

The Business Bridge

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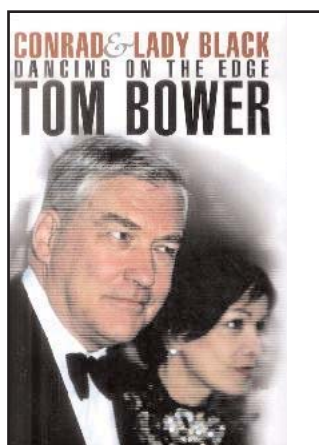


1 *Good Reads . . . Coming Soon*

Many new popular business titles are now on order, expected to be available soon; customers may place

reserves on these titles. Here are some interesting titles to look out for:

The Art of the Real Estate Deal, by Barry D. Lipson
Learn how to negotiate in real estate.



Conrad & Lady Black: Dancing on the Edge, by Tom Bower
Will this be Jean Chrétien's favourite book?!!

The Definitive Drucker, by Elizabeth Haas Edersheim
Edersheim researched this book by interviewing Peter Drucker himself, "the

father of modern management", and by discussing

Drucker's theories and their application to business practices with top executives such as Jack Welch.

Finding the Next Starbucks: How to Identify and Invest in the Hot Stocks of Tomorrow, by Michael Moe

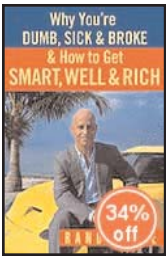
The Innocent Man: Murder and Justice in a Small Town, by John Grisham

"John Grisham's first work of nonfiction, an exploration of small town justice gone terribly awry, is his most extraordinary legal thriller yet."

Mavericks at Work: Why the Most Original Minds in Business Win, by William C. Taylor

The Sleuth Investor, by Avner Mandelman
Mandelman, the bi-weekly Globe and Mail newspaper columnist, advises on value-based investing.

Tough Choices: A Memoir, by Carly Fiorina
Fiorina tells the story of her rise in the corporate world to the position of CEO at Hewlett-Packard, and of her six-year struggle to lead the company through drastic change . . . before she was fired by the Board of Directors.



Why You're Dumb, Sick and Broke . . . and How to Get Smart, Healthy, and Rich! by Randy Gage

Women & Money: Owning the Power to Control Your Own Destiny, by Suze Orman

Television host and financial advisor

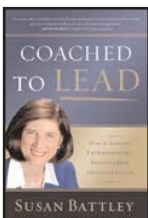
Suze Orman provides sound guidance on taking control of one's finances.

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Calling All Group Trainers!

Would you like to further develop your skills in communication, team-leadership, and employee training? Or perhaps seek out and hire your own executive coach, in order to increase your own professional effectiveness? The Mississauga Central Library, Business Department has the latest titles, as well as the great classics, on these and other training and development topics.

Recent publications on coaching, for example, would include the following titles:



Coached to Lead: How to Achieve Extraordinary Results with an Executive Coach, by Susan Battley 658.4092 BAT(2006)

Filled with fascinating real-life stories, this book shows why you should have an executive coach, and how to go

about finding the right one. A highly engaging and persuasive read

Coaching Basics, by Lisa Haneberg 658.3124 HAN (2006)

Presents the key concepts of executive coaching in a nutshell; an ASTD Training Basics book

Telling Ain't Training, by Harold D. Stolovitch and Erica J. Keeps 658.3124 STO (2002, reprinted in 2006)

Even experienced trainers will benefit from reading this thought-provoking and instructive guidebook, published by the ASTD Press.

Activities and Group Exercises for Trainers

Do you lead training sessions for your own staff or for the public, on a regular or perhaps only occasional basis? If so, you will know the value of "ice-breakers" and other group exercises which may serve different functions - to put participants at ease; to provoke thought; to illustrate your point; to question an established habit or perception; or a combination of these.

Here are some recommended titles that may assist you in planning exercises for your groups:

75 World Class Games from 75 World Class Trainers, by Elaine Biech 658.3124 BIE (2006; on order)

Design Your Own Games and Activities: Thiagi's Templates for Performance Improvement, by Sivasailam Thiagarajan 658.40353 THI (2003)

From the classic, "Games Trainers Play" series, by Edward Scannell and John Newstrom,
More Games Trainers Play 658.3124 SCA (1983)
Still More Games Trainers Play 658.3124 SCA (1991)
Even More Games Trainers Play 658.3124 SCA (1994)

Scannell and Newstrom also wrote:



The Big Book of Business Games: Ice-breakers, Creativity Exercises, and Meeting Energizers 658.40353 NEW (1996)

The Big Book of Presentation Games: Wake-em-up Tricks, Ice Breakers & Other Fun Stuff 658.45 NEW (1998)

Tips & Tricks for Facilitators

Novice and more experienced group facilitators may benefit from such titles as:

The Facilitator's Fieldbook, by Tom Justice, et al. 658.4036 JUS (2006; on order)

The Secrets of Facilitation: The S.M.A.R.T. Guide to Getting Results with Groups, by Michael Wilkinson 658.4036 WIL (2004)

Why do some books have a bright pink "Training and Development" label on the top of the spine?

The Business Department was the fortunate recipient of the City of Mississauga's in-house Training and Development Collection in 2005. Over 300 "Training and Development" items, in book, video-cassette, audiocassette, or cd-rom format, have been catalogued and are interfiled with the library collection by Dewey Decimal Classification number. Each of these items is identified by a bright pink "Training and Development" label; all are available for loan.

Be careful when browsing! The bright pink labels will almost jump out and grab you!

3 Internet and E-mail Basics Workshops for Seniors Return!

From September 2006 to June 2007, once per month, the Mississauga Central Library, Business Department is offering an Internet workshop and an e-mail workshop for eager mature students! All workshops use the "hands-on" approach - each participant uses an individual computer terminal throughout the workshop. Each workshop is limited to a maximum of six participants.

At the Internet Basics workshop, students discover the key parts of the Internet browser and how to use them, and learn to find information on the web using such search directories and search engines as Yahoo! and Google.

The e-mail workshop comprises opening a Yahoo! e-mail account for each student and learning the basics of Yahoo! e-mail operations. Students learn how to open an e-mail, respond to an e-mail, compose an e-mail and delete an e-mail. Students will also learn how to create an address book to include friends or clients with whom they correspond frequently, and how to send an attachment to an e-mail.

For more information and for registration, please contact the Business Department at 905-615-3500.

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Recommended Reference

Ontario Annual Practice.

Published annually in two separate volumes by Canada Law Book.

Current edition available from the Central Library Business Information Desk for "in-library" use; older editions may be borrowed
347.05 ONT

Although no substitute for a lawyer, this two-volume title may prove very useful to those filing for divorce, going to Small Claims Court, or contemplating litigation, in Ontario.

Perhaps the most important part of the **Ontario Annual Practice** is the section in Volume 1, Rules of Civil Procedure, which provides an authoritative and accessible guide to Ontario civil and administrative procedural law. Volume 1 also includes the sections: Tariffs and Fees; Family Law Rules; Rules of the Small Claims Court; and the Legal Aid Services Act, 1998.

Volume 2 contains a very handy collection of forms used in civil court, such as affidavits, writs, certificates, and request forms.

To find the most recent updates to the **Ontario Annual Practice**, go to the Canada Law Book website (www.canadalawbook.ca), and click on "online updates", and then on "Ontario Annual Practice e-notes".

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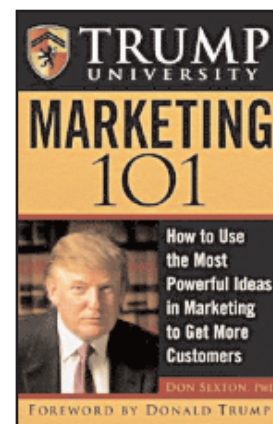
Book Review

Trump University Marketing 101: How to Use the Most Powerful Ideas in Marketing

to Get More Customers, by Don Sexton 658.8 SEX

Trump University Marketing 101 is a resourceful business instrument created to teach readers the basics of marketing.

Written by marketing and sales expert, Don Sexton, Ph.D.,



a Trump University Faculty member as well as professor of Business at Columbia University and president and founder of Arrow Group Limited, this useful marketing resource presents one key marketing initiative in each chapter. Concepts are explained in a clear, uncomplicated fashion using exercises and examples.

Entrepreneurs and managers alike will be well equipped with the most compelling and innovative marketing ideas. Included as well are step-by-step instructions and worksheets for systematic marketing decisions developed by Professor Sexton, available only to Marketing 101 readers or those students enrolled in Trump Marketing Courses.

6 *6 Good Reasons to Own a Mississauga Library System Card*

Do you have a Mississauga Library System card? If not, you may be missing out on the best deal in the city! Here are six reasons to obtain a card:

- 1) Use your library card to reserve time on public Internet and computer workstations throughout the Mississauga Library System, and to log on directly at a library terminal.
- 2) At the Mississauga Central Library, use your library card to log on to the wireless network from your own laptop.
- 3) With your valid Mississauga library card, access a number of Internet subscription databases from home.
- 4) Use your library card to borrow materials from a selection of over one and a half million library items: books, cassettes, CDs, and CD-ROMs for three-week loans, and DVDs, videos and magazines for one-week loans.
- 5) If an item is on loan or if your preferred branch does not own a copy of a specific title, use your library card to request the first available copy in the Mississauga Library System.
- 6) A library card is available FREE to all residents of Mississauga and to those who work, attend school, or own property in Mississauga.

Apply for your library card today, and join the largest club in Mississauga - the Mississauga Library System! See your local Mississauga Library Branch for details!

7 *You Asked Us*

Query: "I'm looking for a list of ski resorts in Ontario."

Answer: The librarian determined through the reference interview that the customer was looking for

a listing of ski-resort businesses in Ontario, along with the contact information for each.

The book, **Ontario Business-to-Business Sales & Marketing Directory**, published by infoCANADA of Mississauga, provided a quick answer to this question. Volume 3, under the "Businesses by Category" heading, "Skiing Centres and Resorts", provides 100 listings along with street address, postal code, and telephone number. The "employee size" code for each listing indicates the size of each centre or resort, by the number of staff employed. The customer, somewhat pressed for time, was happy to find this information so fast.



An alternative source would be the electronic database equivalent, **Canadian Business Online**, by the same publisher. If the customer wanted to find a contact person's name for each listing, then this would be the place to look. The "detailed" display and print format often includes a contact name, annual sales

(by range), and sometimes a fuller listing of the organization's lines of business.

Query: "Do you have a list of the major international hotel chains? I'm especially interested in those with locations in Europe and South America."

Answer: This particular customer wanted to identify the hotels with dominant market share in Europe and South America. The customer was not interested in researching their strength in the United States.

The librarian led the customer to the Directory Shelf area, which houses the resources used to answer



this question. The reference book, **Rankings Annual**, served as a starting point. This source indexes and summarizes periodical articles that have ranked businesses and brand names, and is organized alphabetically by business category heading. In the "Hotels and Motels" section, the customer found the rankings entitled, "Largest Hotel and

Restaurant Companies in Europe, 2003" and "Britain's Most Admired Leisure and Hotel Companies, 2004", which each provided the top-ranked companies.

To find the contact information for these top-ranked and other major hotels and hotel chains, the customer then used the business directories, **World Business Directory** (Directory Shelf 338.709 WOR) and **D & B Europa** (Directory Shelf 338.7094 D&B 2002).

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