



SMALL BUSINESS BOOKLIST

Updated: by S. Peters 1/2008

Small business owners or potential entrepreneurs will find many books available to help them along the road to success. From starting a business to specialized help with aspects such as accounting, marketing, and human resource management the library has the resources you need. In addition to the books listed below, up to date information is also available through databases of business information accessible from the library's web page at <http://www.slco.lib.ut.us>. Librarians will be happy to aid patrons in using these databases. Patrons with Salt Lake County library cards may also login to full-text databases of business information. This information is available from any computer with Internet access 24 hours a day, 7 days a week.



Place hold

The Law (in Plain English) for Small Business

By Leonard D. DuBoff

Call #: 346.73 DuB

From organizing a business, financing, marketing, licensing, personnel issues, through estate planning; this up to the minute legal guide for the small business provides an introduction to all the topics the businessman will need.

The Small Business Start-Up Kit

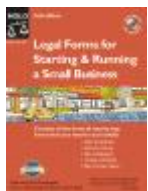
By Peri Pakroo

Call #: 346.73 Pak

This Nolo law book includes a CD-Rom with the forms needed to create many types of businesses.



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Legal Forms for Starting & Running a Small Business

By Fred Steingold

Call #: 346.73 Ste

The CD-Rom that accompanies this book includes personnel forms and other similar forms used in the running of a small business.



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The Weekend Small Business Start-up Kit

By Mark Warda

Call #: 346.73 War

The kit is specifically designed to get a new business started and earning money quickly.





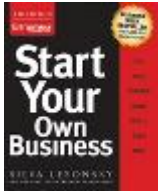
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Trump 101: The Way to Success

By Donald Trump

Call #: 650.12 Tru

The guru of business gives insight into his secrets to success.



Place hold

Start Your Own Business: The Only Start-Up Book You'll Ever Need

By Rieva Lesonsky and the staff of *Entrepreneur Magazine*

Call #: 654.041 Sta

This very realistic handbook begins by giving advice on choosing an idea and naming your business, and continues through the use of technology to advance credit to customers and collect money owed.



Place hold

Accounting at Your Fingertips

By George R. and Kathleen Murray

Call #: 657 Mur

Designed for the busy businessman, this book explains how to manage accounts for the new business.



Place hold

Keeping the Books: Basic Recordkeeping and Accounting for the Successful Small Business

By Linda Pinson

Call #: 657.2 Pin

This bookkeeping guide designed for the small business owner includes tax information and a section of sample forms and worksheets.



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How She Does It: How Women Entrepreneurs Are Changing the Rules of Business Success

By Margaret Heffernan

Call #: 658.022 Awe

Focusing on values, as well as making money, this guide speaks to both men and women.



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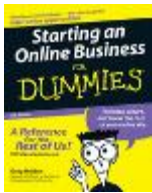
The Complete Idiot's Guide to Starting a Home-Based Business

Barbara Weltman

Call #: 658.041 Wel

An up-to-date guide for anyone who wants to make extra money or start their own business at home, this guide includes a list of 100 best home-based businesses.





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Starting an Online Business for Dummies

By Greg Holden

Call #: 658.054 Hol

The newest edition of this straight forward guide will provide the information needed to start a successful online business in no time.



Place hold

Weekend Entrepreneur: 101 Great Ways to Earn Extra Cash

By Michelle Anton

Call #: 658.11 Ant

Earn additional money on the weekends by starting your own part-time home business.



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How to Start a Business in Utah

By Entrepreneur Press

Call #: 658.11 How

The editors of *Entrepreneur Magazine* provide a basic introduction to local resources geared to starting a business in the state of Utah. Also check <http://business.utah.gov/business//starting.html>.



Place hold

The Complete Idiot's Guide to Starting Your Own Business

By Ed Paulson

Call #: 658.114 Pau

The basics of starting your own business for the inexperienced entrepreneur.



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How to Write a Business Plan

By Mike P. McKeever

Call #: 658.152 Mck

Included in this how-to guide is a CD-Rom of forms, spreadsheets, financial statements, etc. needed to get financing to start or expand a business.



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The Small Business Savings Plan: 101 Tactics for Controlling Costs and Boosting the Bottom Line

By Timothy R. Gase

Call #: 658.159 Lit

Countless suggestions for saving money, while continuing to grow a successful enterprise.



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Future, Inc.: How Businesses Can Anticipate and Profit from What's Next

By Eric Garland

Call #: 658.401 Gar

From today's chaos to tomorrow's opportunities, this book guides the business owner to see future directions for entrepreneurial pursuits.





It's OK To Be the Boss: The Step-by-Step Guide to Becoming the Manager Your Employees Need

By Bruce Tulgan

Call #: 658. 409 TUL

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This guide to becoming a strong manager includes ideas on how to manage a work force for mutual success.



Consulting (Teach Yourself Books)

By Ann Hipkiss

Call #: Call #: 658.46 Hip

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Written in an easy to understand style, Teach Yourself Consulting includes all aspects of starting a consulting practice from building a client base through managing a growing business.



Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business

By Jay Conrad Levinson

Call #: 658.8 Lev

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Learn the newest techniques for inexpensive effective marketing using minimedia, maximedia, newmedia, or emedia.



Ultimate Small Business Marketing Guide

By James Stephenson

Call #: 658.8 Ste

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The editors of *Entrepreneur Magazine* give 1,500 tips and tricks to marketing a small business on your own.



Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money

By Robert J. Kaden

Call #: 658.83 Kad

Place hold

How to use research techniques to determine customer attitudes and how to use the information collected to improve business.



Instant Income: Strategies That Bring in the Cash

By Janet Switzer

Call #: 658.85 Swi

Place hold

Besides the many money making ideas in the book, there are also links to additional tutorial information online.



The New Rules for Marketing and PR

By David Meerman Scott

Call #: 658.872 Sco

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Use technology such as blogs, podcasting, viral marketing, online media, etc. to reach customers directly.





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How to Start a Home-Based Online Retail Business

By Jeremy Shepherd

Call #: 658.872 She

Advice on all aspects of online selling—from creating a website with security that accepts credit cards to marketing and growing the business.

