

GSB PhD Students

A Note From Paul



Paul Reist,
Research &
Information
Services
Manager,
GSB Library

Doctoral Students,

Welcome to the first issue of our new quarterly publication, “GSB PhD Students”, which will include contributions from various Library staff. I am the first to kick off this effort, so I’ve included a few items I hope you will find useful. I welcome any questions or suggestions.

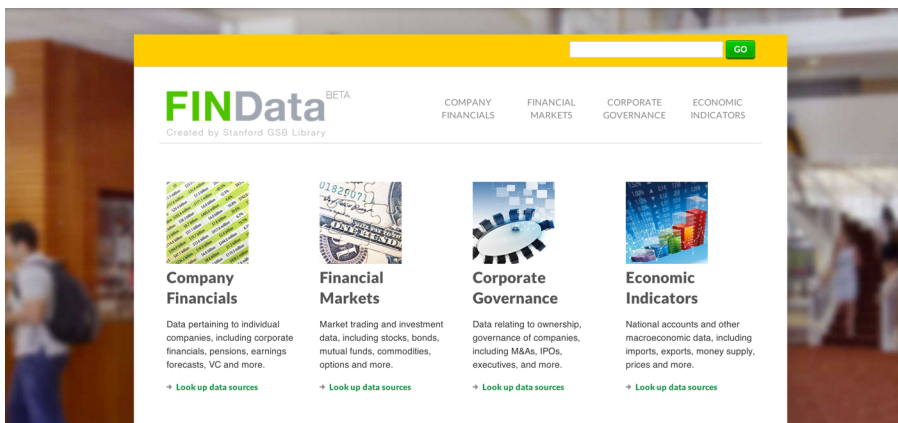
Best,
Paul

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FINDATA: A NEW DATA DISCOVERY TOOL

The GSB Library has just released the inaugural beta version of [FINData](#), a tool for quickly discovering the financial and economic data available in our databases. And not only our resources, but also selected resources outside Stanford, e.g. FRED (the Federal Reserve site).

Please give [FINData](#) a spin. We’re eager to know of any comments, suggestions, ideas. Just click the green SEND SUGGESTION button that is on every page. Thanks.



NEW DATASETS

We recently purchased some credit default swap data from S&P Capital IQ, and you can now access the data via FTP. The data covers 2004-2013 and is from CMA. Download instruction has been added to our Databases A-Z list at the library site.

[>> Databases A-Z list \[under “C”\]](#)
[>> FTP Access Instruction \[PDF\]](#)

BLOOMBERG

Invest in Yourself: Bloomberg
(Vendor Presentation)
Noon-1:00 PM
May 12, 2014
W104 - Faculty Bldg West

The Bloomberg rep will be on campus to demo the product and its functionality. All PhD students are cordially invited.

Bloomberg is a major financial tool used on Wall Street, containing detailed data on equities, fixed income, commodities, economic indicators, money markets and much more.

GREAT BOOKS. GREAT ROOM.



Prof **Bob Sutton** led an exciting and often amusing journey into the world of workplace excellence with a small group of PhDs, faculty and others during the second of our faculty speaker series events on April 17. Sutton described some of the research behind the book that he and Prof Huggy Rao recently co-authored, **Scaling Up Excellence**, offering examples and anecdotes both insightful and entertaining. Afterward members of the audience plied him with questions.

>> [Visit the book site](#)

Held quarterly in the Great Room on the fourth floor of the Bass Center, these speakers events are an intimate gathering with wine and cheese offering students a chance to engage in a dialog with GSB professors. Stay tuned for future speakers in the series.

FROM THE FACULTY BOOKSHELF



Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information, the new book by GSB Prof **Itamar Simonson** and Emanuel Rosen, reveals (according to its book jacket) “what really influences customers today and offers a new framework — the Influence Mix — for thinking about consumer decision making, which should help managers develop more effective marketing strategies”. The book aims to show why current practices about branding are losing relevance.

>> [Visit the book site](#)

“Every marketer is going to have to read this book (if only not to feel left out when everyone else is talking about it)” — Chip Heath, *Made to Stick*

TABULA & UNSCANIT

How do you make tabular data in PDF or image files usable without transcribing every number by hand? What if you have a graph you'd like to extract and convert back to values? Your life may have just gotten easier. Two neat tools are here: Tabula and UnScanIt.



Tabula is a tool for “liberating data tables trapped inside PDF files”. It extracts PDF data to comma- or tab-separated value formats (CSV or TSV), though it works only on text-based PDFs, not scanned documents. It runs within your browser; you just need to upload files and extract. Data can be corrected before downloading. Tabula is free, available for Mac, PC or Linux.



UnScanIt focuses on graphs and gels, and comes in two varieties, UnScanIt and UnScanIt Gel. UnScanIt allows you to extract (x,y) data values from scanned images of charts or graphs (the ‘gel’ version allows you to quantify any type of electrophoretic gel, from Western blots to TLC.) It is available for Mac and PC, but not Linux. UnScanIt is not free — it costs \$345, while the gel version costs \$445.