

Penny Brown

Prof. Bodie

CGS 1060

1 June 2010

**CONTENT TO APPEAR ON FIRST PAGE:** Flush left, double spaced and in legible 12-point font, include your name, instructor's name, course name, and date, as well as unique title centered below previous info.

**FORMATTING HEADER FOR COVER PAGE IN MLA STYLE:** In MS Word 2007, choose *Insert* tab and click on *Page Number*. Choose *Top of Page > Plain Number 3*. Then, while still in the header, type your name before the number.

Brown 1

All entries are double spaced, in legible 12-point font, and in alphabetical order usually by author's last name. If author's unknown, skip and put title first. Alphabetize by title in that case, except for articles (i.e., *a*, *an*, & *the*).

### Annotated Bibliography

Davies, Roy. *Money – Past, Present & Future: Information on Monetary History,*

MLA citation for Website :

*Contemporary Developments, and Electronic Money*. U of Exeter, 2009. Web. 1 June 2010.

**Note:** all lines after the first line in each entry are indented .5". To accomplish that in Word 2007, highlight text to indent, right mouse click, choose paragraph. Under *special* choose "Hanging .05"

**Note:** all lines in annotations are also indented .5". Perform hanging indent like done on right side of page for the entry above.

I located this website by using one of the suggested subject guides, *The Internet Scout Report*. As my product is a coin-storage unit, I performed a simple search for the term that means coin-collecting, *numismatics*, up in the right hand search box that says, "Search Archives."

This site provides a host of information about money, ranging from its history, forms, and value, to the politics and scandals centered around the love for lucre.

Of most interest, Davies offers links to a variety of tools to price old coins.

This site could be helpful in creating value-added services around my coin-storage product, including valuations for coin collectors. Moreover, in understanding the look and value of coins, I could offer additional accessories to aid in better storage for these treasures.

Most notably, this site meets the evaluative criteria by virtue of its authority that includes two academicians with solid backgrounds in economics and its scope readily displayed in its vast and varied selection on many aspects of money. Admittedly, the site could gain some ground in its currency since it has not been updated in over a year.

**Note:** in MLA, the first letter of ALL words in a title are capitalized unless a preposition or article (i.e. , *a*, *an*, & *the*).

Holden, Greg. *Go Google : 20 Ways to Reach More Customers and Build Revenue with Google Business Tools*. New York: AMACOM Books, 2008. *Netlibrary*. Web. 1 June 2010.

MLA citation  
for E-book:

I located this e-book by going to SPC's *Library Online* and clicking on the link *Databases by Subject*. I logged in using my Borrower ID and PIN, and then I clicked on the category called *Electronic Books* and then *eBooks (NetLibrary)*. Once into *NetLibrary*, I performed a full-text search for *business Internet marketing*, and this book appeared in the top ten.

Organized in four sections, this e-book provides a historical perspective on Google's successful business model, provides tips into gaining a greater presence in Web searches, and presents ample ways to promote one's business on the Internet using a variety of free Google applications.

As the goal is to sell my product online, this e-book is a good primer on how to market successfully on the Web in a very cost-effective way. What is more, it provides advanced functions of a tool which most denizens of the Web are very familiar with: Google.

Regarding the reliability of this source, I have discovered, through a Google search for *Greg Holden author* that the writer of this book has published over forty books, mostly related to technology. I pushed beyond the marketing sites as well and ran a Google Scholar search for his name. Consequently, I found that another one of his books *Guide to Firewalls and Network Security: Intrusion Detection and VPNs* has been cited 16 times, and two more of his books, a cumulative total of ten times. The accuracy of this text is also concurred because in reading about Google Apps online, I found that Google's documentation corresponds with the text. Further, the scope of the book is beneficial because it is well focused on one form and brand of marketing. The one caveat with the text is that, as with anything addressing technological issues, it already appears somewhat dated, although it is a relatively current publication, with its discussion of using early Web 2.0 features, such as blogging (Chapter 13), to promote a business. After all, social networking has greatly changed the need for blogging.

Velde, Francois R. "Avoiding a Meltdown: Managing the Value of Small Change."

*Economic Perspectives* 32:1(2008): 17-28. *Academic Search Complete*. Web. 1 June 2010.

MLA citation  
for journal  
article  
from  
database:

I found this article through SPC's *Library Online*. I clicked the link *Databases by Subject*, logged in, clicked on the *General* category and clicked on *Academic Search Complete*. Originally, my search terms were *coin storage*, but I did not find anything related to my product for storing coins, so I used the *Subject Terms* controlled vocabulary feature and browsed for the word *coins*. I clicked on *Coins, American* and used that search term and two other narrower search terms, so the search looked like this: ((DE "COINS, American") or (DE "DIME")) or (DE "NICKEL (Coin)").

In this article, Velde presents the regulation taken by the US Mint to preserve nickels and pennies, as their manufacturing costs become greater than their intrinsic value. Velde also gives an historical background on coinage and discusses the coin shortage of 1964-65 and its solutions. He includes helpful charts and tables.

Regarding the discrepancy in manufacturing costs vs. intrinsic values of some coins, this article makes me realize and consider the legal and social issues that could affect my coin-storing product. His argument for the retiring of the penny is convincing, and his history lesson on the debasement of coinage, suggesting that pennies could increase in value and take the place of nickels (since more of the former are produced each year) makes me wonder if legislators may eventually

follow this example, thus causing some major issues for me to work out with my coin storing product.

To confirm this article's credibility, I searched Google Scholar to see how many times Velde has been cited. He has co-authored several pieces on similar topics found in this article with some of those publications cited as much as 118 times. Additionally, checking on Velde's credentials, I found that he is, indeed, a senior economist for the Federal Reserve Bank of Chicago. Regarding objectivity, I should note that, while highly educated, this article clearly deals with Velde's opinion.