



DEAR READER.COM

Not enough time to read all the latest business books? Check out Dear Reader.com at www.lancasterlibraries.org. It's as easy as clicking on the Online Book Club symbol and joining the clubs of your choice. You

will receive a daily email with a 5-minute selection from a book each Monday-Friday. These selections add up to 2-3 chapters each week. Here is a small sample of featured business books through February 2008.

Week January 14

Predicting Market Success by Robert Passikoff
ISBN 9780470040225

Week January 28

How by Dov Seidman
ISBN 9780471751229

Week February 4

Karma Queens, Geek Gods & Innerpreneurs by Ron Rentel
ISBN 9780071477918

Week February 18

Be Unreasonable by Paul Lemberg
ISBN 9780071481632

UPCOMING NATIONAL BUSINESS EVENTS

Financial Literacy Month – April 2008

Small Business Administration National Small Business Week – April 21-25, 2008

Youth Entrepreneurship Week – November 17-23, 2008

Big Info to Grow: BIG will be celebrating these events with special programs. Watch for details in future issues of this newsletter and on the Library System website.

ELECTRONIC RESOURCES

We've spent the last three issues of this newsletter describing the search features and capabilities of the **OneSource** database. The next time you log on to search, you will notice that the interface has been completely redesigned to be more user friendly. There are three separate search boxes for finding companies, executives or news. You can also choose your search preference - Global, Europe, United Kingdom or Asia Pacific – via a drop down menu. New additions to company information include color charts and graphs for some of the financial data presented.

Get ready – coming in 2008! By popular request, we will be offering remote access to **Morningstar Online** financial information. It should be up and running by mid-January, so be sure to check the database patron authentication page on the Library System website, www.lancasterlibraries.org.

FREE BUSINESS RESEARCH ASSISTANCE

Are you in need of information for writing a business plan? Do you know how to go about finding your competitors or prospective clients? Are you overwhelmed by the glut of information out there and don't know where to begin? If so, we can help you with your business information needs. For a tour of the business resources, a one-on-one business database tutorial, or a free consultation to help you with your industry-specific needs, contact Diane Pawling or Stacey Brownlie, Business Reference Librarians, Duke Street Business Center at Lancaster Public Library, 717-239-2131 or dsbc@lancaster.lib.pa.us to set up an appointment.

Onsite database training at your company is available for you and your employees. We can customize the sessions to suit your particular information and industry needs. For more information, contact Rhonda Kleiman, Business Information Coordinator, Library System of Lancaster County, 717-207-0500 x1225 or kleiman@lancasterlibraries.org.



NEW REFERENCE BOOKS

The following are new reference books added to the Duke Street Business Center collection from September-December 2007.

American Marketplace: Demographics and Spending Patterns. 8th Edition. (BUSREF 304 AME 2007)

This publication offers a broad statistical snapshot of the American population, covering education, health, housing, income, labor force, living arrangement, population, spending and health trends. Federal government-collected statistics come to life in understandable and practical trend segments. General trends headline each section, followed by brief explanations and supporting data, presented in easy to read charts and graphs. Some projections are included.

American Time Use: Who Spends How Long at What. (BUSREF 640.43 AME)

Ever wonder how much time people spend watching television, eating, cleaning or reading? This book has the answers, offering an organized and interpreted view of how Americans spend their days. Time use data is based on the 2005 American Time Use Survey. Average time spent per day on numerous activities, including household care, personal care, traveling, working and socializing, is given for the total population of Americans 15 years of age and older and is further broken down into time use for age ranges and genders.

Best Customers: Demographics of Consumer Demand. 4th Edition. (BUSREF 339.47 BES)

Find the target market demographic profile for a host of products with this resource. Based on the 2004 Consumer Expenditure Survey, this book combines demographics with spending patterns, resulting in data that can assist businesses with marketing, product development and sales. Spending data covers over 300 products and breaks down product sales by age, household type, race, region of residence and educational attainment.

SRDS Interactive Advertising Source. October 2007 (published semiannually) (BUSREF 658.84 SRD)

This tool, available in both print and online format at the Duke Street Business Center, is a guide to business and consumer web sites where you can advertise your product or service online. It is searchable by subject or

geographic area and includes web site sales/advertising contact information, audience profiles and often usage (e.g., web site visitors/month), ad sizes, rates and deadlines.

NEW SPANISH COLLECTION

In order to meet the needs of our Spanish-speaking clients, we now have a small collection of Spanish language business books at the Duke Street Business Center. There isn't much in Spanish available on small business, but we managed to come up with some excellent publications that fit the bill, and have purchased multiple copies of some titles.

Administracion, Gestion y Comercializacion de al Pequena Empresa/Administration, Management and Commercialization of a Small Business. Juan Miguel Gomez Aparicio (SPA 658.022 APA)

Anatomia de un Plan de Negocio/Anatomy of a Business Plan. Linda Pinson (SPA 658.4012 PIN)

Antes de Renunciar a tu Empleo/Before You Quit Your Job. Robert T. Kiyosaki (SPA 658.11 KIY)

Aprender a Elaborar un Plan de Negocio/Learn How to Develop a Business Plan. Felix Velasco (still on order)

Aprender a Vender En Tienda/Learning to Sell in Stores. Pere Martinez Escriba (SPA 658.85 ESC)

Como Iniciar Su Propio Negocio/How to Start Your Own Business. Mark Warda (SPA 364.065 WAR)

Cuando se Mata una Venta: Los 10 Errores Fatales Que Los Vendedores Cometen Y Como Evitarlos/The 10 Fatal Mistakes Salespeople Make and How to Avoid them. Todd Duncan (SPA 658.85 DUN)

El Plan de Negocios Para la Industria Restaurantera/The Business Plan for the Restaurant Industry. Carlos Duron Garcia (SPA 647.95 GAR)

Gerente Por Primera Vez/First Time Manager. Loren B. Belker (SPA 658.302 BEL)

Implementacion: El Arte de Converter los Planes de Negocios en Resultados Rentables/The Art of Turning



Business Plans into Profitable Results.

Luis Castaneda (SPA 658.4012 CAS)

**Las Mas Grandes Mentes de Marketing del Mundo/
How to Think Like the World's Greatest Marketing
Minds.** Marcia Layton Turner (SPA 658.8 TUR)**Los Secretos del E-myth/E-myth Mastery.** Michael E. Gerber (still on order)**Marketing de Servicios Profesionales/Marketing of
Professional Services.** Juan Carlos Alcaide Casado
(SPA 658.83 CAS)**Negocios por Internet par Alas Pymes/E-business for
the Small Business.** John G. Fisher (SPA 658.022 FIS)**Un Plan de Crecimiento Para la Pequena Empresa/
Managing Business Growth.**

Angie Mohr (SPA 658.022 MOH)

NEW AUDIOBOOKS**The Apple Way: 12 Management Lessons from the
World's Most Innovative Company.**

Jay Conrad Levinson. (CD 338.761004 CRU)

**The Carrot Principle: How the Best Managers Use
Recognition to Engage Their People, Retain Talent,
and Accelerate Performance.**

Adrian Gostick (CD 658.3225 GOS)

**Chasing Cool: Standing Out in Today's Cluttered
Marketplace.** Noah Kerner (CD 658.8 KER)**Doing What Matters.** James M. Kilts (CD 658.409 KIL)**The E-Myth Revisited: Why Most Small Businesses
Don't Work.** Michael E. Gerber (CD 658.022 GER)**The Elephant and the Dragon: The Rise of India and
China and What it Means for All of Us.**

Robyn Meredith (CD 330.954 MER)

**Growing & Managing a Business: 25 Keys to Building
Your Company.** Kathleen R. Allen (CD 658.4 ALL)**Juggling Elephants: An Easier Way to Get Your Most
Important Things Done-Now!**

Jones Loflin (CD 658.4093 LOF)

Know Can Do!: Put Your Know-How into Action.

Ken Blanchard (CD 658.3124 BLA)

Lean Solutions. James P. Womack (CD 658.812 WOM)**Microtrends: The Small Forces Behind Tomorrow's
Big Changes.** Mark J. Penn (CD 303.4973 PEN)**Make Winning a Habit: 20 Best Practices of the
World's Greatest Sales Forces.**

Rick Page (CD 658.85 PAG)

The One Minute Manager. Ken Blanchard (CD 658 BLA)**Principle-Centered Leadership.**

Stephen R. Covey (CD 158.4 COV)

Putting the One Minute Manager to Work.

Kenneth H. Blanchard (CD 658 BLA)

Small Business for Dummies.

Eric Tyson (CD 658.022TYS)

**The 7 Habits for Managers: Managing Yourself,
Leading Others, Unleashing Potential.**

Stephen R. Covey (CD 658.4 COV)

**The Starbucks Experience: 5 Principles for Turning
Ordinary into Extraordinary.**

Joseph A. Michelli (CD 647.9573 MIC)

**Think India: The Rise of the World's Next Superpower
and What it Means for Every American.**

Vinay Rai (CD 330.954 RAI)

Where Have All the Leaders Gone?

Lee Iacocca (CD 303.34 IAC)

Why We Buy: The Science of Shopping.

Paco Underhill (CD 658.834 UND)

**You Call the Shots: Succeed Your Way – and Live
the Life You Want – With the 19 Essential Secrets of
Entrepreneurship.** Cameron Johnson (CD 658.041 JOH)**You Inc: The Art of Selling Yourself.**

Harry Beckwith (CD 658.85 BEC)





UPCOMING EVENTS

Library System of Lancaster County

Rhonda Kleiman, Business Information Coordinator, will be teaching the following classes showcasing information resources available **free** to the business community. These classes will be held at the **Library System office in Greenfield Corporate Center, 1866 Colonial Village Lane, Suite 107.**

For more information or to register, please contact Rhonda at 207-0500 x1225 or kleiman@lanasterlibraries.org. Visit www.lanasterlibraries.org for driving directions.

Thursday, January 17 7-8:30pm

Business Database Sampler

Features and capabilities of business databases you can access remotely will be demonstrated: **Business & Company Resource Center; Business Source Premier; Mergent Online; Plunkett Research; Proquest; ReferenceUSA.** Learn how to find information on potential customers, companies and industries. These databases are part of the "invisible web" and are only accessible with a library card issued by the Library System of Lancaster County.

Wednesday, February 20 7-8:30pm

Finding Financial Information Online

The features and capabilities of three comprehensive financial databases, **Mergent Online** (Moody's Financial Data), **Standard and Poor's NetAdvantage** and **Morningstar** (coming in 2008!) will be demonstrated. You will also learn how to access analyst data through **Investext**, and SEC filings through **EDGAR**, via these and other databases accessible through the Library System. In addition, several financial websites will be touched upon. This class is suited for business owners looking for in-depth information on publicly-held companies or individuals that are interested in tracking financial performance of their investments.

Wednesday, March 12 7-8:30pm

Competitor Intelligence

Competitor Intelligence is the legal process of collecting data on your competitors. Using a variety of free print resources and powerful electronic databases available through the Library System, plus many authoritative websites and people resources, learn how to gather information on public and private companies that will help you keep abreast of your competition and find your competitive edge.

The following classes will be taught by Rhonda Kleiman, Business Information Coordinator, Library System of Lancaster County and will be held at the **Lancaster Public Library, 125 North Duke Street.** Classes will be held in the 2nd floor Computer Training Room. Please contact Rhonda at kleiman@lanasterlibraries.org or 717-207-0500 x1225 to register.

Tuesday, February 26 3:00-5:00pm

Winning New Business: A Toolkit for Advertising Agencies

Advertising agencies always need access to good background information to prepare for their new business pitches. This seminar will show you how to go about researching information on your potential client and other players in their industry, industry overviews and trends, current market conditions, demographics and media. See how databases and print resources available through the Library System can be tailored to suit your specific needs. Rhonda Kleiman brings her 12 years of experience and insight as a Senior Information Specialist in the Information Center at the American Association of Advertising Agencies to this seminar.

Thursday, March 20 3:00-4:30pm

International Business Information

The world is flat. You can now sit at your computer and run a global business without leaving your home. In the last year, we've been busy acquiring international information resources that will help you with your business. Learn how to access **OneSource** and **Uniworld** databases remotely to find information on foreign companies and industries. In addition to these databases, several authoritative websites and print resources will also be discussed.

Duke Street Business Center

The following **free** classes **to be held at Lancaster Public Library**, 125 N. Duke St., Lancaster, are available to the business and non-profit communities. Since seating is often limited, **please register at least one week in advance.** Contact Diane Pawling, Instructor, at dsbc@lanaster.lib.pa.us or 717-239-2131.

Tuesday, February 5 10:00-11:00am

Online Social Networks & Your Business

This workshop will focus on the basics of how to effectively market your business or organization through online social networks such as Facebook, MySpace and LinkedIn. Topics covered will include--why you should network online, how to get started, what not to do, and how to make online networking work for you.

Instructor – Anne Kirby, owner of Hunter Kirby Design
Location— Duke Street Library, 2nd floor, Bates Auditorium
Registration Deadline –January 29, 2008 (dsbc@lanaster.lib.pa.us or 717-239-2131)

Tuesday February 25 7:00-8:30pm

Target Market Demographics

This session reviews both print and online resources that can aid in analyzing the population statistics of your organization's target market or service area. Ideal for business start-ups researching demographic information for a business plan or for



UPCOMING EVENTS (con't)

nonprofits preparing case statements or descriptions of their service population. Includes hands-on practice searching the Census Department's **American Factfinder** website.

Instructor - Diane Pawling, DSBC Business Reference Librarian

Location— Duke Street Library, 2nd floor Computer Training room

Registration Deadline – February 18, 2008 (dsbc@lancaster.lib.pa.us or 717-239-2131)

Tues. March 18 3-4:30pm

Preparing Business Mail Lists for Sales or Solicitation

A hands-on training focusing on two of the library's licensed company databases-- **Reference USA** and **Harris Selectory Online**. Includes a detailed comparison of these resources and how they can be used most efficiently to prepare targeted lists (and mailing labels) for business-to-business marketing/sales leads or for nonprofit-to-business solicitations or event invitations.

Instructor - Diane Pawling, DSBC Business Reference Librarian

Location— Duke Street Library , 2nd floor Computer Training room

Registration Deadline – March 11, 2008 (dsbc@lancaster.lib.pa.us or 717-239-2131)

Thursday March 27 7:00-8:00pm

The Business of Art

An overview of the resources available at the Duke Street Business Center to help emerging and established visual and fine artists prosper as small business entrepreneurs. Includes a demonstration of the **Foundation Grants for Individuals Online** database which contains opportunities for fellowships, residencies, awards & prizes for persons involved in the arts.

Instructor – Stacey Brownlie, DSBC Business Reference Librarian

Location— Duke Street Library, 2nd floor Bates Auditorium

Registration Deadline – March 20, 2008 (dsbc@lancaster.lib.pa.us or 717-239-2131)