

[Cites and Bytes]

The Information Newsletter for the Business & Economics Department

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Edited by David Brenner

[NEW BUSINESS BOOKS]

America, Welcome to the Poorhouse: What You Must Do to Protect Your Financial Future and the Reform We Need by Jane White. "White paints a grim picture of America's financial future in this scathing indictment of our big banks, retirement system, mortgage brokers and legislators. White argues that middle-class families are headed for an even more disastrous financial catastrophe down the road, a result of our undersaving, overspending and overcharging ways, not to mention an excessively expensive educational system that leaves our citizens mired in debt before they've even begun earning." (Publishers Weekly) **332.01 W585**

It Takes a Pillage: Behind the Bailouts, Bonuses, and Backroom Deals from Washington to Wall Street by Nomi Prins. "If you've found yourself enraged and frustrated with how the bank bailout went bust for the American people, or how Wall Street continues to operate as if the rest of the world doesn't matter, **It Takes a Pillage** gives voice to your outrage, and provides a deeper understanding of what we really have to be angry about and how we can fight for some real change." (Amazon.com Review) **330.973 P9575**

Retail Hell: How I Sold My Soul to the Store: Confessions of a Tortured Sales Associate by Freeman Hall. "When Hall moved to California to get closer to the film industry, he looked for a job that could help him pay the bills and look fabulous at the same time. He landed a job at a department store he calls 'The Big Fancy,' an upscale emporium known for its customer service. Those who've worked on the front lines of the service industry will relate to Hall's bitter memoir (and recognize the retailer as Nordstrom, where he spent 15 years as a handbag salesman)." (Publishers Weekly) **658.78 H175**

Shoptimism: Why the American Consumer Will Keep on Buying No Matter What by Lee Eisenberg. "Eisenberg reveals the mechanisms of manufacturing needs and wants in this book that explores every facet of retail consumption, from advertising to behavioral marketing, from malls to Internet communities." (Publishers Weekly) **339.4 E36**

Working for You Isn't Working for Me: The Ultimate Guide to Managing Your Boss by Katherine Crowley and Kathi Elster. "It's one thing to have a difficult job. It's another thing to have a boss who makes it difficult for you to succeed, begin Crowley and Elster in their second exploration of how to deal with dysfunctional workplace relationships." (Publishers Weekly) **658.017 C953**

[COMPANY INFORMATION ONLINE RESEARCH GUIDE]

This is a pathfinder for researching free company information on the World Wide Web. This pathfinder is not meant to be complete and exhaustive but is meant to be used as a guide to navigate through the many different web sites that offer company data.

When searching for company information online it is important to ask the following questions:

1. Is the company publicly held?
2. Is the company privately held?
3. Has the company recently gone public or is currently privately held but in the process of becoming public through an Initial Public Offering (IPO)?
4. Is the company U.S. or foreign owned?

The answers to these questions will determine how much information is available and where it can be located. <http://www.lapl.org/resources/guides/business-research/index.html>

[EVENTS]

Sponsored by Inventors Workshop International Education Foundation, Entrepreneurs Workshop, Valley Economic Development Center and the Business & Economics Department. Please call 213-228-7110 for additional information.

Saturday, February 13, 1-3 pm in the Mark Taper Auditorium-FREE

“Cashing in on Your Great Ideas Workshop: 9th Annual Funding Workshop”

Wednesday, February 24, 6-8 pm in Meeting Room A-FREE

“Business Plan Basics”

If your company is seeking financing or direction and you want to know the basics of how to write a business plan—sign up here. This hands-on Business Plan workshop will teach you how to best identify goals and objectives in relation to marketing, sales, distribution, management and finance.



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