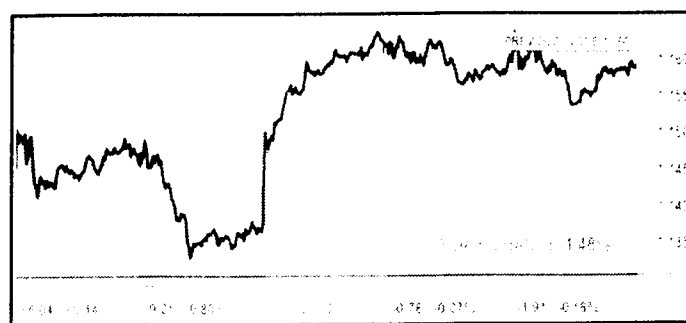
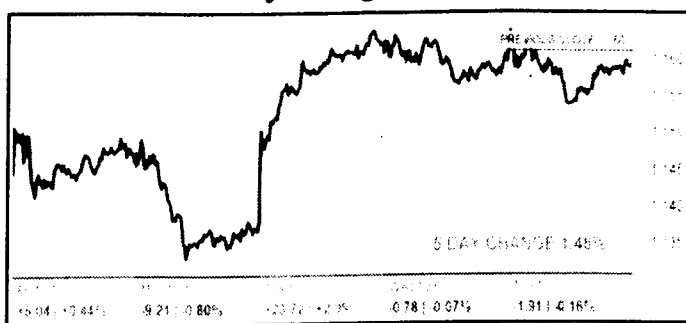
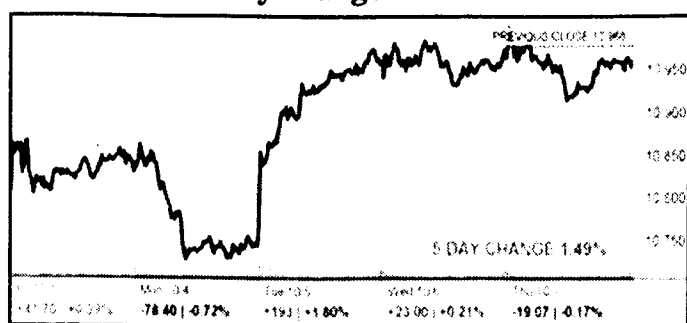


Market results for the week of October 1, 2010 through October 7, 2010

DOW: 5 day change +1.49%

S&P: 5 day change +1.48%

NASDAQ: 5 day change +0.64%



Upcoming Events

OCTOBER 13:

REGISTRATION BEGINS

MAJOR ADVISING EVENT:

WHERE: 2ND FLOOR MEZZANINE AREA OVER THE CLARK CAFE, BURKE CENTER

PIZZA AND POP WILL BE PROVIDED

E-books out-selling hard-cover's

ARICA CHRISTMAN
business editor

Amazon reports that over the past three months the sales of e-books have surpassed sales of hardcover books.

Amazon states that their recent sales have been 143 Kindle books for every 100 hardcover's.

For some the gap between sales of e-books and hardcover's is rising.

However, according to industry sales, hardcover books are "far from extinct," states a *New York Times* article.

The article also recorded that sales of hardcover books are up 22 percent this year. The explosion in sales of digital books may be a surprise to some, due to the fact that they have only been on the market for 33 months, where Amazon has been selling hardcover books for 15 years.

However, these sales are a benefit to Amazon and an asset to their business, rather than a conflict of interest to their market.

Quote of the week:

"Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight."

-Henry R. Luce

Travelocity Founder speaks at PSB

STEVEN GALDO
business writer

Tuesday night in Burke Center 180, Penn State Behrend got a taste of what it takes to become an innovative business leader.

Terry Jones, the founder of Travelocity.com and present Chairman of Kayak.com shared his insight on a lot of questions regarding today's wireless expansion.

"We live in a world driven by speed and convenience," he said. "Over 65 percent of travel is booked online today, 80 percent of home buyers search online, and 74 percent of bankers bank online."

Jones spends a lot of time with his own consulting practice. His presentation, titled "Leadership in a Wired World," emphasized the changing roles of business leaders. Now more than ever, leaders have to be technologically savvy.

Two main focuses of the discussion were the ability to innovate and build digital relationships with customers.

"Everyone has realized they can do it themselves," Jones said. "The consumer's new tool is the mouse. This is just the beginning of web expansion."

Leaders have to understand the relationship between the buyers

and sellers. As Jones reiterated, technique follows technology.

Relationships are changing in business, and customers are interacting with sellers in many more ways than before.

All of this leads to more confusion and a greater demand for those who understand technology.

Now it seems as if users can do all but take over the world with their phone. This is an example of a short circuit or customers going direct.

"Eliminate the middle man," Jones said. "Customers are internet empowered, tech savvy, time starved, and information rich. In 2014 the web will influence 53 percent of retail sales."

In addition, e-commerce today tends to be flawed in many ways, Jones said. Complicated web sites, a failure to market products, and commonly a misunderstanding about what the buyer wants are prevalent throughout many industries.

Jones's prescription? Catering to customers' desires, and focusing on simplicity.

"Smart brands are listening to what customers are saying," he said.

"36 percent of customers are using reviews, and 98 percent say they are effective. Researching products is the second most com-

mon online activity."

A little constructive criticism never hurt anyone. Jones used the example of how printers offer the option to automatically order ink online when it runs out of ink. This makes the product sale part of the functioning of the item itself, he said.

Companies often do not know where to start. Jones offered his advice to building a good corporate team.

"The best ideas come from the bottom," he said. "Have a balance of views; do not just hire people that are all alike. You want real debate."

Companies have to experiment and one person can make a difference."

The night ended when Jones made a comparison of the business world to Charles Darwin's *Survival of the Fittest*.

"Those most responsive to change are most likely to survive," he said.



Continuing education in a top school

CHRIS HOLMES
business writer

As the Career Fair wrapped up last Wednesday, many disappointed business students left the Junker Center wondering how their future was going to pan out.

With the country's economy struggling and an enormous increase of university degrees nationwide, it is becoming more and more difficult to find a job with an undergraduate degree. However, the answer for many business students may lie right under their own feet.

The Penn State Behrend Master of Business Administration (MBA) degree is a graduate program that helps to expand problem-solving skills while applying theory to workplace challenges.

Depending on the number of exemptions, it could be a one-year program, including summer, spring, and fall semesters, and can

be started the semester following graduation.

"Each student is able to earn up to 18 credits of exemptions," says Adam Fracassi member of the Graduate Admissions team.

"If students get a B or better in their core business classes like Economics, Accounting, and Marketing, they could be eligible for 18 credits worth of exemptions."

The degree is from Penn State Behrend's Sam and Irene Black School of Business, which is accredited by AACSB International, a recognition that only 15 percent of colleges and universities have earned worldwide, including business schools such as Harvard, Stanford, and Yale.

The MBA program has been ranked as one of the best in the country by U.S. News & World Report and The Princeton Review for more than 5 years.

For students that are unsure of their future, or even

business professors without tenure, getting an MBA degree from Penn State Behrend may be the best option.

As the number of students obtaining undergraduate degrees continues to increase, a job applicant with 'just' an undergraduate degree may look like just another fish in the sea.

However, a master's degree from Behrend may be the stand-out bullet on a résumé that earns that first job, and possibly a higher salary.

Many students contemplate entering the work field and coming back to school later in life to get their MBA, with the possible added benefit of their company paying for their degree.

It is important for students to carefully analyze their futures and try to avoid mistakes that they may end up regretting.

Many students reject the idea of an MBA because of the cost. However, getting

an MBA almost always pays for itself.

The long-term benefits of the MBA degree are generally greater than the costs, which should be enough information to catch the interest of any business student.

"Deciding to get my MBA is one of the smartest choices I've made while I was here," said Brian Cassidy, a second semester MBA student at Behrend.

"The program is a whole new experience for me and I am getting the opportunity to apply my knowledge to more realistic business scenarios."

The program is taught by many of the same professors that teach in the undergraduate level. This allows most students to keep their connection with a person that they have already created.

"Professor Jim Fairbank is the bomb," says Cassidy.

As students near their graduation dates and an MBA becomes a serious

consideration, it is vital that students talk to their advisors about how the degree would incorporate into their career.

An MBA may not only be a student's guide to success for now, but it may be a necessity in the future.

The Black School of Business will be hosting a series of information sessions for students that are interested.

The first one was on Oct. 7, and the next two will be held Wednesday Oct. 13 and Tuesday Oct. 19.

All sessions are held in the Robert and Sally Metzgar Admissions and Alumni Center at 6 p.m.

Dr. Al Warner, Director of the MBA program will speak along with Admissions counselor Ann Burbules.

If interested in obtaining information about the MBA program, attend the info sessions, or contact Ann Burbules in the Admissions office.

HEAR OUR VOICE

Interested In Business?

Interested In Writing?

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