



CHESTER  
COUNTY

LIBRARY & DISTRICT CENTER

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# Business News

450 Exton Square Parkway, Exton, PA 19341

Summer 2008

## New Business Librarian

**Leora Rothschild** has recently joined the Chester County Library as the Business Outreach Librarian. Continuing the work of her two predecessors, **Jenna Persick** and **Jessica Brangiel**, Leora will provide business reference services to library customers and outreach to the business community. Prior to joining the Library, she worked at the Vineland Public Library as a Reference Librarian. She has also worked at the Marist College Library in Poughkeepsie, NY. Leora received her library degree from SUNY ALBANY. She can be reached at **610.280.2624** or e-mail, **lr Rothschild@ccls.org**.

## New Look to Website

The Chester County Library System's website has been redesigned. The web address, **www.ccls.org**, is still the same but everything else has changed. To access business information go to **Find a Resource**, select **Research Resources** and then **click** on **CCL Business INC**. Tell us what you think regarding the new website design by **clicking Comments on the Website?** at the bottom of the screen.

## 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.

**Q:** How can I get an industry standard (ISO) without spending a lot of time searching and keeping costs low?

**A:** Customers may contact the Science and Technology Department at the Cleveland Public Library directly. Call **216.623.2901** or e-mail, **photodup@cpl.org** to make sure they have the item and to determine the number of pages and cost. The customer must use a credit card. Price will include tax and shipping and be significantly lower through the Library.

International Organization for Standardization (ISO) is the world's largest developer and publisher of **International Standards**. It also is a network of national standards institutes of 157 countries, one member per country, with a Central Secretariat in Geneva, Switzerland, that coordinates the system.

## Enterprise Search: A Different Animal

While knowledge management tools are becoming critical for businesses, enterprise search is taking on a new value. Enterprise search systems typically do not search the public Internet, but rather everything that is contained within the organization's own private corporate network, on the inside of the firewall. **Northern Light Search (NLSearch)**, **www.nlsearch.com**, is a newly incorporated enterprise search system that addresses the needs of small businesses.

As an online business research tool, users can locate information stored in e-mail servers, desktops, content management systems and Intranet sites. **NLSearch** also links to **Northern Light Market Intelligence Wiki**, which provides an overview of industries and business trends, with information about market segments, issues, companies and regulatory actions. It is the hope of the company that users will add their own material, and that this will become another valuable resource. The best feature of this business information portal is that it's free, with registration required only to take advantage of advanced functionalities.

## Future Issues of Business News

**Business News**, a quarterly publication, is aimed at informing the business community and library customers about the Library's business resources and services. We are considering revising this newsletter to an electronic format for the Fall issue. Please let us know if you would prefer an online or printed version by e-mailing **business@ccls.org**. You may also send any other business related questions/comments to this address.

Access **Business News** and business databases from home at **www.ccls.org**, choose **Find a Resource**, select **Research Resources** and then **click** on **CCL Business INC**.

Reference Department  
610.280.2620/21

Business E-Mail  
**business@ccls.org**

CCL Business INC  
**business.ccls.org**

## Social Networking

Social networking – perhaps you've heard of it before, but are not quite sure what it means? Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision. Although social networking is possible in person, especially in schools or in the workplace, it is most popular online. This is because unlike most high schools, colleges or workplaces, the Internet is filled with millions of individuals who are looking to meet other Internet users and develop friendships and *business relationships, too*.

When it comes to online social networking, websites are commonly used. These websites function like an online community of Internet users. Depending on the website in question, many of these online community members share a common interest such as hobbies, religion or politics. Once you are granted access to a social networking website you can begin to socialize. The socialization may include reading the profile pages of other members and possibly even contacting them.

The past few years have seen an increase of new industry-specific business networking sites popping up. Here are a few of them.

### Reuters Space [space.reuters.com](http://space.reuters.com)

British news giant **Reuters (RTRSY)** launched a private online networking community for hedge fund managers, traders and analysts. Dubbed **Reuters Space**, the industry-specific site leverages its own pool of proprietary data on thousands of companies to verify the employment status of applicants, be they futures traders or chief investment officers. Members each have a feeds page, where they collect news from **Reuters** and other

sources tailored to their financial specialty. Each one also has a profile page – a personal blog where they post notes to colleagues and close industry contacts and set privacy controls to determine who has access to their contact information.

### [inmobile.org](http://inmobile.org)

Launched in April, 2006, this is a network of more than 900 executives who work in or close to the wireless industry. To qualify, you have to be at least a director at a large company, a vice-president at a midsize company or in the C-suite of a startup. So far, members include executives from carriers such as Verizon Wireless, content providers such as Walt Disney (DIS) and handset makers such as Nokia (NOK). Arthur Goikhman and Stephan Dacek, co-founders of New York mobile-games startup, Cellufun, joined in February. They were able to make connections with YAHOO! (YHOO) on the site and struck a deal with the search giant to place ads with Cellufun's games. "I'm glad it's not a free-for-all," says Dacek. "It really does make it a lot easier to network."

### Diamond Lounge [diamondlounge.com](http://diamondlounge.com)

This invitation-only social and business network relies on a selection committee elected by all members on the site. The committee has already chosen 100 members out of more than 7,000 applications that came in before it went live. Members, who pay a monthly \$60 fee, can hail from any industry and have two identities: a social profile in "the Lounge" and a business profile in "the Boardroom." For the social profile, members set limits on who can view them based on such characteristics as age, physical build and gender; for the boardroom they provide their income, industry and job title. They can exchange gifts, as on **Facebook**,

where members buy icons of cakes and teddy bears, for example – but **Diamond Lounge** gifts such as real Gucci bags or tickets to business events.

## Internet Corner

### PC Decrapifier [www.pcdecrapifier.com](http://www.pcdecrapifier.com)

So you're the proud owner of a new PC. You feverishly push your old PC off the desk and get the new one set up. Your desktop is littered with website links for 'special offers.' The system tray is already full of programs that continuously use your Internet connection to make sure that you're 'up-to-date.'

"When did I ask for this?" you ask. Well, you didn't and that's where the PC Decrapifier comes in. The PC Decrapifier attempts to remove all of the junk on your PC that you never asked for or wanted. To manually remove all of this stuff by hand can take at least an hour! You choose what to uninstall, then sit back and watch while the PC Decrapifier works its magic. This program is free for personal use (nominal fee for commercial use) to help the average computer user combat this problem.

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).

## New Books

### Financing

**Busy Family's Guide to Money**, Sandra Block (332.024 B)

*Every family worries about money, whether they're strapped for cash and living paycheck to paycheck,*

or concerned about saving for college or retirement. This book cuts to the chase: it tells people just what they need to know to get a handle on their family finances.

## General Business

**Business Intelligence for Dummies**, Swain Scheps (658.472 S)

Covering the information necessary for readers to evaluate and implement their own Business Intelligence (BI) practices, this book doesn't just cover the overall principles of BI – it also discusses the technology requirements for implementing a successful BI structure. Scheps reviews how BI serves to establish comprehensive knowledge of the factors that affect business and the technologies used for gathering, providing access to and analyzing data to help enterprise users make better business decisions.

**Making a Second Life: Notes From the New World**, James Au Wagner (794.8 A)

A behind-the-scenes story of the Web 2.0 revolution's most improbable enterprise: the creation of a virtual 3-D world with its own industries, culture and social systems. Now the toast of the Internet economy, *Second Life* is usually known for the wealth of real-world companies (Reuters, Pontiac, IBM) that have created "virtual offices" within it, and the number of users ("avatars") who have become wealthy through their user-created content. Users (also known as Residents) own the rights to intellectual content they create in-world, and the in-world currency of Linden Dollars is freely exchangeable for U.S. currency. Residents have responded by generating

millions of dollars of economic activity through their in-world designs and purchases. Currently, the *Second Life* economy averages more than one million U.S. dollars in transactions every day, while dozens of real-world companies and projects have evolved and developed from content that originated in *Second Life*.

**Building the Latino Future: Success Stories for the Next Generation**, Frank Carbajal (973.0468 C)

An inspiring collection of success stories from the country's most prominent Latinos in all industries, including the corporate world, the nonprofit world, government, media, sports and Hollywood. This enlightening guide offers inspiration and advice for Latinos in any industry who want to succeed spectacularly. This book includes contributions from such prominent figures as actor Edward James Olmos, New Mexico Governor Bill Richardson, former housing secretary Henry Cisneros, NPR correspondent Ray Suarez, former SBA heads Hector Barreto and Aida Alvarez, and quarterback Jeff Garcia, among many others.

## Home-Based Business

**The Work From Home Handbook: Flex Your Time, Improve Your Life**, Diana Fitzpatrick (658.0412 F)

This is a life-saving resource for anyone with a horrendous commute, anyone who wishes for a flexible schedule or more time with family – anyone who dreams of going to work in pajamas.

**Crafting a Business: Make Money Doing What You Love**, Kathie Fitzgerald (658.0082F)

Home-based businesses are a common starting point for many entrepreneurs – and women in particular yearn for flexible hours as well as the chance to do creative work they really love. In-depth profiles are given with practical information on what it takes to get started, develop a saleable product, organize a company, market your goods, manage the finances and handle staffing.

## Leadership

**Leadership Gold: Lessons Learned From a Lifetime of Leading**, John C. Maxwell (658.4092 M)

A leader among leaders, John Maxwell promised himself early in his career that he wouldn't write this book until he was 60. **Leadership Gold** took Maxwell a lifetime to write, and it delivers his most valuable lessons from 40 years of leading. A practical guide, complete with exercises and "mentoring moments," this collection offers a blend of advice, professional wisdom and personal recollection.

## Management

**The Breakthrough Company: How Everyday Companies Become Extraordinary Performers**, Keith R. McFarland (658.401 M)

The vast majority of small businesses stay small – and not by choice. Only the most savvy and persistent – a tiny one-tenth of one percent – break through to annual sales above \$250 million. McFarland pinpoints how everyday companies become extraordinary showing that luck is a negligible factor. Rather, breakthrough

success turns out to be associated with a clearly identifiable set of strategies and skills that anyone in any business can emulate – from small startup to industry leader.

## Marketing

### Web Marketing for Small Business: 7 Steps to Explosive Business Growth,

Stephanie Diamond (658.872 S)

*When it comes to marketing and competing against the giants, small businesses have always had it tough. But now there's a way to level the playing field like never before. Diamond shows entrepreneurs how to take advantage of the marketing opportunities on the Internet to get the word out about their business and win new customers.*

## Retirement

### Retire Happy: What You Can Do NOW to Guarantee a Great Retirement,

Richard Stim (646.79 S)

*Retirement satisfaction isn't just about wealth, although this book includes the financial information future retirees seek. Included is important information on what really makes people happy after they've stopped working, such as: maintaining and creating friendships; developing family relationships; keeping healthy and active; and exploring personal interests.*

### Retire and Start Your Own Business,

Dennis J. Sargent (658.11 S)

*The only book that helps entrepreneurial retirees figure out how to get that dream business up and running! A comprehensive, step-by-step guide packed with practical, hands-on tools (including a CD-ROM) to help entrepreneurs like you pick and run a perfect business.*

## Upcoming Events

All events are held at the Chester County Library. Programs are free and open to the public. For information and reservations call **610.280.2624** or e-mail [business@ccls.org](mailto:business@ccls.org).

**Monday, June 23**

**6:30-8:30 PM**

### Can Your Small Business Survive the Recession?

Come hear **Brandon J. Steiger**, *The Big Idea Guy*, from Synergema, discuss no-cost Internet solutions to market your business.

**Tuesday, August 19**

**7:00-8:30 PM**

### Thinking About Retiring in the Near Future?

Join **Ed Lafferty**, Social Security Administration, as he reviews filing for retirement online.

## 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 **\$15.00** course materials fee for these classes payable by check to Kutztown SBCD 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 classes. 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 classes. Contact KUSBDC for payment information.

**Series starting September 4:**

**All 6:00-8:30 PM • Struble Room**

**Thursday, September 4**

*Business Plan I*

**Thursday, September 11**

*Business Plan II*

**Thursday, September 18**

*Business Plan III*

**Thursday, September 25**

*Business Plan IV*

**Series starting November 20:**

**All 6:00-8:30 PM • Struble Room**

**Thursday, November 20**

*Business Plan I*

**Thursday, December 4**

*Business Plan II*

**Thursday, December 11**

*Business Plan III*

**Thursday, December 18**

*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