

BUSINESS RESOURCES AT MDPLS

Abarbanel, Karin. (c2008.). *Birthing the elephant: the woman's go-for-it! Guide to overcoming the big challenges of launching a business*. Berkeley: Ten Speed Press.

A female entrepreneur's guide to navigating the psychological aspects of launching and building a business during the critical first 18 months.

Arden, Lynie, 1949-. (c2009.). *Start your own e-business: your step-by-step guide to success*. [Irvine, Calif.] : Entrepreneur Press.

New turnkey technologies and tools make it easier than ever to start a profitable online business. Taking you through funding, building partnerships, launching, capturing customers and more, experts lead you step by step. Discover how to use the latest technology solutions and keep your business on the cutting-edge!

Barringer, Bruce R. (c2008.). *What's stopping you? Shatter the 9 most common myths keeping you from starting your own business*. Upper Saddle River, N.J.: FT Press.

Forget the myths that have been standing in your way. You don't need to be rich. You don't need extensive business experience. You don't need to be a genius. You don't need a revolutionary product or service. You can handle the risk, the competition, and the challenges.

Burrus, Daniel. (c2011.). *Flash foresight: how to see the invisible and do the impossible: seven radical principles that will transform your business*. New York: Harper Business.

A renowned business forecaster offers sound principles for developing new ways of identifying business opportunities and surmounting the most challenging obstacles.

Cloutier, George. (c2009.). *Profits aren't everything, they're the only thing: no-nonsense rules from the ultimate contrarian and small business guru*. New York: HarperBusiness.

Cloutier, twice named by the US Conference of Mayors as Small Business Advocate and Entrepreneur of the Year, offers his advice on how to run a business with only one thing in mind: profitability.

Culwell, Lori. (2009.). *Million dollar website: simple steps to help you compete with the big boys--even on a small business budget*. New York: Prentice Hall Press.

Award-winning website consultant Lori Culwell demonstrates how to create a website that will increase sales and generate repeat customers on a small business budget.

Deutsch, Donny. (c2009.). *The big idea: how to make your entrepreneurial dreams come true, from the a-ha moment to your first million*. New York: Hyperion.

The Big Idea draws the map to take you from wherever you are now-looking for some extra income, in a job you don't love, or just ready for a change-to where you've always wanted to go: in charge of your own fate.

Fox, Scott C. (c2009.). *E-riches 2.0: next-generation marketing strategies for making millions online*. New York: American Management Association.

Fox, the author of Internet Riches and an Internet success coach in Hollywood, provides tips on how to profit from such online tools as social networking sites, blogs, microblogs (e.g., Twitter), e-mail publishing, viral video productions, and search engine keyword advertising

Gerber, Michael E. (c2009.). *The e-myth enterprise: how to turn a great idea into a thriving business*. New York: Harper Business.

The E-Myth Enterprise is an indispensable follow-up to *Awakening the Entrepreneur Within*, showing would-be entrepreneurs how to put a promising idea to work and helping to transform their dream into reality.

Holtje, Herbert. (c2010.). *How to start a home-based business*. Guilford, Conn.: GPP.

Learn how to develop a marketable idea, operate your home-based office, draft winning proposals, sell your services, get referrals, set fees, manage your finances and your time, and market yourself on the Internet.

Hsieh, Lawrence, 1962-. (c2010.). *The small-business contracts handbook*. North Vancouver, B.C.: Self-Counsel Press.

This book helps small-business owners in the US to understand hundreds of standard contracts from partnership agreements to lease agreements. The book also helps them to create their own contracts by providing standard contract clauses on the CD-ROM.

Lindahl, David. (c2010.). *The six-figure second income: how to start and grow a successful online business without quitting your day job*. Hoboken, N.J.: Wiley.

Proven methods for building an online income stream. You don't have to quit your current job, have piles of money, or be riding a booming economy in order to start a successful online business. *The six-figure second income* explains how to start or grow a business even when you think you have plenty of strikes against you.

Mask, Clate. (c2010.). *Conquer the chaos: how to grow a successful small business without going crazy*. Hoboken, N.J.: Wiley.

Mask and Martineau, entrepreneurs who co-founded an email marketing software company for small businesses, outline six strategies that small business owners can use to build their business and yet have time to spend with their families, make money, have control, and achieve purpose.

Mintzer, Richard. (c2009.). *Start your own green business: your step-by-step guide to success*. Irvine, CA: Entrepreneur Press.

This guide offers ideas, tips, and warnings for establishing a green business. It explains how to choose eco-friendly means of production, get funding from green lenders, and establish an environmentally responsible business culture. The appendix lists green resource websites, and contacts for US government agencies and business associations.

Seals-Allers, Kimberly. (c2009.). *The mocha manual to turning your passion into profit: how to find and grow your side hustle in any economy*. New York: Amistad.

Offering practical and inspirational advice, this Mocha Manual from a respected personal finance expert helps women join the ranks of successful black female entrepreneurs.

Warner, Ralph E. (2009.). *Save your small business: 10 crucial strategies to survive hard times or close down & move on*. Berkeley, Calif.: Nolo.

Written by a business owner who has survived three decades of challenges, this resource provides 12 no-nonsense strategies for small business owners on protecting personal assets from creditors and surviving the current recession.