



FROM COMMITTEES OF RUSA

Outstanding Business Reference Sources

The 2003 Selection of Recent Titles

RUSA BRASS Business Reference Sources Committee

Following established guidelines and criteria, a working group of the BRASS Business Reference Sources Committee voted to adopt these titles as “outstanding business reference sources” or “other notable titles” published during the previous fourteen months. Brief reviews are included.

Business reference sources are often expensive, fragmented, and enchanting. Wait a minute, enchanting can't be right. Let's replace that with dense. What is quite clear, however, is that business information is abundant and complex, and selection responsibility in this area can be intimidating.

In an effort to aid selectors and other reference librarians, the Business Reference Sources Committee launched this endeavor in 2002. The selected titles are considered high-quality reference works suitable for medium to large libraries. This year, a few titles are also highly recommended for some small public and special libraries.

Bragg, Steven M. *Business Ratios and Formulas: A Comprehensive Guide*. Hoboken, N.J.: Wiley, 2002. 334p. \$85 (ISBN: 0-471-39643-5).

Steven Bragg, a CPA with a long list of initials next to his name, has written twelve previous books on accounting methods in small and large businesses. With this title, he offers a book that can be targeted to corporate managers, new entrepreneurs, and students of business.

Since all businesses produce some kind of information that can be used to measure performance, Mr. Bragg has gathered more than two hundred of these measurements to demonstrate how managers can track the performance of their business, as well as that of their separate departments. The book contains performance measurements that include not only the traditional management and financial formulas, such as cash flow and return on investment but also evaluative measures used in logistics, engineering, sales and marketing, and production departments.

Each of the measurements is accompanied by a brief description, an explanation of the calculation, an example of how to apply the formula to a real-life situation, and, most interestingly, how the measurement can yield incorrect or misleading information. The book may be used to search for a single calculation, which can be used for targeted needs, or in its entirety, to develop a complete set of measurements covering the entire operating and financial situation of the company.

Working Group members from the **BRASS Business Reference Sources Committee** included: David A. Flynn (chair), Pinar Arcan, Mary Gilles, Nels Gunderson, Doreen Harwood, Colleen Seale, and Irene Weiner. For further information contact: David A. Flynn, Business/Social Sciences Librarian, University of Hawaii, Honolulu, HI 96822; (808) 956-2621; fax (808) 956-5968; e-mail: dflynn@hawaii.edu.

Another highlight is the final chapter on "Measurement Analysis with an Electronic Spreadsheet." It describes the use of Microsoft Excel in automating five types of analyses: financial statements, project analysis, investment analysis, risk analysis, and trend analysis. Access to all the formulas and definitions can be found at the end with a glossary, a summary of all the ratios and formulas, and a topical index.—*Irene Weiner, Baker University, Baldwin City, Kansas*

Klösigen, Willi, and Jan M. Zytkow, eds. *Handbook of Data Mining and Knowledge Discovery*. New York: Oxford Univ. Pr., 2002. 1,064p. \$250 (ISBN: 0-19-511831-6).

This handbook could easily be a central source for the rapidly burgeoning field of Data Mining and Knowledge Discovery in Databases (KDD). It is a welcome first of its kind. There is a growing intrigue over how effective KDD will be in a wide range of domains and, as a result, there has been an increase from a few dozen researchers in the field in 1989 to many thousands today. The editors have done an outstanding job of collecting and organizing some of the best research in the field for researchers, practitioners, system developers, teachers, newcomers to the field, and customers KDD serves. Coverage includes the essential theories, methods, and applications of KDD and addresses its unique challenges. Contributors include well over one hundred leading experts from corporations and universities worldwide. This is a terrific resource that would be valuable in any library serving clientele who are interested in or who would benefit from KDD—scientists, engineers, industry leaders, managers, and analysts, to name but a few.—*Doreen Harwood, University of Washington, Bothell*

Malonis, Jane A., ed. *Gale Encyclopedia of E-Commerce*. 2 vols. Detroit: Gale Group, Thomson Learning, 2002. 863p. \$295 (ISBN: 0-7876-5660-7).

This first attempt at an encyclopedic work on e-commerce includes more than 470 detailed essays on key issues and events in the industry, as

well as case studies, legal components, and profiles of influential individuals and organizations. Topics range from auction sites to how the industry was affected by the September 11 terrorist attacks.

The topics will only gain in popularity and importance, and this title provides businesspersons, entrepreneurs, and students with an easy-to-use but quite thorough starting point. The work is significantly cross-referenced and includes a seventy-page master index that provides access to important and unusual terms, specific legislation and court cases, key events, and industry leaders. Also included is a tremendous amount of "further reading."—*David A. Flynn, University of Hawaii, Manoa*

McDonough, John, Karen Egold, and the Museum of Broadcast Communications, eds. *Advertising Age Encyclopedia of Advertising*. New York: Fitzroy Dearborn, 2003. 1,873p. \$385 (ISBN: 1-57958-172-2).

The editors of this three-volume encyclopedia believed that the advertising industry warranted a comprehensive reference source that provided as broad a perspective on the field as possible. Their efforts have produced a unique resource offering profiles on more than 120 advertising agencies and 160 corporate advertisers, brands, and campaigns; essays on 80 leading contemporary agencies worldwide; individual biographies of 47 men and women in the industry; and numerous essays covering market-research methods and theory, the history of advertising, and the advertising industry in major regions as well as several countries.

Each ad-agency profile includes a brief chronology of key dates in the agency's history as well as a selective list of major clients. A carefully chosen catalog of ad agencies (in chronological order) also precedes the essays on advertisers, markets, and brands. All of the entries are signed by the authors and, to the extent possible, conclude with a list of references for further reading. Black-and-white images with source and copyright information are distributed

throughout the encyclopedia; color images are found in the centerfold of each volume. Most of these illustrations were selected from the collections at the Hartman Center for Sales, Advertising, and Marketing History at Duke University's Rare Book, Manuscript, and Special Collections Library. Appendixes include the Advertising Hall of Fame members, Notable United States Advertising Degree Programs, the Top U.S. Advertising Agencies, Top U.S. Advertisers, Top Worldwide Advertising Agencies, and Top Worldwide Advertisers. Detailed information is also provided for the extensive list of the encyclopedia's contributors and advisors. A comprehensive index follows.

In the introduction, the editors described the difficulty they encountered in conducting research due to the often impermanent, personality-driven nature of the ad agency. Fortunately, persistence prevailed. This outstanding resource richly fills an information void on the elusive advertising industry by providing authoritative entries over a broad range of topics.—*Colleen Seale, University of Florida, Jacksonville*

Philipson, Nick, ed. *Business: The Ultimate Resource*. Cambridge, Mass.: Perseus, 2002. 2,171p. \$59.95 (ISBN: 0-7382-0242-8).

This solo, comprehensive book of more than two thousand pages covers the highlights of theory and practice of business and management. Seven major sections cover areas such as "Best Practice," "Business Thinkers and Management Giants," and "Management Checklists and Actionlists." The "Management Library" summarizes influential books, both classics and newer titles. Other sections compile industry, country, and state statistics, as well as global business terminology and thousands of sources of business information—books, journals, Web sites, and organizations—organized into more than one hundred topics. With the companion Web site (www.ultimatebusinessresource.com), book owners can receive monthly updates in PDF format.

Business: The Ultimate Resource delivers what it sets out to do: bring together a vast amount of knowledge in one volume. Most essays are followed by bibliographies of books, articles, Web sites, and cross-references. This work may be a beginning for some, leading them to further research. Or it may be an end, simply solving a problem. It will help the layperson, the student, and the professional, and is recommended for academic, public, and special libraries. At only two dollars per pound, it is a fantastic bargain.—Pinar Arcan, *District of Columbia Public Library, Washington, D.C.*

Wilson, Jonathan B., and Julia Alpert Gladstone, eds. *Internet Forms and Commentary: A Practitioner's Guide to E-Commerce Contracts and the World Wide Web*. Chicago: American Bar Association, 2002. 138p. \$65.95 (ISBN: 1-59031-084-5).

Despite its title and the editors' comment in the preface, this slender volume, with companion CD-ROM containing ready-to-adapt model forms, has applicability and relevance beyond "occasional practitioners who review and prepare these basic Internet contract forms." It will be of value to anyone interested in electronic commerce or considering the possibility of a business Web presence.

The authors of each chapter are lawyers who have worked extensively with e-commerce clients. Each chapter contains a brief introduction, the contract, and a commentary on each section of the contract. The commentary explains the purpose of each section and critical points to consider. In most cases, the contract provided is a compromise model that represents the outcome of a negotiation between a vendor and a customer. Included are contracts for: Web Advertising Agreement, Metatag

License Agreement, Link License Agreement and Web-Site Linking Policy, Content License Agreement, Web-Site Development Agreement, Web-Site Hosting Agreement, and Terms and Conditions of Sale.

This reviewer strongly recommends that anyone contemplating establishing a Web site for business or professional purposes review this book first. It will educate the reader about key legal aspects of Web-site ownership and responsibility. Particularly useful are the commentaries, written in clear, easily understood language. With a minimum investment of time, a reader will be better informed about business agreements conducted on the Internet. And, though a thorough index is almost always handy, the absence of one altogether for this work does not dramatically limit its usefulness.—Mary Gilles, *Washington State University, Pullman*

Zanko, Michael, ed. *Handbook of Human Resource Management Policies and Practices in Asia-Pacific Economies*. 2 vols. Northampton, Mass.: Edward Elgar, 2002. 1,424p. \$300 (ISBN: 1-84064-750-7; 1-84064-751-5).

This two-volume handbook provides single-source access to a codified set of macro-level human resource management (HRM) profiles for Asian-Pacific Economic Cooperation (APEC) membership economies that includes "the most populous (China), the most developed and technologically advanced (USA, Japan), the largest in area (Russia, Canada, USA, China, Australia), among the smallest in area (Singapore, Hong Kong, Brunei), and among the least-economically developed (Papua New Guinea, Vietnam)." The country profiles, each written by prominent HRM experts from or residing in each APEC economy, follow a detailed and prescribed format that addresses several broad topics, such as

"Recruitment and Selection," "Training and Development," and "Pay and Benefits." This systematic approach provides a practical guide to each country and a means for relatively easy comparison across economies on very specific issues. This is particularly valuable given the wide diversity of the region in terms of cultures, economies, political systems, labor markets, and stages of development.

It should be noted that the work for volume one was completed in 1998, but not released until late 2002. Volume two quickly followed, however. This is an impressive compilation and will benefit government and business organizations, as well as those in the academic setting for the research and teaching of cross-cultural management issues.—David A. Flynn, *University of Hawaii, Manoa* ■

Other Notable Titles

Baker, Deborah J., ed. *Gale E-Commerce Sourcebook*. 2 vols. Detroit: Gale, 2002. 970p. \$295 (ISBN: 0-7876-5750-6).

Intermarket Group. *Internet Almanac: Facts and Figures on Internet Use and E-commerce in the U.S.* San Diego, Calif.: Intermarket Group, 2002. 255p. \$79.95 (ISBN: 1-882113-05-5).

Room, Adrian. *Encyclopedia of Corporate Names Worldwide*. Jefferson, N.C.: McFarland, 2002. 591p. \$75 (ISBN: 0-7864-1287-9).

Wright, Russell O. *Chronology of Labor in the United States*. Jefferson, N.C.: McFarland, 2003. 146p. \$30 (ISBN: 0-7864-1444-8).

Wright, Russell O. *Chronology of the Stock Market*. Jefferson, N.C.: McFarland, 2002. 136p. \$30 (ISBN: 0-7864-1328-X).