

# Information for Your Small Business at the Menlo Park Library

Selected Sources, May 2010

## Starting a Small Business

- Starting green: an ecopreneur's toolkit for starting a green business from business plan to profits / Glenn Croston. 2009
- Put more cash in your pocket : turn what you know into dough / Loral Langemeier. 2009
- The work-at-home success bible : a complete guide for women / Leslie Truex. 2009
- 101 internet businesses you can start from home : how to choose and build your own successful e-business / Susan Sweeney. 2009
- Craft inc.: turn your creative hobby into a business / Meg Mateo Ilasco. 2007
- The business start-up toolkit: the ultimate guide to starting your business / Daniel Sitarz. 2008

## Running a Small Business

- KACHING: How to Run an Online Business That Pays and Pays. Joel Comm. 2010
- HR for small business : an essential guide for managers, human resources professionals, and small business owners / Charles H. Fleischer. 2009
- Duck and (re)cover: the embattled business owner's guide to survival and growth / Steven S. Little. 2009
- HR for small business: an essential guide for managers, human resources professionals, and small business owners / Charles H. Fleischer. 2009
- The City of Menlo Park has a Business Development Program. David Johnson is in charge. Contact info and links at [http://www.menlopark.org/doing\\_business.html](http://www.menlopark.org/doing_business.html)

## Demographics

- Best customers: demographics of consumer demand / [by the editors of New Strategist Publications]. 2008
- The American marketplace: demographics and spending patterns / by the editors of New Strategist Publications. 2007

- California cities, towns, & counties. 2009.
- County and city extra \*: annual metro, city, and county data book.
- The US Census allows you to make a customized demographic report detailed down to the block level. They also have a variety of pre-generated reports. Start at <http://factfinder.census.gov/>

## **Marketing**

- Rich's everyday sales prospecting directory. \* San Mateo County. 2008.
- Selling in tough times: secrets to selling when no one is buying / Tom Hopkins. 2010
- It's not who you know, it's who knows you! : the small business guide to raising your profits by raising your profile / David Avrin. 2010
- Google advertising tools / Harold Davis; with David Iwanow. 2010
- The next evolution of marketing: connect with your customers by marketing with meaning / Bob Gilbreath. 2010
- The ultimate marketing toolkit: ads that attract customers, brochures that create buzz, Web sites that wow / Paula Peters. 2009
- Why customers really buy: uncovering the emotional triggers that drive sales / by Linda Goodman and Michelle Helin. 2009
- No size fits all: from mass marketing to mass handselling / by Tom Hayes and Michael S. Malone. 2009
- The library subscribes to RefUSA, an incredibly useful database for marketing, sales prospecting and competitive research. Available online with your library card at <http://www.menloparklibrary.org/dbs.html>

## **E Commerce**

- The never cold call again online playbook : the definitive guide to Internet marketing success / Frank J. Rumbauskas, Jr. 2010
- Email marketing: an hour a day / Jeannie Mullen, David Daniels. 2009
- Design and launch an online Web design business in a week / Entrepreneur Press & Jason R. Rich. 2009

- eBoot camp: proven Internet marketing techniques to grow your business / Corey Perlman. 2009
- The library also has hundreds of books relating to specific software programs, books on web page design, and troubleshooting books for Macs and PCs, in paper or e-book format

### **The Bottom Line: Finances Taxes Accounting**

- The complete idiot's guide to business law / by Cara C. Putman. 2009
- QuickBooks 2009: the official guide / Kathy Ivens. 2009
- Legal Guide for starting and running a small business/Fred S. Steingold. 2009
- Entrepreneurial finance : finance and business strategies for the serious entrepreneur / Steven Rogers; with Roza Makonnen. 2009
- The IRS has a special web page for small business owners: <http://www.irs.gov/businesses/small/>

### **Management**

- Harvard business review on managing through a downturn. 2009
- The Manager's legal handbook. 2007
- Managing / Henry Mintzberg. 2009
- Fierce leadership: a bold alternative to the worst "best" practices of business today / Susan Scott. 2009
- Bad apples: how to manage difficult employees, encourage good ones to stay, and boost productivity / Brette McWhorter Sember and Terrence J. Sember 2009
- The Library subscribes to the Harvard Business Review and Entrepreneur magazine. Articles of interest to small business owners may also be found in the Wall Street Journal, San Jose Business Journal, and the San Francisco Times Business Journal.

### **Business audio and video**

- Your next move [sound recording]: the leader's guide to navigating major career transitions / Michael D. Watkins. 2009

- Think again [sound recording]: why good leaders make bad decisions and how to keep it from happening to you / Sydney Finkelstein, Jo Whitehead, Andrew Campbell. 2009
- Extreme dreams depend on teams [sound recording] / Pat Williams with Jim Denney. 2009
- Hiring success [videorecording] : a step-by-step guide / presented by Toastmaster International and Kantola Productions 2002
- Legal survival skills for the modern manager [videorecording] / Alan Levins 2005

The library owns a number of DVD recordings from the Stanford Executive Briefing Series, including:

- Coaching a winning team/ Tara VanDerveer
- Organizing your business around the customer/ Roger Siboni
- The search for life after planning/ Rick Berthold
- Judo strategy/ David Yoffie

### **Sources Available from Home: ebooks and databases and the online catalog**

- Our full text business databases (articles, industry information and company profiles) and full text articles from many newspapers, magazines, and industry journals (including the Wall Street Journal, the New York Times, transcripts from CNN and many others) are all available 24/7 from the library's web page. All you need is a library card and Internet access. Point your browser to [menloparklibrary.org/dbs.html](http://menloparklibrary.org/dbs.html)
- The Peninsula Library System has an extensive collection of Ebooks, many of them dealing with issues of interest to small business. Search our catalog at <http://catalog.plsinfo.org>.