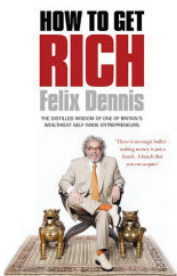


The Business Bridge

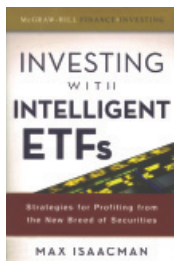
Hot Business Books for the cold winter months

Why not make the most of the winter months by reading some of the new books on business, personal finance and investing? Here are a few recommended titles, all published in 2008, including one by Margaret Atwood!



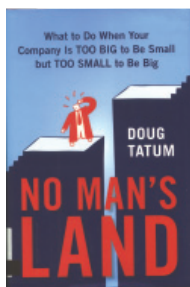
How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Success Wisdom
by Felix Dennis
332.02401 DEN

This is a "must-read" for those intent on becoming rich through entrepreneurship.



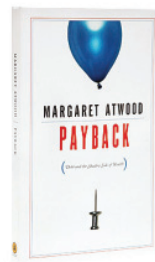
Investing with Intelligent ETFs
by Max Isaacman
332.6327 ISA

Investing in ETFs, or exchange-traded funds, has become very popular within the past few years. This year, books such as **Investing with Intelligent ETFs** are being added to the Business Department's collection. Max Isaacman is a leading expert in the field of index and ETF investing.



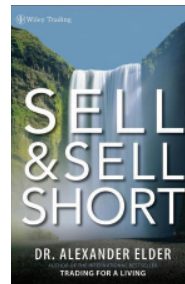
No Man's Land: What to Do When Your Company Is TOO BIG to Be Small but TOO SMALL to Be Big
by Doug Tatum
658.406 TAT

Provides a number of useful tools for running and growing a business beyond the "small company" stage.



Payback: Debt and the Shadow Side of Wealth
by Margaret Atwood
306.3 ATW

In this 2008 edition of the CBC Massey Lectures, Atwood takes on the idea of debt as a central motif in the human imagination. Though touching on personal finance, this book is more an exploration of "balance", "revenge", and "sin" and the way we form social relationships.



Sell and Sell Short
by Alexander Elder
332.63228 ELD

The best-selling author of **Trading for a Living** and **Come into My Trading Room** now has a new book in print, **Sell and Sell Short**. Dr. Alexander Elder presents the techniques and strategies for taking reasonable profits and limiting losses, through holding both long and short positions.

College or university which is best for you?

At this time of year, many **Business Bridge** readers may have a child, or other relative about to graduate from high school who is pondering the road ahead: college or university? What program will be most suitable, and with what career in mind? This process can seem daunting, especially to a young adult.

The following library materials may provide assistance towards making such decisions.

Books for loan:

Aptitude Test Workbook: Discover Your Potential and Improve Your Career Options with Practice Psychometric Tests

by James Barrett. 2008
153.94 BAR

Do What You Are: Discover the Perfect Career for You through the Secrets of Personality Type

by Paul Tieger and Barbara Barron-Tieger. 2007
155.264 TIE

The Everything Career Tests Book: 10 Tests to Determine the Right Occupation for You

by A. Bronwyn Llewellyn with Robin Holt. 2007 153.94 LLE

Career Match: Connecting Who You Are with What You'll Love to Do

by Shoya Zichy with Ann Bidou. 2007 650.14 ZIC

The following titles may help in selecting a Canadian college or university:

The Insiders' Guide to the Colleges 2008	378.73 INS
The Maclean's Guide to Canadian Universities 2008	378.71 MAC
Ontario College Reference Guide 2008-2009	378.713 ONT
Eastern Spectrum 2008	378.1057 UNI
Ontario Spectrum 2008	378.1057 UNI
Western Spectrum 2008	378.1057 UNI

For students considering colleges or universities outside of Canada, the Business Department has additional resources that can help.

Contact the Sciences and Business Department for further details on any of the resources mentioned above.





Harness the power of a database: Career Cruising!

The Mississauga Library System subscribes to the Canadian database, Career Cruising, which provides detailed information on approximately 140 different occupations. Try "Career Matchmaker", an online questionnaire which will match you with up to 40 careers suited to your personality and interests. View interviews with professionals working in their chosen field.

On the web

Canadian-universities.net: Canada's Higher Education and Career Guide

www.canadian-universities.net/

Includes profiles of universities, colleges and career colleges/trade schools in Canada along with their various certificate, diploma, undergraduate and graduate programs of study.

SchoolFinder.com: Canada's Premier Education Guide to Schools, Scholarships, and Careers

www.schoolfinder.com

Find information on more than 1,700 universities, colleges and career colleges in Canada, including admission requirements, costs, programs, and contact details. View interactive campus e-tours, and search by keyword for programs, schools, careers and scholarships.

For students considering colleges or universities outside of Canada, the Sciences and Business Department has additional resources that can help.

Contact the Sciences and Business Department for further details on any of the resources mentioned above.



Student financial aid

Tuition fees and other supplementary costs for post-secondary education have risen drastically over the last decade, thereby compelling university and college students to be confronted with large financial obligations. Consequently most students seek financial aid in order to fulfil all requirements of their studies.

In order to overcome financial barriers to higher education various financial aid options are available. Please note: A student must apply for financial aid – it is not granted automatically. Financial aid is based on eligibility criteria.

Canada Student Loan Program

www.hrsdc.gc.ca/en/learning/canada_student_loan/index.shtml)

This program enables students with a demonstrated financial need to attend a post-secondary institution by providing them with loans to cover the costs of going to school.

Ontario Student Assistance Program (OSAP) (http://osap.gov.on.ca/eng/not_secure/about.htm)

OSAP is a needs-based program which provides eligible students with loans, grants, scholarships and bursaries based on a formula that compares educational costs with expected contributions from parents and/or spouse, own income and assets.

Grants (www.canlearn.ca/eng/postsec/money/grants/ggb.shtml)

Grants are sums of money awarded to finance studies. Generally, these grant awards do not require repayment. Students who meet specific qualifications may receive Canada Study Grants direct from the government.

Scholarships are scholarly funds administered by private foundations and community organizations and typically do not require repayment. They are administered to students who meet certain criteria such as academic excellence, community involvement and ethnicity. ScholarshipsCanada.com (www.scholarshipscanada.com) is Canada's most comprehensive scholarship database to find scholarships, student awards, bursaries and grants. It also provides information on student loans, applications and budget planning.

Bursaries: (www.canlearn.ca/eng/postsec/money/grants/ggb.shtml)

A bursary is money from government, academic institution or private organization given to a student on the basis of financial need. Such factors as academic excellence or demonstrated acts of remarkable citizenship may play a role in winning a bursary. Bursaries are not to be repaid.

Ontario Work Study Plan (http://osap.gov.on.ca/eng/not_secure/Plan_Grants_full_se-papp_OWSP_12345.htm)

This program gives students with financial need the opportunity to earn income by working part-time on campus. It is designed to provide financial assistance and career-related work experience during the school year. Student Lines of Credit are provided by banks and can act as a valuable financial resource for post-secondary education. Credit lines designed for students offer reasonable interest rates and allow for deferral of principal payment.

It is important to develop good money management skills for protection from negative financial consequences. For further information on federal and provincial programs and services for students, please visit the website, **CanLearn** (www.canlearn.ca), for comprehensive information and services to help individuals save, budget, plan and pay for lifelong learning opportunities.





Questions you asked us

Question:

I need to work full-time in my company in order to support my family, but would like to get an Executive Masters of Business Administration (EMBA) degree in order to move up to a managerial position in the company. Do you know any places where I could get a degree online?

Answer:

Staff recommended the book, *The Wall Street Journal Guide to the Top Business Schools* (Career Centre, 650.07117 WAL; 2006 ed.), as providing the best treatment of this topic. The chapter entitled, "The Online M.B.A.: A Blended Approach", was of particular interest to the customer. Much of the book focuses on specific universities' programs (including York University's Schulich School of Business), and provides details on each in a standardized table format.

Staff identified the following Executive MBA programs, of which the first two are available online:

Athabasca University

www.athabascau.ca/

Athabasca University's Executive MBA has grown to become Canada's largest Executive MBA program. The curriculum concentrates on the key management areas that affect organizational performance. Its 24 hour on-line format makes it feasible to work towards a degree while meeting the commitments of work and family. Athabasca University has been ranked among the top three Executive MBAs in Canada (*Canadian Business*, 2001), and among the top Executive MBAs in the world (*Financial Times*, UK, 2003, 2004 and 2006).

Kelley School of Management <http://kd.iu.edu/>

Kelley School of Business provides working professionals with the opportunity to earn an MBA while continu-

ing their career, no matter where they work or live. Kelly was ranked eighteenth for the MBA program by *Business Week* in 2006, and in 2008 the *U.S. News & World Report* ranked it eleventh in the United States.

Another option would be the Kellogg-Schulich Executive MBA program, offered through York University, Toronto.

Schulich School of Business

www.schulich.yorku.ca/emba

The Kellogg-Schulich EMBA program was ranked #1 in Canada by the *Financial Times* newspaper in its 2007 global rankings. On alternating weekends for 18 months (with no classes in July and August), students gain international perspectives on global strategic management and decision-making from award-winning Kellogg and Schulich faculty, and from EMBA classmates with highly diverse educational, cultural, industry and sector experience.

A little business humour



Source: Leasing News

(www.leasingnews.org/.../06_26_2003.htm)

The Publication of *The Business Bridge* has been suspended until further notice.

Mississauga Central Library,
Sciences and Business Department, 2nd Floor
301 Burnhamthorpe Road West,
Mississauga, Ontario L5B 3Y3
Tel: 905-615-3500 Fax: 905-615-3615
E-mail Address: library.info@mississauga.ca
Web Address: www.mississauga.ca/library