 M).

Michael, director of education for Springboard, a consumer credit management agency, discusses how to fix credit problems. The book begins by describing steps to take to get out of debt and moves to preparing and using budgets. Next, it examines how to handle the different kinds of debts. There is a description of credit counseling and how to maintain a healthy credit rating. The book concludes with information for continuing to stay debt-free and how to educate children on proper money habits.

American Sucker, David Denby, 2004 (332.6097 D).

New Yorker writer and critic Denby shares the story of his adventures in the stock market between 2000 and 2002.

The Credit Repair Kit, 4th ed., John Ventura, 2004 (332.743 V).

Bankruptcy attorney Ventura provides a guide for credit repair. Topics covered include: credit bureaus, credit records and scores, reading credit reports, resolving credit record problems, rebuilding credit, avoiding credit repair rip-offs, divorce-proof credit, privacy issues and identity theft.

Bankruptcy: Is It the Right Solution to Your Debt Problems, 2nd ed., Robin Leonard, 2004 (332.7509 L).

Attorney Leonard provides a guide to bankruptcy. The book begins with an

overview of bankruptcy including the types of bankruptcy, Chapter 7 eligibility and Chapter 13 eligibility. Next the book answers some questions about bankruptcy such as: will I wipe out my debts, will I lose my home, what property can I keep, can I keep my credit cards and how hard is it to file for bankruptcy. The book concludes with a discussion on what happens to future credit after bankruptcy filing, alternatives to bankruptcy and possible future bankruptcy laws.

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, October 6, 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, September 22

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, September 29

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.

Tuesday, October 26

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.

Thursday, October 27

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.

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, September 8,
Thursday, October 7
Wednesday, November 10
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

Thursday, August 5

Thursday, September 9

3:30-6:00 PM • Struble Room

Business Plan II ~ Marketing Your Company and Communicating Your Message

Thursday, August 12

Thursday, September 16

3:30-6:00 PM • Board Room

Business Plan III ~ Financial Projections

Thursday, August 19

Thursday, September 23

3:30-6:00 PM • Struble Room

Business Plan IV ~ Plan Progress Review

Thursday, August 26

Thursday, September 30

3:30-6:00 PM • Struble 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)