



CHESTER
COUNTY

LIBRARY & DISTRICT CENTER

Read • Connect • Discover

Business News

450 Exton Square Parkway, Exton, PA 19341

Spring 2010

Check Out Our New Database

ABI/Inform Trade & Industry has been added to our available databases. This database includes in-depth coverage of articles from more than 2,000 publications, most with full-text. Users can study and compare specific trades and industries, including telecommunications, computing and transportation.

Starting with a **Basic Search**, results can easily be narrowed by selecting one of the Suggested Topics listed in the box at the top of the results list.

By choosing **Advanced Search**, additional options are available. Among the search parameters that can be included are location (**pharmaceutical industry in China**), NAICS Codes (**49311** and **Investment Options**) and publication title (**Aviation Week and Space Technology** and **Acquisitions and Mergers**). There is also an option to include only documents with specific features such as charts, graphs or maps.

Effective searches can be set up as alerts or RSS feeds, as can reminders of when new issues of specific journals are added to the database.

This database is available in all Chester County Libraries and remotely, using your Chester County Library System Library barcode number. To access this database: www.ccls.org>**Databases**>**ABI/Inform Trade & Industry**.

Business News, a quarterly publication, informs 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.

View Your Reading History

Are you having trouble remembering the title of that great management book you checked out of the library last month? Sign yourself up for **My Reading History**.

To access your Reading History: www.ccls.org>**My Account**>**My Reading History**>**Opt In**. The Reading History will start with materials checked out after you Opt In. Of course, the name Reading History is somewhat misleading, since it is really is a complete list of what you've checked out. You can delete items from the list you do not want to keep, like a list of your DVDs.

New Books

The Chester County Library System received a Library Services and Technology Act Grant (LSTA) to purchase books on different topics in the areas of business, career development and personal finance. The following is a list of some of the books purchased with this grant.

Harvard Business Review on Managing Your Career in Tough Times (650.1 H).

Part of the Harvard Business Review Paperback Series, containing reprints of articles from the Harvard Business Review. Articles include: How to Stay Stuck in the Wrong Career, How Resilience Works and Firing Back: How Great Leaders Rebound After Career Disasters.

Green Jobs for a New Economy: The Career Guide to Emerging Opportunities (650.14 G).

"The Indispensable Guide for Students and Career-Seeking Adults. Explore exclusive data on green 4-year and 2-year colleges, including academic programs, student services, energy use, recycling and much more. Examine in-depth profiles of professional and skilled green careers, including job trends, work environments and earning potential. Raise your 'Sustainability IQ' with no-nonsense articles about finding green employes, eco-conscious measures you can take, and tips on green careers and campus life."

Reading Financial Reports for Dummies, 2nd edition, Lita Epstein (657.3 E).

The "for Dummies" series has been successful due to its tradition of being informative and reliable, but also downright fun. This book uses icons and comics to explore the anatomy of an annual report, shows how to analyze numbers and dig into government regulations.

The Busy Manager's Guide to Delegation, Richard Luecke (658.402 L).

This American Management Association publication covers the topic in seven chapters, each with a quiz at the end to check how well the reader has learned the concepts. The final chapter is a Five-Day Shape-Up Plan. This series calls itself "Simple solutions for busy people."

Reference Department
610.280.2620/21

CCL Business INC
www.ccls.org/cwo/Find_a_Resource/Business

Business E-Mail
business@ccls.org

Greening Your Small Business: How To Improve Your Bottom Line, Grow Your Brand, Satisfy Your Customers and Save the Planet, Jennifer Kaplan (658.4083 K).

The author founded Greenhance LLC, a business consultancy dedicated to providing marketing and communication strategies to small businesses going green.

Who's Your Gladys?: How to Turn Even the Most Difficult Customer Into Your Biggest Fan, Marilyn Suttle & Lori Jo Vest (658.812 S).

Reveals how your company can make specific, targeted shifts in your methods to provide positive emotional experiences for all your customers. Techniques covered include exceeding expectations and personalizing services.

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, click on **Find an Event**. For information and reservations call **610.280.2623** or e-mail business@ccls.org.

Monday, May 10
7:00-8:30 PM • Struble Room
Staying on Track: Six Strategies for Investing in Any Market

- Viewing investing as a long-term commitment
- Why *staying invested* generally brings better results than "*chasing performance*"
- The importance of diversification and allocating investments among asset classes
- Choosing to rebalance your portfolio
- How and why systematic investing works

Presented by Brian Brugger, First Investors Corporation.

Monday, May 17
7:00-8:30 PM • Struble Room
You and the 10 Best Green Jobs for Now!

Dawn Mazzone, founder of Creative Economy Enterprises will present practical ideas for stepping into the Top 10 Green Jobs and offer ideas to discover the best fit for your contribution, leading to life being prosperous and happy.

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. There is a one-time **\$15** materials fee for these classes payable by check to Kutztown SBDC at the door or prepay online at www.kutztownsbdc.org.

All 6:00-8:30 PM • Struble Room

Wednesday, May 12

Tuesday, June 8

Wednesday, September 8

Wednesday, October 13

Four Part Business Planning Workshop Series

Attendees must register with KUSBDC before attending Business Plan I. The classes must be taken in order. A certificate will be awarded at completion of all four Business Planning classes. To register, call **KUSBDC 866.458.7232** or visit their website www.kutztownsbdc.org/how_to_register.asp. There is a one-time **\$60** materials fee for these classes. Contact KUSBDC for payment information.

Series starting April 22:
All 6:00-8:30 PM • Struble Room

Thursday, April 22

Business Plan I

Thursday, April 29

Business Plan II

Thursday, May 6

Business Plan III

Thursday, May 13

Business Plan IV

Series starting June 3:

All 6:00-8:30 PM • Struble Room

Thursday, June 3

Business Plan I

Thursday, June 10

Business Plan II

Thursday, June 17

Business Plan III

Thursday, June 24

Business Plan IV

Series starting September 9:

All 6:00-8:30 PM • Struble Room

Thursday, September 9

Business Plan I

Thursday, September 16

Business Plan II

Thursday, September 30

Business Plan III

Thursday, October 7

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

Parquesburg 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