



Chester County Library *Business News*

450 Exton Square Parkway, Exton, PA 19341

Spring/Summer 2006 • Vol. 10 • No. 3

Gale Virtual Reference Library

Introducing the **Gale Virtual Reference Library**, a collection of electronic reference books accessible 24/7 from the Library's website. All 10 volumes of the *Business Plans Handbook* are included in this collection. Other titles available are *Dictionary of American History*, *Encyclopedia of the Great Depression*, *Middle Ages Reference Library*, *Roaring Twenties Reference Library* and five Junior Worldmark Encyclopedias.

To access this collection, go to www.ccls.org and click on **Databases**. Using the **A-Z** list, choose **Gale Virtual Reference Library**. You will need your 14-digit Chester County Library System library card when prompted.

Searching the collection is very easy. Simply enter a search term and relevant results will display. You can limit your search to a particular publication by using the **Advanced Search** option. For example: to limit your search to *Business Plans Handbook*, click on **Advanced Search**. Enter your search terms in the top boxes. Under **Limit the Results**, click **Business** from the subject area box. You can view the book chapters or sections in either an HTML or PDF version. It may be easier to print using the PDF version.

Business Database Refresher Course

In the past issues of *Business News*, we have focused on the non-business

databases available at the Chester County Library System. In this issue, we present a refresher course on our business databases. Find all of our business databases at business.ccls.org/databases.htm.

Company Directories

Use company directory databases to find competitors and sales leads and to research companies. We have two company directory databases: **ReferenceUSA (RefUSA)** and **D&B Million Dollar Database (Million Dollar)**. **RefUSA** contains 13 million public and private companies and is available from home with a valid Chester County Library System library card. **Million Dollar** contains 1.6 million companies with a million dollars in sales or more than 20 employees; it is only available in the Chester County Library System libraries.

Industry Research

Use these databases to find overviews, market research and current articles on a particular industry. The **Business and Company Resource Center (BCRC)** contains industry overviews from three publications: *Encyclopedia of American Industries*, *Encyclopedia of Global Industries* and *Encyclopedia of Emerging Industries*. In addition, you can use **BCRC** to research companies and markets. **Business Source Premier (BSP)** contains industry and market research reports produced by Datamonitor. You can also use it to search for articles on a particular industry. **BCRC** and **BSP** are available from home with a valid Chester County Library System library card.

Magazine Databases

Use these to research companies, industries, markets and trends. **Business Source Premier (BSP)** contains over 3,500 full-text business journals and magazines. **BSP** allows you to set up a **My EBSCOHost** account and save searches and articles across sessions. You can also use **My EBSCOHost** to set up search and journal alerts and be alerted by e-mail when new articles are added to the database that meet a saved search or when new issues of magazines are added. **Business and Company Resource Center (BCRC)** also contains magazine articles. As mentioned above, both **BSP** and **BCRC** are available from home.

Investment Databases

Use these databases to research stocks, mutual funds and companies. **Morningstar Library Edition** is available from home and is an excellent investment resource. Use the **Screener** tool to search for over 18,000 stocks and mutual funds that meet specific criteria. Use the **Reports** option to find reports on stocks and mutual funds. The **Portfolio X-Ray** tool allows you to analyze your portfolio. There is even a section on investment education. The **BCRC** also contains investment reports from a variety of analysts.

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>.

CCL Business INC

Don't forget about our one-stop business information resource, **CCL Business INC**, the **Chester County Library Business Information Connection**. Find it at business.ccls.org. There are four categories to the business website: **Business Web Links**, **Business @ Your Library**, **Business Databases** and **How Do I**.

Business Web Links is a subject directory of business-related websites. Find links on the following areas: company information, industry research, investment information, economics, small business, international trade, online job hunting and consumer information.

Business @ Your Library contains Chester County Library resources for small business. You can find back issue of *Business News*, handouts from our business programs and a calendar of events. The **Business Books** section contains links to searches of our library catalog for popular business topics. Use it to find what books we have on a certain business topic. You can also send a business question using the **Ask a Business Research Question** form.

Business Databases provides easy access to all of our business databases and user guides to the databases. Use our chart, *Which Business Database Should I Use to Research a Company* to help your research process. Most of our business databases are available from home as well as in any Chester County Library System library.

How Do I contains business research guides. There are guides for researching companies, industries, databases and using the library. The guides contain links to useful websites, books and databases.

Researching a company? Writing a business plan? Conducting market research? The Chester County Library can help. E-mail us to see how the Library can help you in your business research: business@ccls.org.

Internet Corner

Spotlight on American Factfinder

American Factfinder is the starting point to access US Census data. Find it at factfinder.census.gov. **Factfinder** includes both consumer and business demographics. In this issue, we will take a look at getting detailed data from the **Decennial Census** using the detailed data found in the **Summary Files**. To access the detailed data, click on **Get Data** under the **Decennial Census** heading. Generally, you will search either **Summary File 1** (100 percent data, collected from everyone) or **Summary File 3** (sample data, collected using the long form). The **Summary File 3** contains more detailed information on population and housing.

Select the **Summary File** you wish to search (usually Summary File 3) and click on **Detailed Tables**. Choose the geographic level you wish to use (country, county subdivision (local municipality), zip code). Choose the broad subject area you wish to search and then select your desired table. Click **Show Result** to see the data in the selected geography. Results may be printed or downloaded.

The **American Community Survey** is designed to replace the need for the long form in the **Decennial Census**. Three million

households will be surveyed every year to provide more up-to-date information. Currently, the data is mostly available at the county level. You can search for data from the **American Community Survey** for the years 2000-2004.

Best Business Books

Library Journal picked its best business books in 2005. Here is a selection of titles from that list, all available at the Chester County Library.

Blink: The Power of Thinking Without Thinking,
Malcolm Gladwell (153.44 G)

The World is Flat,
Thomas L. Friedman (303.4833 F)

Jim Cramer's Real Money,
James J. Cramer (332.6 C)

Unconventional Success,
David F. Swenson (332.6327 S)

Every Man a Speculator,
Steve Fraser (332.6427 F)

The Search, John Battelle (338.761 B)

The End of Poverty,
Jeffrey D. Sachs (339.4609 S)

The Battle for Social Security,
Nancy J. Altman (368.43 A)

The Travels of a T-Shirt in the Global Economy,
Pietra Rivoli (382.4568 R)

The Enthusiastic Employee,
David Sirota (658.3142 S)

Competition Demystified,
Bruce Greenwald (658.4012 G)

Wooden on Leadership, John Wooden & Steve Jamison (658.4092 W)

Bag the Elephant,
Steve Kaplan (658.812 K)

Brand Hijack,
Alex Wipperfurth (658.827 W)

Ben Franklin: America's Original Entrepreneur, Blaine McCormick (B 973.3 Franklin)

New Books

Entrepreneurship

What No One Ever Tells You About Financing Your Own Business: Real-Life Financing Advice from 101 Successful Entrepreneurs, Jan Norman, 2005 (658.1522 N).

Norman, author of *What No One Ever Tells You About Starting Your Own Business* (658.041 N), turns her attention to small business financing. Topics covered include tools for attracting capital, self-financing, financing from friends and family, borrowing options, outside investors, budgeting, strategic planning and ongoing business capital.

General

Fit In, Stand Out: Mastering the FISO Factor for Success in Business and Life, Blythe J. McGarvie, 2006 (650.13 M).

Leadership expert McGarvie introduces the "FISO Factor" of leadership. FISO stands for "fit in, stand out" a seemingly contradictory message. In this book, she explains the concept of FISO, identifies six "catalytic agents" that power it and shows how to apply and develop FISO in practice.

One Phone Call Away: Secrets of a Master Networker, Jeffrey W. Meshel with Douglas Garr, 2005 (650.13 M)

Meshel, president of Mercury Capital, shares his networking philosophy. Part One covers the basics of networking including

fundamentals, overcoming shyness and basic sales tactics. Part Two looks at advanced networking including running a network group and the rewards of networking.

Jobs & Careers

Best Entry-Level Jobs, 2006 (331.702 B).

This book identifies the companies and nonprofit organizations with the best entry-level job opportunities. Each company's entry includes a description of the company, employments statistics, how to apply for a position, salary and benefits, and training available.

A Survival Guide for Working with Bad Bosses: Dealing with Bullies, Idiots, Back-Stabbers, and Other Managers from Hell, Gini Graham Scott, 2006 (650.13 S).

Business relationship consultant Scott provides a guide to dealing with bad bosses. Each chapter discusses a specific kind of bad boss and includes a case study with strategies for dealing with that particular situation.

The Unwritten Rules of the Highly Effective Job Search: Land a Job You Love Using the Methods Top Career Professionals Teach Their Private Clients, Orville Pierson, 2006 (650.1409 P).

Career professional Pierson shares the Pierson Method, a successful job searching strategy he has used while working for Lee Hecht Harrison, a career services company. The Pierson Method has 12 steps arranged in three phrases: "Get Ready," "Get Moving" and "Manage Your Search."

Money

Smart and Simple Financial Strategies for Busy People, Jane Bryant Quinn, 2006 (332.024 Q).

Quinn, author of *Making the Most of Your Money* (332.024 Q), highlights the best ideas for personal finance. Topics covered include savings, debt, safety nets, buying a house, paying for college and investing.

Keys to Investing in Options and Futures, 4th ed., Nicholas G. Apostolou & Barbara Apostolou, 2005 (332.6453 A).

This book provides a basic guide to investing in options and futures. Topics covered include terminology, call options, put options, options on stock indexes, risk, tips on buying options, commodity futures, financial futures, reading future prices, spreads, derivatives and tips on trading futures.

Real Estate

Barron's Real Estate Handbook, 6th ed., Jack P. Friedman, Jack C. Harris, Barry A. Diskin, 2005 (333.33 F).

This book covers all aspects of real estate. It begins with a guide for home buyers discussing shopping for a home, negotiation, financing, closing and housing options. Next is the Home Sellers Guide including information on selling yourself, using a broker, the real estate market, pricing, fixing up the home, the sales contract and closing. There is information on how to analyze real estate investment opportunities, how to read an appraisal report, federal laws and regulations affecting real estate, careers in real estate and various tables including monthly amortizing mortgage payments, depreciation rates and proration percentages. There is also a glossary including both real estate and architectural terms.

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**.

Stay tuned for Fall programs.

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** website www.kutztownsbdc.org. *There is a one-time \$10.00 materials fee for this class.* Contact KUSBDC for payment information.

Wednesday, May 10

Wednesday, June 14

Wednesday, September 13

6:00-8:30 PM • Struble Room

Entrepreneurial Assessment

This workshop will help you answer three questions about yourself and your plans: Why do you want to go into business for yourself? Are you suited to be an entrepreneur? What should you do next? It covers the reasons people go into business for

themselves, some myths and truths about starting a business, factors that help make businesses successful, activities to help you determine if you could be a successful entrepreneur, setting goals and resources to help you. Registration required, call **KUSBDC** toll free **877-472-7232** or visit **KUSBDC's** website www.kutztownsbdc.org. *There is a one-time \$10.00 materials fee for these classes.* Contact KUSBDC for payment information.

Thursday, April 27

Thursday, June 1

Thursday, August 3

3:30-6:00 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** website www.kutztownsbdc.org. *There is a one-time \$60 materials fee for these classes.* Contact KUSBDC for payment information.

Series starting May 4:

All 3:30-6:00 PM • Struble Room

Thursday, May 4

Business Plan I

Thursday, May 11

Business Plan II

Thursday, May 18

Business Plan III

Thursday, May 25

Business Plan IV

Series starting June 8:

All 3:30-6:00 PM • Struble Room

Thursday, June 8

Business Plan I

Thursday, June 15

Business Plan II

Thursday, June 22

Business Plan III

Thursday, June 29

Business Plan IV

Series starting August 10:

All 3:30-6:00 PM • Struble Room

Thursday, August 10

Business Plan I

Thursday, August 17

Business Plan II

Thursday, August 24

Business Plan III

Thursday, August 31

Business Plan IV

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)