
Small Business Information Available at Menlo Park Library as of May 2011

Books

Check the online catalog for availability or to place a reserve on a book:

<http://catalog.plsinfo.org/>

Business Plans and Start Ups

The E-myth Enterprise: How to Turn a Great Idea Into a Thriving Business / Michael E. Gerber. 2009.

The Entrepreneurial Mom's Guide to Running Your Own Business / Kathryn Bechthold. 2011.

The Everything Start Your Own Business Book: a Step-by-step Guide to Starting, Managing and Building a Profitable Business / Judith B. Harrington. 2010.

Start & Run a Personal History Business / Jennifer Campbell. 2011.

Ecommerce and Social Media

Everywhere: Comprehensive Digital Business Strategy for the Social Media era / Larry Weber. 2011.

Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) that Engage Customers and Ignite Your Business / Ann Handley, C.C. Chapman ; foreword by David Meerman Scott. 2011.

Listen First! : Turning Social Media Conversations into Business Advantage / Stephen D. Rappaport. 2011.

Wild West 2.0 : how to Protect and Restore Your Online Reputation on the Untamed Social Frontier / Michael Fertik and David Thompson. 2010.

Performance Marketing with Google Analytics : Strategies and Techniques for Maximizing Online ROI / Sebastian Tonkin, Caleb Whitmore, Justin Cutroni. 2010.

Finance

Accounting Savvy for Business Owners : [a Guide to the Bare Essentials] / Philip B. Goodman. 2010.

Essentials of Venture Capital / Alexander Haislip. 2010.

Mastering the VC Game : a Venture Capital Insider Reveals how to Get from Start-up to IPO on Your Own Terms / Jeffrey Busgang. 2010.

QuickBooks 2010 Solutions Guide for Business Owners and Accountants / Laura Madeira. 2010.

Western Association of Venture Capitalists, Directory of Members. 2004.

Green Business

Build a Green Small Business : Profitable Ways to Become an Ecopreneur / Scott Cooney. 2009.

Climate Capitalism : Capitalism in the Age of Climate Change / L. Hunter Lovins and Boyd Cohen. 2011.

Smart Green : how to Implement Sustainable Business Practices in Any Industry and Make Money / Jonathan Estes. 2009.

Starting Green: an Ecopreneur's Toolkit for Starting a Green Business from Business Plan to Profits / Glenn Croston. 2009.

The Business Guide to Sustainability : Practical Strategies and Tools for Organizations / Darcy Hitchcock and Marsha Willard. 2006.

Law

Start, Run & Grow a Successful Small Business / from the editors of Toolkit Media Group. 2008.

The Small Business Contracts Handbook / Lawrence Hsieh. 2010.

The Women's Small Business Start-up Kit : a Step-by-step Legal Guide / Peri Pakroo. 2010.

The Complete Idiot's Guide to Business Law / by Cara C. Putman. 2009.

Home Business

How to Start a Home-based Business / Bert Holtje and Susan Shelly. 2010.

How to Start a Home-based Catering Business / Denise Vivaldo. 2010.

How to Start a Home-based Landscaping Business / Owen E. Dell. 2010.

How to Start a Home-based Web Design Business / Jim Smith. 2010.

101 Internet Businesses You Can Start from Home: How to Choose and Build Your Own Successful Internet Business / Susan Sweeney. 2011.

Management

Coolfarming: Turn Your Great Idea Into the Next Big Thing / Peter Gloor. 2011.

Employee Management for Small Business / Lin Gensing-Pophal. 2010.

Six Steps to Creating Profit: a Guide for Small and Mid-sized Service-based Businesses / Patricia Sigmon. 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.

Marketing

Book Yourself Solid: the Fastest, Easiest, and Most Reliable System for Getting More Clients than You Can Handle Even if You Hate Marketing and Selling / by Michael Port. 2011.

Creating a Successful Marketing Strategy for Your Small New Business / Stanley F. Stasch. 2010.

Enchantment: the Art of Changing Hearts, Minds, and Actions / Guy Kawasaki. 2011.

Google Advertising Tools / Harold Davis; with David Iwanow. 2010.

Marketing in the New Media / Holly Berkley. 2009.

The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning / Bob Gilbreath. 2010.

Unthinking: the Surprising Forces Behind What We Buy / by Harry Beckwith. 2011.

Marketing that Works : How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company / Leonard M. Lodish, Howard L. Morgan, Shellye Archambeau. 2007.

Audio

Big Think Strategy: How to Leverage Bold Ideas and Leave Small Thinking Behind [Book on CD] / Bernd H. Schmitt. 2008.

Extreme Dreams Depend on Teams [Book on CD] / Pat Williams with Jim Denney. 2010.

Green Recovery: Get Lean, Get Smart, and Emerge from the Downturn on Top [Book on CD] / Andrew Winston. 2009.

Inbound Marketing: Get Found Using Google, Social Media, and Blogs [Book on CD] / Brian Halligan, Dharmesh Shah; foreword by David Meerman Scott. 2010.

The Mirror Test: is Your Business Really Breathing? [Book on CD] / Jeffrey W. Hayzlett, with Jim Eber 2010.

Social Media 101: Tactics and Tips to Develop Your Business Online [Book on CD] / Chris Brogan. 2010.

Think Again: Why Good Leaders Make Bad Decisions and How to Keep it from Happening to You [Book on CD] / Sydney Finkelstein, Jo Whitehead, Andrew Campbell. 2009.

Video

Best Practices for Your Website. Driving Traffic to Your Website [DVD] / with Ulla McGee. 2003.

Coach a Winning Team [DVD] / Tara VanDerveer. 1997.

Dealing With theirate Customer [DVD] / 2009.

Leadership at Every Level [DVD] / 2011.

The Well Managed Meeting: How to Run Effective Results-oriented Business Meetings [DVD] / 2011.

Magazines & Newspapers

Barron's

Business Week

Entrepreneur

Fast Company

Forbes

Fortune

Harvard Business Review

Investors Business Daily

Inc.

San Francisco Business Times

Silicon Valley/San Jose Business Journal

Online Databases

The library's website offers access to full-text business databases and full-text articles from newspapers, magazines, and industry journals at <http://www.menloparklibrary.org/dbs.html>. Have your library card number ready to access our business databases listed below:

Business Plans Handbook (eBook)

A collection of actual business plans compiled by entrepreneurs seeking funding for small businesses throughout North America.

Business and Company Resource Center

Fully integrated resource brings together company profiles, brand information, rankings, investment reports, company histories, and chronologies.

GeneralOneFile

One-stop source for news and periodicals on a wide range of topics including business.

Small Business Resource Center

Complete small business management resource guide includes articles about financial planning, marketing, and franchising information.

Internet Resources

City of Menlo Park, Business Development Program

The Business Development Division is committed to helping local businesses succeed through partnership. Contact information and more at: http://www.menlopark.org/doing_business.html

Internal Revenue Service

The IRS has information about filing requirements for small business owners at: <http://www.irs.gov/businesses/small/article/0,,id=115043,00.html>

National Dialog on Entrepreneurship

Keep up on US national business policy through this online forum at: <http://www.entrepreneurship.org/en/policy-forum/a-policy-dialogue-on-entrepreneurship.aspx>

US Small Business Administration (SBA)

The SBA brings together all of the resources you need to start a business. Read more about getting started at: <http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business>