



Chester County Library Business News

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Changes to Home ReferenceUSA Access

ReferenceUSA (RefUSA) is changing the way home users access their search results. This change applies to home use only; access in the libraries will stay the same. Over the last few months, there has been an increased amount of "scraping" from the RefUSA database throughout the country. Scraping refers to the theft of data via automated means. In order to stop this theft, RefUSA is implementing an authentication code for each page of search results. A home user will be shown a code when viewing the first page of results. This code must be entered into the code box to see the next page of results. This process will continue for each additional screen of results. Please note: This new requirement does not change the downloading/printing options from home; there is still a 10 record limit. Also, users in the libraries will not be asked to use the authentication code. This applies to home users only. If you have any questions, please call or e-mail Jenna Persick, 610-280-2624, <jpersick@ccls.org>.

Microcosm Update

Microcosm, a company directory database from Dun & Bradstreet, is now available at all Chester County Library System Libraries for in-library use only. This database contains business data

from the greater Philadelphia area. Previously, this database was run from a CD-ROM; its switch to a web-based platform allows it to be accessed systemwide. To access Microcosm, go to www.ccls.org/databases/databases.htm and click on Internet Services (licensed for in-library use only). Microcosm may be searched by company name, SIC/NAICS, city, zip code and keyword. One record at a time may be printed. Microcosm does not allow downloading. It is best used to look up specific local companies; RefUSA or D&B's Million Dollar Database are better for generating lists of companies.

BCRC Investment Reports

Business News has covered how Gale's Business and Company Resource Center (BCRC) is an excellent resource for company and industry information. It is also a source of information for investors as it contains investment reports from a variety of analysts. To access BCRC (in-library and from home), go to www.ccls.org/databases/databases.htm and click on Internet Service for Remote Access. Click on BCRC and choose Gale Group from the POWER Library screen. Scroll down to BCRC. There are two methods of searching for the

reports: by company or by contributor.

To search by company: Enter the company name in the Search Term box. In the next box, choose Company Search. Click Search. A search results page will be displayed. Click on the name of the appropriate company. Look at the tabs near the top of the page. If the Investment Reports tab is active (tabs that are active will turn yellow when the mouse is moved over them), there is an investment report for that company.

To search by contributor (investment analyst): Click on the Advanced Search button. In the Content Area box, choose Investment Reports. Enter the name of the contributor in the search box and choose Contributor from the list displayed in the second box. Click Search. All reports by that contributor will be displayed. For example: search for Merrill Lynch.

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 the Library's Web Site <www.ccls.org/wsubjects/bus.htm> (click on Chester County Business Newsletter). To access databases from home, go to <www.ccls.org/databases/databases.htm> and click on Internet Service for Remote Access.

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

SIA Investor

www.siainvestor.com

Investor education site from the Security Industry Association. This site contains information on investing goals, investing essentials, choosing investments, managing a portfolio and how markets work.

Investor Information from the Security and Exchange Commission (SEC)

www.sec.gov/investor.shtml

Information and advice on avoiding fraud from the SEC's office of Investor Education and Assistance.

Investor's Clearinghouse from the Alliance for Investor Education

www.investoreducation.org

The Alliance for Investor Education provides a useful site for information on investing. Topics covered include: investing basics, getting help with investments, teaching guides, financial planning, older investors and scams.

IBM Investors: Guide to Financials

www.ibm.com/investor/financialguide

A guide to reading financial statements and reports from IBM.

Investor Education from the National Association of Security Dealers (NASD)

www.nasd.com/investor

The NASD is committed to "ensuring market integrity and investor confidence." This site contains information on how to check a broker's background, investor alerts, investor protection and the NASD manual.

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

There Must Be a Pony in Here Somewhere: The AOL Time Warner Debacle and the Quest for a Digital Future, Kara Swisher, 2003 (338.761 S).

Swisher, a technology columnist for the Wall Street Journal, examines the troubled merger of AOL and Time Warner and offers some solutions for "fixing" AOL.

Disconnected: Deceit and Betrayal at WorldCom, Lynne W. Jeter, 2003 (384.0657 J).

Jeter, reporter for The Mississippi Business Journal, follows WorldCom from its beginnings to its record-setting bankruptcy in June 2002.

Broadbandits: Inside the \$750 Billion Telecom Heist, Om Malik, 2003 (384.0973 M).

Malik, senior writer for Business 2.0, examines the Telecom bubble and bust following the Telecommunications Act of 1996.

General

The Roaring Nineties: A New History of the World's Most Prosperous Decade,

Joseph E. Stiglitz, 2003, (330.973 S).

Stiglitz, winner of the 2001 Nobel Peace Prize for Economics and author of *Globalization and Its Discontents*, writes an economic history of the 1990s.

Women Don't Ask: Negotiation and the Gender Divide,

Linda Babcock & Sara Laschever, 2003 (650.13 B).

Babcock has conducted many studies showing that women fail to negotiate at the same rate as men. She and co-author Laschever examine what keeps women from negotiating and argue why they should.

Forbes to the Limits: Pushing Yourself to the Edge – In Adventure and in Business, James M. Clash, 2003 (658.409 C).

Adventure travel comes to Business News. Forbes columnist Clash tells the stories of high-powered executives and their adventure-seeking experiences.

Super Searchers on Competitive Intelligence: The Online and Offline Secrets of Top CI Researchers, Margaret Metcalf Carr, 2003 (658.4702 C).

Professional researcher Carr interviews competitive intelligence (CI) researchers to discover their secrets.

Conquering Cold-Calling Fear: Before and After the Sale, Don Surath, 2003 (658.85 S). Cold Calling Techniques (That Really Work!), 5th ed., Stephan Schiffman, 2003 (658.85 S).

These two books offer tips and techniques for cold-calling and complement each other nicely. Surath spends some time discussing the follow-up to a cold-call. Schiffman includes a section on finding leads and mechanics of a cold-call. Other books on this topic at the Chester County Library may be found at 658.85.

Entrepreneurship

Buy-Sell Agreement Handbook: Plan Ahead for Changes in the Ownership of Your Business, 2nd ed., Anthony Mancuso & Bethany K. Laurence, 2003 (346.652 M).

Attorneys Mancuso and Laurence explain how to write a buy-sell agreement. A buy-sell agreement is one that describes how interests in a company can be bought or sold if one of the owners decides to leave the company.

Jobs & Careers

Work It!: How to Get Ahead, Save Your Ass, and Land a Job in Any Economy, Allison Hemming, 2003 (650.14 H).

Hemming, founder of The Hired Guns, provides a comprehensive job-hunting guide. Part I covers the job searching process; Part II includes information on resumes, cover letters, interviewing and negotiating; Part III discusses downsizing, layoffs and unemployment. Each section is peppered

with real-life examples and advice sidebars. Other books on this topic may be found at 650.14.

Weddle's Guide to Employment Web Sites: The Recruiters Edition, 2003 (650.1402 W).

This guide reviews job posting Web sites from the point of view of employment recruiters. Each entry contains general site information, job posting services available, resume sourcing services available, other recruiting services offered and contact information. Some entries include a "RecruitersReview," a review of the site from a professional recruiter.

Money

You Don't Have to Be Rich: Comfort, Happiness, and Financial Security on Your Own Terms, Jean Chatzky, 2003 (332.024 C).

Money magazine columnist Chatzky reports on research conducted on the relationship between individuals and money. The results showed that money causes more unhappiness than happiness for most people. She presents strategies for effective money management in order to alleviate the stress money can cause.

Don't Spend Your Raise: and 59 Other Money Rules You Can't Afford to Break, Dara Duguay, 2003 (332.024 D).

Duguay, executive director of Jump\$tart Coalition for Personal Financial Literacy, presents rules for money management. Topics covered include investing, budgeting, credit, debt and emergency funds.

A Mathematician Plays the Stock Market, John Allen Paulos, 2003 (332.632 P).

Paulos, author of Innumeracy: Mathematical Illiteracy and its Consequences, explores the mathematical workings of the stock market.

Management

Coaching CLUES: Real Stories, Powerful Solutions, Practical Tools, Marian J. Thier, 2003 (658.4071 T).

If you have ever wondered what a professional business coach does or how they can benefit you or your business, this is the book for you. Thier, a master certified coach, introduces her coaching scheme, the five C.L.U.E.S. of coaching, and applies it to 11 real business-coaching challenges. For each situation, she summarizes the situation, discusses her approach to the problem and examines the results of the coaching session.

Heroic Leadership: Best Practices from a 450-Year-Old Company that Changed the World, Chris Lowney, 2003 (658.4092 L).

Lowney was a Jesuit seminarian for seven years before moving to J.P. Morgan. In this book, he argues that the Jesuits' "Four Pillars of Success," self-awareness, ingenuity, love and heroism, are leadership traits that any leader can follow.

Marketing

How to Become a Marketing Superstar: Unexpected Rules that Ring the Cash Register, Jeffrey J. Fox, 2003 (658.8 F).

Fox, author of How to Become a Great Boss, turns his attention to marketing. Each rule is presented in a short chapter that gets straight to the point.

Bang!: Getting Your Message Heard in a Noisy World, Linda Kaplan Thaler & Robin Koval, 2003 (659.113 K).

Executives at Kaplan Thaler Group, the advertising agency that created the AFLAC duck campaign, Thaler and Koval use examples from their own successful advertising campaigns to illustrate guidelines for creating "big bang" advertising campaigns that "make a brand explode onto the marketplace virtually overnight."

Looking for volunteer opportunities for your employees? Become a Literacy Volunteer Adult Tutor at the Chester County Library. Our next Tutor Training Workshop (5 sessions) starts Wednesday, April 21, 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.* Reservations requested. For information and reservations, call 610-280-2624.

Tuesday, January 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.

Thursday, February 12

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, Chester County Library.

Wednesday, March 17

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.

Thursday, March 25

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.

*Upcoming events are also listed on the Library's Web site.

Go to www.ccls.org/libraries/chesterc.htm and click on Calendar of Events.

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 material fee for this class. Contact

KUSBDC for payment information. Wednesdays, January 14, February 18, March 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 material fee for these classes. Contact KUSBDC for payment information.

Business Plan I ~ Business Plan for Success

Thursdays, January 15, March 25
3:30-6:00 PM • Struble Room

Business Plan II ~ Marketing Your Company and Communicating Your Message

Thursdays, January 29, April 1
3:30-6:00 PM • Board Room

Business Plan III ~ Financial Projections

Thursdays, February 5, April 8
3:30-6:00 PM • Board Room

Business Plan IV ~ Plan Progress Review

Thursdays, February 12, April 22
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)