

# The Business Bridge

Vol. 4, Number 1

April 2007

- 1 *Business Resources Galore!*
- 2 *Which Collection is the Most Heavily Used in the Business Department?*
- 3 *Investment-Research Resources*
- 4 *New Books for . . . the Investor*
- 5 *Calling All Entrepreneurs and Wannabes!*
- 6 *Book Review: **The Manager's Book of Questions***
- 7 *You Asked Us*



## 1 *Business Resources Galore, and Much More!*

You may already be familiar with the various business-focussed sections available in the Mississauga Central Library, Business Department: the Small Business Collection; the Directory Shelf Area; materials on business management and employee training and development; and the electronic subscription databases such as *Scott's* and *Canadian Business Online*.

Yet the Business Department houses much more: the Career Centre; Federal and Ontario Statutes and Regulations; and materials on such topics as law, market research, economics, investment planning and personal finance, tax preparation, and citizenship exam preparation.

Read on to learn more details about the department's collections in some of these areas.

## 2 *Which Collection is the Most Heavily-Used in the Business Department?*

The Career Centre is definitely the most heavily-used collection in the department. It houses over 2,500 items covering the job-search process, including:



- career selection
- resume and cover letter writing
- pre-interview company research
- preparation for employment
- interviews
- the follow-up process.

**The Career Centre is the most heavily used collection in the Business Department.**

## Career Tours

Business Department staff provide Career Tours to groups of job-hunters totalling nearly 2,000 participants annually. Each tour, lasting about 1¼ hours in length, serves to introduce the job seekers to key career-related resources essential to finding work in their chosen fields.

The tours are provided free of charge. Job-hunting groups are asked to request their tour at least two weeks in advance.

A free drop-in Career Tour is offered to individuals once a month on Tuesdays at 7 p.m. For more information, or to pre-register, please contact the Business Department at 905-615-3500.

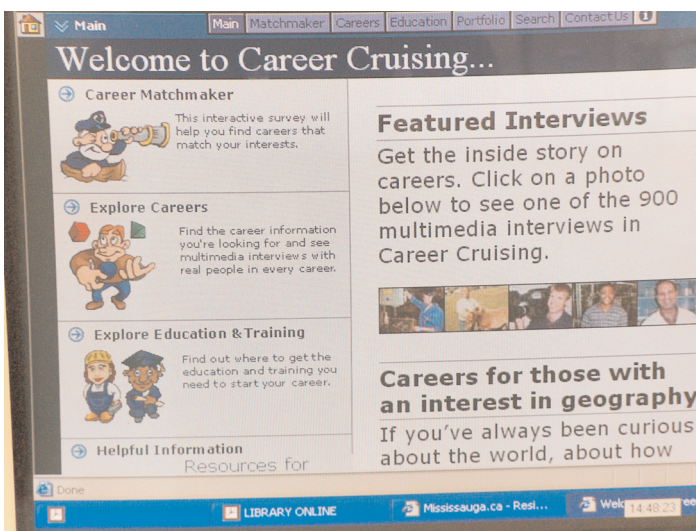
## Career Cruising: Finding the Best Career (for You)

Perhaps someone in your family is faced with the question, "What career should I go into?"

Many employees credit their job satisfaction to the book, *What Color Is My Parachute?* (published annually and available from the Business Department). In addition, an excellent subscription database called *Career Cruising* can help answer this question.

*Career Cruising* is an Internet subscription database available for "in-library" use from all library locations (but not remotely).

Organized in an easy-to-use fashion, it includes such useful online tools as "Career Matchmaker". Through answering a brief questionnaire based on one's likes and dislikes, the database provides a list of potentially suitable career matches. One can explore each career further, for example by reading interviews with two individuals working in the field, and through investigating the education required, duties involved, and salary range.



# 3

## Investment-Research Resources

You have some cash on hand, perhaps from an inheritance or from the sale of a successful business. Or perhaps it is time to rebalance your investment portfolio. How to invest the money wisely? The Business Department has an excellent collection of materials on financial planning, along with a number of investment newsletters which may help you in developing your investment savvy. Read on to find out more.

### How Can We Help You?

The Business Department has many books and other materials that can assist you in making personal finance and investment decisions. They cover such topics as:

- saving for retirement
- choosing an investment advisor
- debt management
- investing in stocks, mutual funds, options, and real estate
- technical market analysis techniques
- helping your children with money management.

For detailed information about library holdings on these topics, please contact the Business Department at 905-615-3500.

### For Researching Stocks

**Financial Post Advisor** (Internet subscription database) covers corporations whose securities are traded on Canadian exchanges, and is available for "in library" use at all locations in the Mississauga Library System. Check this database for informational summaries on everything from the "blue-chip" to the "penny stock" companies. Read "Investment Reports" on the top 750 Canadian publicly-traded companies.



**CBS Blue Book of Stock Reports** (available for “in-library” use from Information Desk)  
Recommended as a starting point in researching particular Canadian stocks, the “Blue Book” is published as a series of loose-leaf sheets, housed in one binder, and updated on a regular basis. Each stock receives one page of coverage, presented in a standardized format including a stock chart, summary of recent news, operating performance, company outlook, financial ratios, and the **CBS** recommendation on the stock. The stocks are categorized by industrial sectors, thus facilitating comparison between stocks of companies in the same field.

**Value Line Investment Survey** (available for “in-library” use from Information Desk)  
By Value Line Publishing, New York  
Published weekly and cumulated in a set of three binders, this resource covers approximately 1,700 stocks traded on the New York, NASDAQ, American, or Toronto Stock Exchanges. The focus, however, is on U.S. firms.

The two “Ratings and Reports” binders provide analyses of particular stocks: one covers “large caps” (large capitalization stocks, mostly “blue chip”) and the other volume, the “small and mid-caps”. Both binders house the weekly issues featuring company reports, grouped by industry. The company reports are updated every three months on a rotational basis.

Each company report is presented in a compact one-page, standardized format which includes a 12-year stock chart, key financial ratios, summary of corporate news, and the Value Line rankings. A one-page industry analysis precedes the company reports in that industry.

The third binder, “Selection and Opinion”, summarizes current economic and stock market statistics, provides commentary, and includes three model stock portfolios. This binder in particular may provide some worthwhile investment ideas.

## Investment Newsletters

The most recent issue of over twenty investment newsletters, such as the *Morningstar Stock Investor*, *Investment Reporter*, *Investor's Digest*, *Gordon Pape's Mutual Fund Advisor*, and *The Moneyletter*, are available from the Information Desk for “in-library” use.



# 4 New Books for . . . the Investor

The following Business Department titles on investing strategies and techniques are proving quite popular. At present they all have waiting lists!

**Select Winning Stocks Using Technical Analysis**,  
by Clifford Pistolesse 332.63204 PIS (2007)

**Candlestick Charting Explained: Timeless Techniques for Trading Stocks and Futures** (3rd ed.), by Gregory L. Morris 332.63204 MOR (2006)

**Getting Started in Chart Patterns**, by Thomas N. Bulkowski 332.63204 BUL (2006)

**The Little Book of Value Investing**, by Christopher H. Browne 332.6322 BRO (2006)

**The Single Best Investment: Creating Wealth with Dividend Growth** (Revised and updated ed.), by Lowell Miller 332.6 MIL (2006)

**The Standard and Poor's Guide to Selecting Stocks: Finding the Winners and Weeding out the Losers**, by Michael Kaye

332.63222 KAY (2006)

**Streetsmart Guide to Timing the Stock Market: When to Buy, Sell, and Sell Short** (2nd ed.), by Colin Alexander

332.63228 ALE (2006)

Available in book or cd format:

**Just One Thing: Twelve of the World's Best Investors Reveal the One Strategy You Can't Overlook**, edited by John Maudlin

332. 678 JUS (2006)

## 5 *Calling All Entrepreneurs and Wannabes! Free Workshop*

Learn from the experts at **COBSC** about how to start your business, grow your business, and expand your business. The **Canada-Ontario Business Service Centre** has a wealth of information as well as online tools, tips, and modules geared to the small- and medium-sized enterprise. You can also find out about the many resources available to women, immigrant and youth entrepreneurs "just a click away".

Take advantage of this free presentation and overview sponsored by the Mississauga Library System, the Mississauga Business Enterprise Centre, and the Canada-Ontario Business Service Centre.

The seminar will be held on **Thursday, June 7th, from 6:30 p.m. to 8 p.m. in the Noel Ryan Auditorium, Mississauga Central Library, 301 Burnhamthorpe Rd. W.** No registration is required.

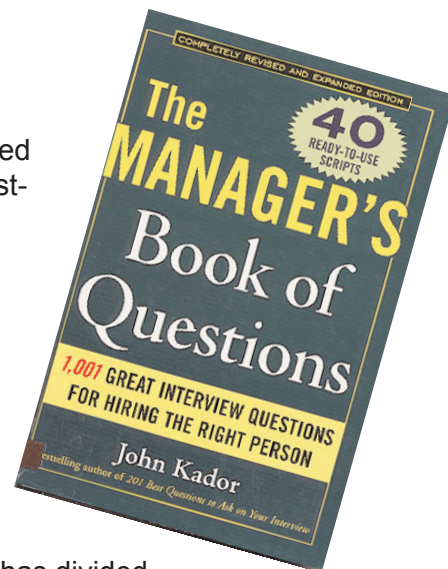
For more information, please call the Business Department at 905-615-3500.

# 6

## *Book Review*

**The Manager's Book of Questions: 1,001 Great Interview Questions for Hiring the Right Person** (Revised and expanded ed.), by John Kador  
658.31124 KAD

John Kador has revised and expanded his best-selling classic, *The Manager's Book of Questions*, to include 1,001 job interview questions and 40 ready-to-use "scripts". It is concisely written and is very well organized in three main parts.



In Part I, Mr. Kador has divided the interviewing questions into functional categories, each in a separate chapter: ice-breaker and background questions; behavioural questions; core competency; ethics; brain teasers and business problems; and closing questions. These questions are cross-referenced to the 40 interviewing "scripts" contained in Part II of the book.

While the author does not provide sample answers to the questions, in Part I he does introduce each chapter by highlighting key issues surrounding the type of question, for example, how to go about developing brainteaser questions.

The "scripts" in Part II are actually 40 lists of interviewing questions, each targeted at a specific purpose, for example, interviewing "Entry Level" candidates, or "Human Resources Management" candidates. Each "script" is itself organized into the seven functional categories. As in Part I, no sample answers are provided.



Be sure to leave time to consult Part III, which includes the list, "Questions Interviewers Should Expect to Be Asked".

This book is highly recommended for anyone preparing to conduct employment interviews. Several library locations, including the Business Department, own copies for loan.

# 7

## You Asked Us

Within the past few months, customers have asked for books that would help with the drawing up such documents as purchase agreements, leasing agreements, and employment contracts. The Business Department does have an encyclopaedia that provides suggested **wordings** for such documents, including special clauses: *O'Brien's Encyclopedia of Forms*.



This is an excellent resource, published by *Canada Law Book* in a multi-volume set of 26 binders. The thousands of loose-leaf pages are organized into four major Divisions: *Commercial and General*; *Family Law*; *Court Forms*; *Labour Relations and Employment*; and *Computers and Information Technology*. There is a *Master Index*, and each Division begins with its own *Table of Contents*.

*O'Brien's Encyclopedia of Forms* (Call number: 347.055 OBR) is available for "in-library" use only at the Mississauga Central Library, Business Department.

To subscribe to The Business Bridge:  
Forward your e-mail address to the Mississauga Central Library, Business Department. You will receive an email advising that the newest issue is available on the Library website.

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