



Chester County Library Business News

450 Exton Square Parkway, Exton, PA 19341

July-August 2005 • Vol. 9 • No. 4

My EBSCOHost

Did you know you could save articles and searches across **Business Source Premier (BSP)** sessions? It is easy to do by signing up for a **My EBSCOHost** account (**EBSCOHost** is the owner of **BSP**).

To access **BSP**, go to **business.ccls.org** and **click** on **Business Databases**. **Click** on **Magazine Databases** and then **click** on **BSP**. From home, you will be asked for your Chester County Library System library card number (use all 14 digits without any spaces). **Click** on **Business Source Premier**.

To access **My EBSCOHost**, **click** on **Sign in to My EBSCOHost** (located near the top right hand corner of the **BSP** screen). **Click** on **I'm a New User**. Create your account. *Note: Be sure to write down your user name and password. The Library does not store your passwords or have access to your account.*

Once you have set up your **My EBSCOHost** account, you can use it to save searches and articles across **BSP** sessions. *Note: To save searches, you must be using the Advanced Search function.* You can even use it to set alerts that will automatically run the search at designated times and e-mail the results. Alerts are also available to inform you when a new issue of a particular journal(s) is available on **BSP**.

BSP is a powerful resource and **My EBSCOHost** is just one of its features. To see **My EBSCOHost** and other **BSP** features in action, be sure to attend our special **Business Source Premier** class this fall. Look for the date in the next issue of **Business News** (September-October 2005)

or on our online events calendar: www.ccls.org → **click** on **Events @ Your Library**.

Hidden Gems

This is the second in an occasional series highlighting lesser-known features of our business databases. This issue we will turn our attention to two of our company directory databases, **ReferenceUSA (RefUSA)** and **D&B Million Dollar Database (Million Dollar)** and their zip code searches.

To access **RefUSA**, go to **business.ccls.org** and **click** on **Business Databases**. Next, **click** on **Company Directories** and choose **ReferenceUSA**. **RefUSA** is available at all Chester County Library System libraries and from home with a valid Chester County Library System library card.

Let's say you want to find grocery stores in a particular zip code. In **RefUSA**, **click** on the **Custom Search** tab. Under **Geography Selects**, choose **Zip Code**. Under **Yellow Pages**, choose **NAICS 2002** and **click** **Create Search Form**. Enter **44510** in the **NAICS** box. Now it is time to pick the zip code option.

With **RefUSA**, you can search by a particular 3-digit zip code(s), 5-digit zip code(s), or choose from a list of 5-digit zip codes derived from a single 3-digit code. For instance, enter **193** in the second zip code box and choose **Search Now**. A list of the corresponding 5-digit zip codes starting with 193 will appear. **Click** on the **zip codes** you would like

to search and they will appear in the **Selected Choices** box. **Click** **Search** to execute the search. Or, enter up to 10 3-digit or 5-digit codes in the first set of zip code boxes and **click** **Search**. Either way, you will get a list of businesses. Download your results and open the file in Excel to sort the list by zip code.

To access **Million Dollar**, go to **business.ccls.org** and **click** on **Business Databases**. Next, **click** on **Company Directories** and choose **Million Dollar Database**. **Million Dollar** is accessible at all libraries in the Chester County Library System for in-library use only.

Million Dollar's zip code search is different from **RefUSA's**. You can search for a specific zip code or use the zip code radius search. From the **Company Tab**, scroll down to the zip code box. To search a specific zip code, enter it into the box. Add any other search criteria and **click** **Submit**. To search in a radius, enter the starting zip code in the zip code box and then add a radius number. For example: 19341 and 10. This will search for companies within a 10 mile radius from the 19341 zip code. Like **RefUSA**, results may be downloaded and opened in Excel to sort the list by zip code.

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>.

New Books

Company Histories

Ford Tough: Bill Ford and the Battle to Rebuild America's Automaker, David Magee, 2005 (338.7629 M).

Magee, author of *Turnaround: How Carlos Ghosn Rescued Nissan* (338.7269 M) turns his attention to Bill Ford and the Ford Motor Company.

Comcasted: How Ralph and Brian Roberts Took Over America's TV, One Deal at a Time, Joseph N. DiStefano, 2005 (384.555 D).

DiStefano, a business reporter for the *Philadelphia Inquirer*, takes a look at the history of Comcast and provides an unauthorized biography of its founder Ralph Roberts and his son, current Comcast CEO, Brian Roberts.

Customer Service

Branded Customer Service: The New Competitive Edge, Janelle Barlow & Paul Stewart, 2004 (658.812 B).

Consultants Barlow and Stewart apply branding to customer service. Part I examines how to link branding to customer service. Part II shows how to incorporate branded customer service throughout an organization. Part III provides tools and techniques for branded customer service.

Employees

Topgrading: How Leading Companies Win by Hiring, Coaching and Keeping the Best People, Bradford D. Smart, 2005 (658.4 S).

Smart is back with a new edition of this guide to hiring and keeping the best workers. Included in the appendices is a "Topgrading Interview Guide" and other forms and evaluations to aid in the interviewing process.

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: Consumer Information

Business Web Links is the first component of **CCL Business INC (business.ccls.org)**. This area is 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 **Consumer Information** 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 **Consumer Information** category is divided into 12 sub-categories: **General, Pennsylvania, Cars, Health, Recalls, Computers, Charities, Money, Moving, Credit Reports, Identity Theft** and **Shopping**. We will look at the first six sub-categories in this issue and the remaining in the next issue.

General resources are good starting points for consumer research. You can find links to the Better Business Bureau, Consumers Union and Household Products Database. Of special interest is Corporate Consumer Contacts from the Federal Citizen Information Center. Use this to find consumer affairs contacts for over 650 companies.

The **Pennsylvania** section includes resources for utility choice, do not call registration, the PA Office of Consumer Advocate, the PA Attorney General and the PA Bureau of Charitable Organizations. Use the Consumer Services link on the PA Department of Insurance web site to research insurance companies licensed to operate in PA.

The **Cars** section includes car price guides and car safety information. Use this section to find quick access to the Automotive Repair and Reference Center, a database of repair procedures, service bulletins and wiring diagrams. This database is available in-library and from home with a valid Chester County Library System library card.

Health resources include Consumer Reports Best Buy Drugs, traveler's health information, and the Center for Disease Control and Prevention. For more health-related web links, see our **Health and Medicine** links: www.ccls.org/wsubjects/health.htm.

The **Recalls** section leads to **Recalls.gov**, a government web site designed to inform consumers about recall information on consumer products, motor vehicles, food, and medicine, as well as the U.S. Consumer Product Safety Commission.

Finally, the **Computers** section includes resources on Internet and e-mail hoaxes, viruses and Internet fraud.

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.

Entrepreneurship

Financing Your Business: Get a Grip on Finding the Money, Angie Mohr, 2005 (658.1522 M).

Managing Business Growth: Get a Grip on the Numbers that Count, Angie Mohr, 2005 (658.022 M)

Mohr, author of *Bookkeeper's Boot Camp* (657.9042 M) and *Financial Management 101* (657.9042 M), returns with two more useful resources for entrepreneurs. **Financing Your Business** discusses the financial implications for starting a business and how to find financing for it. **Managing Business Growth** looks at how to expand a growing business and how to measure the effectiveness of the business.

Attracting Investors: A Marketing Approach to Finding Funds for Your Business, Philip Kotler, Hermawan Kartajaya & S. David Young, 2004 (658.1522 K).

This book examines how to find money for start-up and existing businesses. The authors argue that marketing concepts can aid in attracting funds. Part I examines capital markets. Part II looks at the various investors and lenders available to provide money. Part III provides tools for attracting investors and lenders.

General

Get It Together: Organize Your Records So Your Family Won't Have To, Melanie Cullen & Shae Irving, 2005 (332.024 C).

This book presents a detailed guide to organizing personal and financial records. Topics covered include: biographical information, children, pets, employment, business interests, memberships, service providers, health care directives, durable power of attorney, organ donation, burials, funeral planning, obituary, will and trust, insurance, bank accounts, retirement plans,

government benefits, credit cards, taxes, real estate and vehicles.

Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success, 2nd ed, Peggy Post & Peter Post, 2005 (395.52 P)

You refer to an etiquette book for weddings, shower gifts, and current terms of address, so why not refer to one for business situations? This guide to business etiquette covers all the bases: ethics, dress, coworkers, workspace, supervisors, managing, meetings, telecommunicating, customer service, business gifts, events, table manners, communication, business travel, conventions, job search, resumes and interviews.

Media Training 101: A Guide to Meeting the Press, Sally Stewart, 2005 (659.2 S).

Public Relations expert Stewart provides a guide for dealing with the press. The book is divided into four parts: *Understanding the Media*, *Practice Facing the Media*, *Giving a Great Interview* and *Implementing Media Training on the Fly*.

Management

Mother Leads Best: 50 Women Who are Changing the Way Organizations Define Leadership, Moe Grzelakowski, 2005 (658.4092 G).

Female executive Grzelakowski argues that experience of motherhood creates better executives. In this book, she introduces her concept of maternal leadership and draws it out through interviews with 50 leading women business executives.

The Fiefdom Syndrome: The Turf Battles That Undermine Careers and Companies—and How to Overcome Them, Robert J. Herbold, 2004 (658.4095 H).

Consultant Herbold argues that employees who protect their place in organizations may end up harming

the effectiveness of the organization. He offers strategies for breaking up these fiefdoms to improve company productivity.

Marketing

Don't Think Pink: What Really Makes Women Buy—and How to Increase Your Share of this Crucial Market, Lisa Johnson & Andrea Learned, 2004 (658.834 J).

Johnson and Learned, cofounders of the marketing firm ReachWomen, discuss how to market to women consumers. They examine how women buy, the segments in the female market and how to use the Internet to research this market.

Money

Live Well On Less Than You Think: The New York Times Guide to Achieving Your Financial Freedom, Fred Brock, 2005 (332.024 B).

Brock, author of *Retire On Less Than You Think* (332.024 B), turns his attention to personal finance. Topics covered include debt, cost of living, insurance, education, cars, credit cards and retirement.

The New Rules of Retirement: Strategies for a Secure Future, Robert C. Carlson, 2005 (332.024 C).

Carlson, editor of *Retirement Watch*, a monthly newsletter, argues that a coming "age wave" will change retirement planning as we know it. He discusses the "age wave" and then presents his new rules of retirement.

Live It Up Without Outliving Your Money! 10 Steps to a Perfect Retirement Portfolio, Paul Merriman, 2005 (332.024 M).

Money manager Merriman introduces a plan for building a retirement portfolio.

The Money Book for the Young, Fabulous & Broke, Suze Orman, 2005 (332.024 O).

Orman turns her attention to personal finance for people in their twenties and thirties. Topics covered include: credit, careers, student debt, savings, retirement, investing, buying a car, buying a house, and money and relationships.

Sales

Think Like Your Customer: A Winning Strategy to Maximize Sales by Understanding How and Why Your Customers Buy, Bill Stinnett, 2005 (658.8342 S).

Stinnett, president of Sales Excellence, a sales training firm, argues that understanding your customer will lead to increased sales success. In Part I, he looks at why customers buy and Part II covers how customers buy.

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.

The Chester County Library's Business programs will be back in September 2005. Check back for programs on Market Research, Researching Companies, Job Searching, Web Searching and Databases.

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, September 14, October 6
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 September 22:

Business Plan I
Thursday, September 22
Business Plan II
Thursday, September 29
Business Plan III
Thursday, October 6
Business Plan IV
Thursday, October 13

3:30-6:00 PM • Struble Room

Series starting October 20:

Business Plan I
Thursday, October 20
Business Plan II
Thursday, October 27
Business Plan III
Thursday, November 10
Business Plan IV
Thursday, November 17

3:30-6:00 PM • Struble Room

Series starting December 1:

Business Plan I
Thursday, December 1
Business Plan II
Thursday, December 8
Business Plan III
Thursday, December 15 • Board Room
Business Plan IV
Thursday, December 22

3:30-6:00 PM • 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)