

**Information for Your Small Business at the Menlo Park Library
Selected Sources, June 2004**

Starting a Small Business

- Business plans to game plans: a practical system for turning strategies into action / Jan B. King. 2004.
- The business start-up kit / Steven D. Strauss 2003
- The successful business plan: secrets & strategies / Rhonda Abrams, forward by legendary venture capitalist Eugene Kleiner. 2003.
- The small business start-up kit for * California. Nolo Press. 2002.
- Entrepreneur America: lessons from inside Rob Ryan's high-tech start-up boot camp (www.entrepreneur-america.com) / Rob Ryan with Phaedra Hise. 2001.

Running a Small Business

- Life is a series of presentations: 8 ways to punch up your people skills at work, at home, anytime, anywhere / Tony Jeary with Kim Dower and J.E. Fishman. 2004.
- Profitable growth is everyone's business: 10 tools you can use Monday morning / Ram Charan. 2004.
- The legal guide for starting * & running a small business / Fred Steingold; edited by Mary Randolph and Ralph Warner. 2003.
- Everyday employment law * : the basics. Nolo Press. 2002.
- Manager of choice: 5 competencies for cultivating top talent / Nancy S. Ahlrichs. 2003.
- 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

Demographics

- Rand California and StatUSA: two statistical databases available from the library's web site with your library card: <http://www.menloparklibrary.org/dbs.html>
- California cities, towns, & counties. 2004.
- 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. 2003.
- Marketing for dummies / by Alexander Hiam. 2004.
- Wordcraft: the art of turning little words into big business / Alex Frankel. 2004.
- Purple cow: transform your business by being remarkable / Seth Godin. 2003.
- Marketing on the Internet: seven steps to building the Internet into your business / Jan Zimmerman. 2001.

E Commerce

- B2B: how to build a profitable e-commerce strategy / Michael J. Cunningham. 2001.
- DotCom divas: E-business insights from the visionary women founders of 20 net ventures / Elizabeth Carllassare. 2001.
- Global e-commerce strategies for small businesses / Eduardo da Costa. 2001
- The library also has hundreds of books relating to specific software programs, books on web page design, and troubleshooting books for Macs and PCs

The Bottom Line: Finances Taxes Accounting

- Keeping the books: basic record keeping and accounting for the successful small business / Linda Pinson. 2004
- J.K. Lasser's taxes made easy for your home-based business: the ultimate tax handbook for the self-employed / Gary W. Carter. 2003
- Bookkeepers' boot camp: get a grip on accounting basics / Angie Mohr. 2003.
- Finance and taxes for the home-based business / Charles and Bryane Lickson. 1997
- The IRS has a special web page for small business owners:
- <http://www.irs.gov/businesses/small/>

Management

- The on-time, on-target manager: how a "last-minute" manager conquered procrastination / Ken Blanchard, Steve Gottry. 2004.
- Bags to riches: 7 success secrets for women in business / Linda Hollander. 2003.
- Competing in a service economy: how to create a competitive advantage through service development and innovation / Anders Gustafsson, Michael D. Johnson. 2003.
- The Library subscribes to the Harvard Business Review and Entrepreneur magazine.

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
- The Peninsula Library System has an extensive collection of Ebooks, many of them dealing with issues of interest to small business. The catch: you have to sign up for an Ebook account at the library first (what were they thinking) before you can access the Ebooks from home. Ask a librarian for help.