



Chester County Library Business News

450 Exton Square Parkway, Exton, PA 19341

November-December 2005 • Vol. 9 • No. 6

Morningstar From Home

Morningstar Library Edition is now available from home with a valid Chester County Library System library card. Create a list of stocks and funds using Morningstar Screens or create your own. Research a stock or fund using Morningstar Analyst Reports. Analyze your portfolio using Portfolio X-Ray. All of this information from home! All we require is a library card.

To access **Morningstar Library Edition** from home, go to **business.ccls.org** and **click** on **Business Databases**. Next, **click** on **Investment Databases** and choose **Morningstar Library Edition Remote Use**. Enter your name and library barcode number in the boxes provided.

CCLS Databases

Here at **Business News** we focus on our business resources heavily. We would like to take some time and point out some of our other information databases; many are available from home with a valid Chester County Library System library card. Some can be used in business research; all are useful in other areas of life. Find easy access to all of our databases at **www.ccls.org** → **click** on **Databases**. In this issue we will take a look at some of our homework databases – useful to anyone helping kids with homework.

Stuck on that geometry proof? Turn to **Live Homework Help**. This is a free,

online tutoring service available from home with your library card from 4:00-10:00 PM every day.

Need to know how medieval children played? Try **Daily Life Online**; it explores everyday life from past to present with articles, images, maps, and timelines and is available from home.

Need pro and con articles on tobacco use? Try **Opposing Viewpoints** and **Facts.com Issues and Controversies**; both have full-text viewpoint articles from a variety of topics. **Facts.com Issues and Controversies** also lists suggested research topics.

SATs and AP tests coming up? Try **Learning Express Library**; practice tests for the SATs as well as improvement skills for math, reading and writing.

Looking for articles on current events? Try **EBSCOHost's MasterFile Premier**, **Middle Search Plus** or **MAS Online Plus** (high school students) for magazine articles on a variety of topics.

Hidden Gems

This is the fourth in a series highlighting features of our business databases. This issue we will take a look at the company profiles available on **Business Source Premier (BSP)**.

To access **BSP**, go to **business.ccls.org** and **click** on **Business Databases**. Next, **click** on **Magazine Articles** and choose **Business Source Premier**. From the **POWER Library** screen, choose **Business**

Source Premier under the category **Business**. **BSP** is available at all Chester County Library System (CCLS) libraries and from home with a valid CCLS library card.

BSP contains over 10,000 company profiles from Datamonitor. These tend to be larger public and international companies, though larger private companies are also included. Each report generally contains the following sections: company overview, key facts, business description, history, key employees, major products/services, SWOT analysis, top competitors, and locations and subsidiaries. SWOT analyses take a look at a company's strengths, weaknesses, opportunities, and threats and can be useful for industry research as well.

To search for a company profile on **BSP**, either enter a company name in the basic search box and then choose company profiles from the search type box or **click** on **Company Profiles** from the top menu bar and search for the company name in the search box provided.

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>.

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: Online Job Hunting

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 **Online Job Hunting** category. One thing all Business Web Link categories have in common is a printable version; use this to print links in a streamlined format without graphics.

The **Online Job Hunting** category is divided into two sub-categories: **Career Resources** and **Job Searching Sites**. We will look at Career Resources in this issue.

Career Resources begins with Great General Job Sites. These include The Riley Guide, Job-Hunt.org, CareerJournal.com and Knock 'em Dead Online. Next are resources for Career Assessment and Changing Careers. Sites in this area include The Career Key and "The Ten Step Plan to Career Change" from Quintessential Careers. There are also sites to find job profiles such as The Occupational Outlook Handbook, America's

CareerInfoNet and the Career Guide to Industries. There are also sites for advice on resumes, cover letters and interviews. Finally, there are Salary Surveys including "Salary Data and Hiring Trends" from CareerJournal and "Wages, Earnings and Benefits" from the Bureau of Labor Statistics.

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

Employees

The Employer's Legal Handbook, 7th ed., Fred S. Steingold, 2005 (344.01 S).

In this newly revised edition, attorney Steingold addresses legal aspects of managing employees. Topics covered include: hiring, personnel practices, wages and hours, benefits, family and medical leave, discrimination, termination, independent contractors and unions.

Your Rights in the Workplace, 7th ed., Barbara Kate Repa, 2005 (344.0125 R).

Attorney Repa presents a guide to employee rights. Topics covered include: wages and hours, health insurance, family and medical leave, privacy rights, health and safety, discrimination, sexual harassment, losing a job, unemployment, workers' compensation, retirement plans, unions and immigration issues.

Entrepreneurship

Negotiate the Best Lease for Your Business, 2nd ed., Janet Portman & Fred S. Steingold, 2005 (346.0434 P).

Attorneys Portman and Steingold present a guide on leases for small businesses. The first part of the book looks at the process of finding, evaluating and negotiating for space. The second part examines leases in depth including lease terms, rent, security deposits, improvements and alterations, maintenance, insurance and breaking a lease.

Your Limited Liability Company: An Operating Manual, 4th ed., Anthony Mancuso, 2005 (346.0668 M).

Attorney Mancuso presents a guide to running a limited liability company (LLC). Topics covered include: LLC documents, LLC meetings, LLC business resolutions, LLC tax resolutions, LLC membership resolutions, and loans to and by the LLC.

The Woodworker's Guide to Pricing Your Work, 3rd ed., Dan Ramsey, 2005 (684.0806 R).

Woodworker Ramsey presents a guide to pricing woodwork. The book begins with an overview of pricing including the basics of pricing, types of pricing, markup, estimating material costs and labor, defining overhead costs, selling value, negotiating, maintaining pricing and when to raise prices. The next three chapters discuss pricing for specific objects in the following categories: crafts and folk art, woodcarving and woodturning, and furniture and cabinetry. The book concludes with a chapter on increasing profits without reducing quality. While this book is aimed specifically at woodworkers, the introductory chapter on pricing has information relevant to everyone interested in this issue.

General

The Skeptical Business Searcher: The Information Advisor's Guide to Evaluating Web Data, Sites, and Sources, Robert Berkman, 2004 (025.0633 B).

Berkman, editor of *The Information Advisor*, a business research newsletter, looks at how to be an efficient and careful business researcher. He examines search strategy, using search engines, sites for company and industry information, sites for statistics, polls and surveys, sites for news and discussion, and how to evaluate a website.

Common Sense Economics: What Everyone Should Know About Wealth and Prosperity, James D. Gwartney, Richard L. Stroup & Dwight R. Lee, 2005 (330 G)

The authors, all economists, present the basics of economics and why it matters to everyone. Part I identifies 10 key elements of economics. Part II looks at seven major sources of economic progress. Part III looks at economic progress and the government. Part IV introduces 12 key elements of practical personal finance. The book also includes a glossary and a suggested further readings list.

Freakonomics: A Rogue Economist Explores the Hidden Side of Everything, Steven D. Levitt & Stephen J. Dubner, 2005 (330 L).

Economist Levitt and journalist Dubner take an unconventional look at the field of economics. This is not a dry tome on economic theory, but rather a detailed look at how the concepts of economics can explain everyday life.

100 Questions Every First-Time Home Buyer Should Ask with Answers from Top Brokers from Around the Country 3rd ed., Ilyce R. Glink, 2005 (643.12 G).

Columnist Glink has created an FAQ (frequently asked questions) for home buyers. Topics covered include: how to look for a home, how to know how much to spend, negotiating the deal, financing a home, mortgages and closing on a house.

Jobs & Careers

What is Your Life's Work: Answer the Big Question About What Really Matters...and Reawaken the Passion for What You Do, Bill Jensen, 2005 (158.6 J).

Jensen, author of *Simplicity: The New Competitive Advantage in a World of More, Better, Faster* (658.4 J), has compiled letters and notes from businesspeople addressing lessons learned in the world of work. The letters are divided into five categories of discovery: "Finding Yourself," "Finding the Lessons to be Learned, the Questions to be Asked," "Finding the Choices that Really Matter," "Finding the Courage to Choose," and "Finding Joy, Serenity, and Fulfillment." Jensen suggests picking 3-5 letters that "speak directly to you" and write a letter to yourself to help continue the conversation. There is a theme index to the letters at the back of the book.

15-Minute Cover Letter: Write an Effective Cover Letter Right Now, Michael Farr & Louise M. Kursmark 2005 (650.142 F).

Farr, author of *Same-Day Resume* (650.142 F), presents a guide to writing a cover letter quickly. Topics covered included: quick tips to writing cover letters, 8-step process to writing a cover letter, examples of professionally written cover letters, guides to writing thank-you letters and job proposals, tips to improve your resume and steps for getting a job quickly.

Next-Day Job Interview: Prepare Tonight and Get the Job Tomorrow, Michael Farr, 2005 (650.144 F).

Farr looks at how to prepare quickly for a job interview. He includes information on actions for interview success, a three-step process for answering interview questions, how to identify job skills, how to research the industry and company, how to answer key interview questions, how to handle tough and unusual interview situations, how to get more interviews, how to follow-up an interview and salary negotiation.

Nobodies to Somebodies: How 100 Great Careers Got Their Start, Peter Han, 2005 (658.4092 H).

Entrepreneur Han approached 100 leaders in the fields of business, government, arts and entertainment, non-profits, and science and academia and asked them to discuss their early career experiences. He uses these interviews to create a guide to becoming successful. The book is organized into 14 lessons ranging from how to know what you want to do, how to go about reaching that dream and how to stay there.

Marketing

Guerrilla Marketing in 30 Days, Jay Conrad Levinson & Al Lautenslager, 2005 (658.8 L).

Levinson and Lautenslager squeeze the *Guerrilla Marketing* (658.8 L) message into a 30-day plan.

Marketing without Advertising, 5th ed., Michael Phillips & Salli Rasberry, 2005 (658.8 P).

The authors argue that it is possible to get customers to notice your business without spending money on advertising. They advocate personal recommendations as the best marketing available and provide information on how to utilize this approach. The book includes information on pricing, marketing on the Internet, dynamic interactive marketing and designing a marketing plan.

Money

Secrets of the Millionaire Mind: Mastering the Inner Game of Wealth, T. Harv Eker, 2005 (332.024 E).

Eker, president of Peak Potentials Training, share his strategies for increasing income and building wealth. Part I discusses his concept of the "money blueprint," how people are conditioned to think about money. Part II looks at the different mindsets between the rich, middle class, and the poor and uses those to illustrate attitudes and actions to become wealthy.

Money for Life: Budgeting Success and Financial Fitness in Just 12 Weeks, Steven B. Smith, 2004 (332.024 S).

Smith, chairman of In2M Corporation, a financial software and services company, introduces a 12 week budgeting plan and shows how it works by following a group of friends as they learn to budget and save their money.

Yes, You Can Still Retire Comfortably! The Baby-Boom Retirement Crisis and How to Beat It, Ben Stein & Phil DeMuth, 2005 (332.024 S).

Stein and DeMuth are back with a guide to retirement (Yes, You Can Be a Successful Income Investor! 332.632 S). Topics covered include the 21 rules for retirement, retirement planning by decade, how much to save and how much to spend, immediate annuities, relocation and reverse mortgages.

Social Security, Medicare and Government Pensions, 10th ed., Joseph L. Matthews & Dorothy Matthews Berman, 2005 (368.426 M).

Mother and son duo Berman and Matthews examine Social Security, federal civil service retirement benefits, veteran benefits and Medicare.

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, November 16
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.

**Tuesday, November 29
7:00-8:30 PM**

This Information is Worth It! Investing Tools at the Chester County Library

Researching a stock or mutual fund? Interested in analyzing your portfolio? Looking to see how well an investment newsletter performs? Learn how to access this wealth of information in the Library and, in some cases, from home. Presented by **Jenna Persick**, Business Reference Librarian, Chester County Library.

**Tuesday, December 6
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 search engine goodies. Presented by Jenna Persick, Chester County Library.

We welcome your suggestions, comments and questions. Please e-mail them to **Jenna Persick**, jpersick@ccls.org, call **610-280-2624** or stop by the Reference Department and share your ideas personally.

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, November 9
Wednesday, December 7
6:00-8:30 PM • Struble Room**

First Step Series

Four business planning workshops. **Attendees must register with KUSBDC before attending Business Plan I. The sessions must be taken in order. A certificate will be awarded at completion of all four Business Planning classes.** To register, 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.

Series starting October 20:

All 3:30-6:00 PM

Thursday, October 20

Business Plan I ~ Struble Room

Thursday, October 27

Business Plan II ~ Struble Room

Thursday, November 10

Business Plan III ~ Struble Room

Thursday, November 17

Business Plan IV ~ Struble Room

Series starting December 1:

All 3:30-6:00 PM

Thursday, December 1

Business Plan I ~ Struble Room

Thursday, December 8

Business Plan II ~ Struble Room

Thursday, December 15

Business Plan III ~ Board Room

Thursday, December 22

Business Plan IV ~ 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)