



CHESTER  
COUNTY  
LIBRARY & DISTRICT CENTER

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# Business News

450 Exton Square Parkway, Exton, PA 19341

Fall 2008

## Know Your Library... It's Good For Business

*"Behind every good business decision is an information professional."* This was quoted in the *Wall Street Journal* on June 17, 2008. Along with Web developers, Knowledge Managers and Chief Information Officers, Librarians are (and have always been) among the information professionals. The relevant, high-quality business information you need doesn't turn up all by itself. It is internally produced by yourself or people that work for you. Externally, your business information needs can be greatly enhanced by becoming familiar with the resources at the Chester County Library. For a one-on-one business database tutorial or a consultation to help with your industry-specific needs, contact **Leora Rothschild**, Business Outreach Librarian, 610.280.2624 or e-mail [business@ccls.org](mailto:business@ccls.org) to set up an appointment.

## ReferenceUSA Enhancement

**ReferenceUSA** is a business database available at all libraries in the Chester County Library System. It can also be accessed remotely (with a valid library card) from home, office or wireless. From the Library System's website, [www.ccls.org](http://www.ccls.org), go to the **Find a Resource** box, select **Research Resources**, click on **CCL Business INC** and then **Business Databases**. **ReferenceUSA** is the first database on the page and you will be prompted to enter your library card barcode. The three main components of

**ReferenceUSA** the System subscribes to are US Businesses, International Businesses and Residential Information. Other modules available are listed on the screen and if you would like to see one of these added, please send an e-mail to [lrothschild@ccls.org](mailto:lrothschild@ccls.org).

Leora recently had the good fortune to recently visit the headquarters of **InfoUSA** (which **ReferenceUSA** is a part of) in Omaha, Nebraska. It is quite an operation with over 500 employees entering, compiling, and modifying data from phone books, government agencies and other public sources. The company has partnered with Yahoo and is now able to show images of over 3 million businesses. Approximately 30-40,000 new consumer listings are added each week and almost 40,000 businesses are entered daily. In addition, employees make phone calls to existing companies in the database to verify accuracy of information. Use **ReferenceUSA** to find sales leads, target markets, locate competitors, on both private and public companies.

On the horizon, **ReferenceUSA** will have some new and exciting improvements over the next year. A user will be able to e-mail results after doing a search and a comprehensive database of over 1.6 million companies in the UK will be added. There will also be a **New Alerts** tab on businesses and on the consumer side, records will include more detailed data such as primary language spoken, credit card and mortgage information. A **What's New** tab will be installed to help navigate these changes. So continue using **ReferenceUSA** or if you haven't tried it yet, please do so to research your company and industry information needs.

## The Cubicle Turns the Big 4-0

In the mid-60's, Robert Probst, head of research at a home furnishings manufacturer, set out to improve how people worked. By 1968 he created the Action Office, which sectioned off a large open area into reconfigurable individual enclosed or semi-enclosed work spaces. It was later dubbed the cubicle. Since then, this has been the staple setup for offices.

By the 1980's **Dilbert** emerged as a humorous ode to cubicle life. When the comic strip debuted, creator Scott Adams, still worked his day job in a cube. He then went on to write various books dealing with cubicles and contemporary office life. In 1991, novelist Douglas Coupland's **Generation X: Tales for an Accelerated Culture**, likened the cubicle to a "veal-fattening pen." By the mid-90's **The New York Times** reported that an estimated 40 million Americans worked in cubicles and in 1999 the movie, **Office Space** became a cubicle-life cult classic. Eric Abrahamson, professor at Columbia Business School and co-author of the 2008 **A Perfect Mess**, ruminates about the future of office cubicles.

For books on contemporary workplaces, look in the catalog under **cubicle** and **office layout**.

*Business News*, a quarterly publication, is aimed at informing the business community and library customers about the Library's business resources and services. *Business News*, along with other pertinent information for the business community, is also available at [http://www.ccls.org/cwo/Find\\_a\\_Resource/Business](http://www.ccls.org/cwo/Find_a_Resource/Business).

Reference Department  
610.280.2620/21

Business E-Mail  
[business@ccls.org](mailto:business@ccls.org)

CCL Business INC  
<http://business.ccls.org>

## Internet Corner

### Run Web Applications in Dedicated Windows

It's getting easier to rely on Web-based applications such as e-mail or your on-line calendar through the average computing day. We use these programs through Web browsers that are bogged down with commands not necessarily pertinent to the tasks at hand. For example, if you have an e-mail program open all day, there is not much need for all those toolbars and menus. The more Web pages become like applications, the more sense it makes to open them in their own dedicated window, more like Desktop applications. **Bubbles**, [www.3d3r.com/bubble](http://www.3d3r.com/bubble), created by 3D3R software, uses "smart" windows. So if you access Gmail in a Bubbles window, you will get a small notification message in the corner of your Desktop when you receive new e-mail. Also, you can "Bubble-ize" websites by opening the **Settings** application in the **Start** menu's **Bubbles** folder. Also by entering a new URL at the top of the screen and clicking the checkbox, the site will open automatically when your system boots. **Bubbles** can also replace icons for your websites in the taskbar, and then it's one click to open these sites that were set up in dedicated windows. Experimenting with **Bubbles** might offer a glimpse of the disintegrating line between online and offline.

### What's the Idea?

**Springwise**, [www.springwise.com](http://www.springwise.com), is one of the world's leading sources of business ideas. More than 8,000 "Springspotters" in over 70 countries, scan the globe for the most promising business ventures and concepts. **Springwise's** weekly newsletter, to which you can subscribe for **free**, is sent to more than 100,000 business professionals in more than 120 countries. Whether you're a budding entrepreneur, head of a start-up, management consultant, marketing manager, consumer insights expert, trend watcher, journalist, private investor, business development director or venture capitalist, **Springwise** will instantly inspire you by getting the world's most

promising new business ideas and young ventures right in front of you.

## Business Q & A

Each issue of **Business News** will feature a question and answer segment, with information on how to retrieve pertinent data relevant to the business community.

### How can I find company SWOT analysis?

A SWOT analysis refers to a company's Strengths, Weaknesses, Opportunities and Threats. One of the best places for this information is in **Business Source Premier**. The Company Profiles section contains **Datamonitor** Company Profiles and many (but not all) will have SWOT analyses. To access this database:

- Go to the Library System's website, [www.ccls.org](http://www.ccls.org).
- In the red box, **Find a Reference**, select **Research Resources**.
- Click on **CCL Business Inc** and scroll down to **Business Source Premier (BSP) via Power Library – access from home** and enter your library card barcode.
- From the **Power Library** page, select **Business Source Premier** and click on **Company Profiles** at the top of the screen.

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](mailto:business@ccls.org).

## AUDIOBOOKS

Bored sitting in traffic? Want to use this idle (no pun) time to think about creative business strategies? Check out some new business audiobooks, located in the Audio Visual Department at the Chester County Library.

**Money, and the Law of Attraction: Learning to Attract Wealth, Health, and Happiness**, Esther & Jerry Hicks (AV 133.93 H).

**More Than 85 Broad: Women Making Career Choices, Taking Risks, and Defining Success on Their Own Terms**, Janet Hanson (AV 650.1092 H).

**The Business Coach: A Parable of Small Business Breakthrough!**, Bradley J. Sugars (AV 658.4071 S).

**Meatball Sundae: Is Your Marketing Out of Sync**, Seth Godin (AV 658.8 G).

**Jeffrey Gitomer's Little Red Book of Selling**, Jeffrey H. Gitomer (AV 658.85 G).

**What the Customer Wants You to Know: How Everybody Needs to Think**, Ram Charan (AV 658.95 C).

## New Books

### Retirement

**Spend 'til the End: the Revolutionary Guide to Raising Your Living Standard—Today and When You Retire**, Laurence J. Kotlikoff (332.024 B).

*Easy to read, this book is packed with practical and often shocking advice on whether to work, how to pick a career, which job to take, where to live, what sort of house to buy, how much to save, when to retire, which kind of retirement account to use, whether to have kids, whether to divorce, when to take Social Security, how fast to spend down your assets in retirement and how to invest.*

**Smart Women Don't Retire—They Break Free: From Working Full-Time to Living Full-Time**, Gail Rentsch (646.7908 R).

*Baby Boomers are developing new models for their "golden years." Public relations professional Rentsch is a founding member of the Transition Network, a national organization for women focused on retirement transition issues. Drawing on research and interviews, she explores a range of topics, from preparing for and deciding when to retire to overcoming self-defeating stereotypes about aging women and uplifting ideas about a meaningful retirement. Each chapter presents frank discussions, inventories and checklists, and case studies of real*

women's lives. Interpersonal topics like coordinating retirement with a spouse and cultivating friendships as one ages are also covered...This insightful book reinforces the idea that retirement can be transformative and even "cool."

## Starting Your Own Business

**What's Stopping You?: Shatter the 9 Most Common Myths Keeping You From Starting Your Own Business,** Bruce R. Barringer (658.11 B).

Americans have come to view entrepreneurs as superheroes, just like professional athletes and rock stars. This book is packed with real case studies of winning businesses launched by "ordinary" people...practical tips to help you avoid pitfalls...and short "Will this work?" segments to help you quickly evaluate new business ideas. America has tens of millions of potential entrepreneurs: this is the book that will unleash their potential.

**Lessons of a Lipstick Queen: Finding and Developing the Great Idea That Can Change Your Life,** Poppy King (658.11 K).

King launched her business at the age of 18 after a fruitless quest for the perfect matte lipstick incited her to create her own brand. Within a year, she was the sole owner of a million-dollar company, Poppy Industries. Poppy reveals how she managed to launch her business, extracting valuable lessons from the experience as she goes along. Through Poppy's example, you can learn how to become a real entrepreneur – from recognizing a good idea and finding financing, to marketing yourself and your brand, to approaching the media and avoiding common pitfalls. Filled with exercises, concrete tips, and Poppy's personal and professional anecdotes, this motivational book will help readers get in touch with their inner entrepreneur.

**Start Your Own Mail Order Business: Your Step-By-Step guide to Success,** Entrepreneur Press & Rich Mintzer (658.872 M).

If you want to work from home, running a lucrative business that costs

little to start and requires no specialized skills, mail order may be for you. Working from a kitchen table, you can take orders, process payments and dispatch shipments picked up by a parcel service from a remote warehouse run by yet another vendor. This exclusive guide to mail order takes you step-by-step covering every aspect of startup and operations. It includes hard-won advice and helpful hints from successful mail order entrepreneurs.

## Leadership

**Total Leadership,** Stewart Friedman (658.4092 F).

This book challenges the way we think about both leadership development and ourselves as leaders. People are most successful in their leadership roles in organizations when they are also leaders in their own lives; that is, when they increase their capacity to influence everything they care about most in life, including work, family, the broader community and their own sense of self. This is what Friedman calls Total Leadership and has been teaching to MBAs and Executive Education students at Wharton and to executives in companies like Ford and Booz Allen Hamilton for several years.

## General Business

**Beyond Bullsh\*t: Straight-Talk at Work,** Samuel A. Culbert (658.45 C).

Straight-talk at work! Grumblings in offices everywhere suggest that we crave more and don't get often enough. The book also explains how telling it straight contributes to personal well-being and business success. Readers will find this book personal which is unusual for a "business book"; they will think that many of the stories are about them. They will be engaged and delighted as the text demystifies the obstacles to getting beyond bulls\*t and guides them in developing straight-talk relationships at work.

**Why Work Sucks and How to Fix It: No Schedules, No Meetings, No Joke—The Simple Change That Can Make Your Job Terrific,** Cali Ressler (658.314 R).

It's just that our traditional definition of work – Monday through Friday, nine to five – doesn't make sense in the always-on global economy. This book discusses Results-Only Work Environment. In a ROWE, you control when, where and how long you work. As long as you meet your objectives, the way you spend your time is entirely up to you. Suddenly, work isn't a place you go, it's a thing you do. In a ROWE, there are no mandatory meetings or fixed schedules. You stop doing any activity that wastes time, and no one criticizes you for "leaving early" or "coming in late." If you do your best work at midnight or on Sundays, go for it! Infused with passion and common sense, **Why Work Sucks and How to Fix It** will change the way you think about your job, your company and your quality of life.

## Marketing

**Building Buzz to Beat the Big Boys: Word-of-Mouth Marketing for Small Businesses,** Steve O'Leary (658.872 O).

Marketing experts Steve O'Leary and Kim Sheehan offer dozens of inexpensive "Word of Mouth" marketing methods small businesses can use right away. Done well, these efforts will help smaller merchants do more than survive – they'll prosper. For independent retailers to succeed, it is no longer enough to create a loyal customer base. Local store marketers need to put their loyal customers to work, encouraging them to talk about the store to their friends, family members and others in their social networks. The book also includes numerous examples from current businesses, as well as thought-provoking ideas and templates to help readers generate their own successful buzz marketing plans. Most resources available today on buzz marketing focus on techniques for large companies and online retailers. This book offers something priceless for the little guy by showing ways to increase loyalty and gain new customers.

## Baby Boomers, Generations X and Y, and Everyone Else

Much has been debated and written on the generational divide at the office. While one group has been stressed by downsizing and restructuring, others fret over how and when to retire. Then along comes a generation that has been bombarded with information their whole lives. So, it's no wonder that there are generational clashes at work. A recent article entitled *What's Eating Generation X* was in the August 25/September 1, 2008 issue of **Business Week**. This magazine can be checked out with a valid library card. The actual article can be retrieved through a magazine database called **EBSCOhost**, via the Chester County Library System's website and printed out. The list below shows some titles that the Library has on learning about the differences on the generational mix.

**Generation Ageless: How Baby Boomers are Changing the Way We Live Today—and They're Just Getting Started**, J. Walker Smith (303.3864 S)

**X Saves the World: How Generation X Got the Shaft But Can Still Keep Everything From Sucking**, Jeff Gordinier (305.2097 G)

**Millennials Rising: The Next Great Generation**, Neil Howe (305.235 H)

**Generation Me: Why Today's Young Americans are More Confident, Assertive, Entitled—and More Miserable Than Ever Before**, Jean M. Twenge (305.242 T)

**The Baby Boomer's Guide to the New Workplace**, Richard Fein (331.702 F)

**Midlife Crisis at 30: How the Stakes Have Changed for a New Generation – and What to Do About It**, Lia Macko (650.1084 M)

**When Generations Collide: Traditionalists, Baby Boomers, Generation Xers, Millennials: Who They Are, Why They Clash, How to Solve the Generational Puzzle at Work**, Lynne C. Lancaster (658.3008 L)  
Available in audiobook (AV 658.3008 L)

**Managing Generation X: How to Bring Out the Best in Young Talent**, Bruce Tulgan (658.3008 T)

**Mind Your X's and Y's: Satisfying the 10 Cravings of a New Generation of Consumers**, Lisa Johnson (658.8342 J)

## 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 the Library System's website, [www.ccls.org](http://www.ccls.org), click on **Find an Event**. For information and reservations call **610.280.2624** or e-mail [business@ccls.org](mailto:business@ccls.org).

**Tuesday, October 21  
6:30-8:30 PM**

### Job Searching for the Over 50 Crowd

Career specialists, **Charley Timmins**, founder and CEO of Personal Marketing Advisors, LLC and **Marjorie R. Johnson**, ACC, DCSW, LCSW, founder of Ascend Consulting, Inc., will address the needs of older workers searching for employment.

In this multimedia age, technology-steeped youth can be seen to have an edge on marketing themselves in the job market. But older workers shouldn't sell themselves short. Older job seekers often ignore or overreact to the task of preparing a relevant resume. Learn how to get it just right.

**Tuesday, December 2  
6:30-8:30 PM**  
**Identity Theft**

Learn how to protect yourself from identity theft and insurance fraud.

## 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 register online at [www.sbacnetwork.org](http://www.sbacnetwork.org). There is a

one-time \$15.00 materials fee for these classes payable by check to Kutztown SBDC at the door or prepay online at [www.kutztownsbdc.org](http://www.kutztownsbdc.org).

**Tuesday, September 16**

**Tuesday, October 14**

**Thursday, November 13**

**Wednesday, December 10**

**6:00-8:30 PM • Struble Room**

### Four Part Business Planning Workshop Series

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 sessions. To register, call **KUSBDC 610.683.4725** or visit **KUSBDC's website [www.kutztownsbdc.org](http://www.kutztownsbdc.org)**. There is a one-time \$60 materials fee for these sessions. Contact KUSBDC for payment information.

**Series starting November 20:**

**All 6:00-8:30 PM • Struble Room**

*Business Plan I*

**Thursday, November 20**

*Business Plan II*

**Thursday, December 4**

*Business Plan III*

**Thursday, December 11**

*Business Plan IV*

**Thursday, December 18**

### 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