



SMALL BUSINESS BOOKLIST

by Sharon Peters 8/2010

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.slcolibrary.org>. 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 on audiobook version of this title



START YOUR OWN CONSULTING BUSINESS

By Eileen Figure Sandlin

Call #: 001.068 San

The editors of Entrepreneur Magazine present information needed to start a consulting firm. The appendix lists resources a new consultant might need.

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SMALL BUSINESS WEBSITES MADE EASY

By Steven Holzner

Call #: 006.7 Hol

This guide tells how to design a business website that will display prominently in consumer web searches. It also includes interactive forms and options for processing purchases made online.

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THE POWER OF EYE CONTACT

By Michael Ellsberg

Call #: 153.69 Ell

Eye contact can land you a job. It can make or break business deals. Learn to use this potent force for success.

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AMERICAN BAR ASSOCIATION LEGAL GUIDE ...

By American Bar Association

Call #: 343.73 Ame

This up to date legal guide has everything the small business owner might want to know from getting started, employment law, contracts, collections, taxation, etc., to retirement planning and selling a business.

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DEDUCT IT! LOWER YOUR SMALL BUSINESS TAXES

By Stephen Fishman

Call #: 343.73 Fis

Basic information in plain English on how businesses are taxed helps the small business owner plan throughout the year to maximize legitimate deductions.



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SMALL BUSINESS START-UP KIT

By Peri Pakroo

Call #: 346.73 Pak

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



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LEGAL FORMS FOR STARTING AND RUNNING A SMALL BUSINESS

By Fred Steingold

Call #: 346.73 Ste

Clear instructions in the text aid in the use of the legal forms in the accompanying CD-Rom. Contract basics, personnel forms, extending credit, and getting paid are some of the topics of the forms provided to use in the running of a small business.



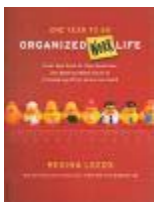
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BOND'S FRANCHISE GUIDE

By Robert E. Bond

Call #: 381.13 Bon

A directory of franchise opportunities arranged by type of business composes most of this book. Each entry includes information about investment needed, training provided, space requirements, employees recommended for the business, etc.



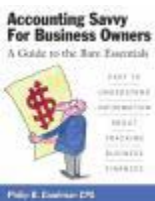
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ONE YEAR TO AN ORGANIZED WORK LIFE

By Regina Leeds

Call #: 650.11 Lee

Simple steps to get more done, more quickly allow business people to tackle stress, conquer disorganization and manage time effectively. Following this method should lead to the most important accomplishment of all, balancing work and life.



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ACCOUNTING SAVVY FOR BUSINESS OWNERS

By Philip B. Goodman

Call #: 657 Goo

Easy to understand information about tracking business finances is geared for the small business owner who does not have a background in accounting.





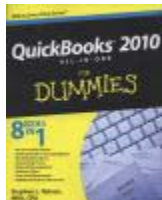
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KEEPING THE BOOKS: BASIC RECORD KEEPING AND ACCOUNTING TITLE

By Linda Pinson

Call #: 657.2 Pin

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



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QUICKBOOKS 2010 ALL IN ONE FOR DUMMIES

By Stephen L. Nelson

Call #: 657.904 Nel

This book is the most popular guidebook to very popular small business accounting software.



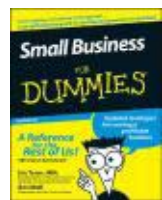
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REWORK

By Jason Fried and David Heinemeier Hansson

Call #: 658 Fri

A better, faster, easier way to succeed in business, this volume is full of counterintuitive ideas that will inspire and provoke.



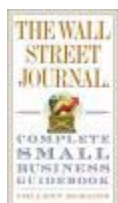
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SMALL BUSINESS FOR DUMMIES

By Eric Tyson and Jim Schell

Call #: 658.002 Tys

From becoming an entrepreneur, starting or buying a business, running a business, to keeping a business in business—this book covers it all expertly.



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WALL STREET JOURNAL COMPLETE SMALL BUSINESS GUIDEBOOK

By Colleen DeBaise

Call #: 658.022 Deb

The country's most-trusted source for financial information offers business and lifestyle strategies that can help turn small-business dreams into sustainable successes.



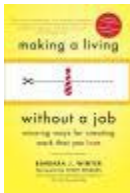
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MAKING MONEY FROM HOME: HOW TO RUN A SUCCESSFUL

By Donna Partow

Call #: 658.041 Par

In tough economic times, a home-based business could be the answer for many people. Needed tools such as time management, tips on marketing, how to write a business plan, legal issues, and using the Internet effectively are all covered.



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MAKING A LIVING WITHOUT A JOB

By Barbara Winter

Call #: 658.041 Win

This revised and updated edition explains how to take what you love and turn it into a money- making personal or small business.



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QUICK CASH FOR TEENS

By Peter G. Bielagus

Call #: Y658.11 Bie

Step-by-step instructions for how to identify opportunities create a business plan, marketing techniques, etc. that lead to earning big bucks.



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PUT MORE CASH IN YOUR POCKET

By Loral Langemeier

Call #: 658.11 Lan

Turn the skills, hobbies, and everyday chores of life into money making businesses that require no capital, no business plan—just creativity and the willingness to ask for cash. Turn these skills into an extra \$1,000 a month.



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THE COMPLETE IDIOT'S GUIDE TO LOW-COST STARTUPS

By Gail Margolies Reid

Call #: 658.401 Rei

The author gives practical advice for anyone wanting to start a small business or supplement income with a part-time venture.



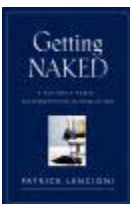
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SAVE YOUR SMALL BUSINESS

By Ralph E. Warner

Call #: 658.401 Wei

Strategies to save a small business or know when to close down and move on are invaluable in rough economic times like these.



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GETTING NAKED

By Patrick Lencioni

Call #: 658.812 Len

Building great customer loyalty by providing “naked” customer service. The secret is to be totally open with the customers.



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SOCIAL MEDIA 101

By Chris Brogan

Call #: 658.872 Bro

This book provides information on how to use social media such as Facebook, Twitter, etc. to develop your business online.





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GET RICH WITH TWITTER

By Dennis Prince

Call #: 658.872 Pri

More than just using the Twitterverse to contact more customers, the author explains in detail how to build your best tweet, mistakes to avoid, etc.



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6 STEPS TO FREE PUBLICITY

By Marcia Yudkin

Call #: 659 Yud

This step-by-step guide explains the process involved in getting your name, your business, or your message onto blogs, radio, television, or print for free.



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GUERRILLA P.R. 2.0

By Michael Levine

Call #: 659.2 Lev

All the resources necessary to mount a campaign and get media exposure for a small business are included. The author explains how his celebrity promotion techniques translate to a business setting.



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CRAFTING A BUSINESS: MAKING MONEY DOING WHAT YOU LOVE

By Kathie Fitzgerald

Call #: 745.506 Fit

This is a new edition of the guide that teaches creative women how to build a business out of activities they enjoy while working a flexible schedule that fits their lifestyle.



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HOW TO START A HOME-BASED PHOTOGRAPHY BUSINESS

By Ken Oberrecht

Call #: 770.068 Obe

An up to date title that is just one example of the many books in the Salt Lake County Library System that helps the novice start the successful business of his/her choosing.