



*The Business  
Resource Center*

*Library Catalog*

# The Business Resource Center: Library Catalog

## *“Our Resources, Your Success”*

Reference Number	Title	Author	Publisher	Year	Synopsis
000 BER	<b><u>Human Resources 000</u></b> <u>Best Practices: The Model Employee Handbook for California Nonprofits</u>	Bernstain, Leyna	Jossey-Bass, Inc.	1998	A step-by-step guide for crafting and communicating personnel policies.
001 BRE	<u>Performance-Based Instruction: Linking Training to Business Results</u>	Brethower, Dale & Karolyn Smalley	Jossey-Bass, Inc.	1998	Gives you the tools you need to conduct on-the-job training, establish team training, design job aids, perform needs assessments and evaluate training.
002 JAC	<u>The Employee Handbook Kit</u>	Jacobs, Roger B. & Cora S. Koch		1998	This handbook details everything you need to know from the moment you hire an employee till termination and beyond.
003 WOR	<u>People Investment: How to Make Your Hiring Decisions Pay Off for Everyone</u>	Worthington, E.R. & Anita E. Worthington	The Oasis Press	1993	This book helps cope with the challenges and changes in today's personnel/human relations' environment.
004 KAD	<u>The Manager's Book of Questions: 751 Great Interview Questions for Hiring the Best Person</u>	Kador, John	McGraw-Hill	1997	Organized by topic, this book gives you hundreds of questions to make your interviews more productive and get you beyond the pat answers to the person behind the resume.

<b>005 GRO</b>	<u>The Complete Guide to Performance Appraisal</u>	Grote, Dick	American Management Association	1996	Supplies the quickest and surest methods available for making your appraisal system outstanding.
	<b><u>Hiring, Firing and Keeping Employees 010</u></b>				
<b>010 SMA</b>	<u>How to Find, Hire and Retain Good People in a Tight Job Market</u>		Small Businesses of America	1998	A workbook with sample checklists, tables, and forms to assist with hiring and retaining of beneficial employees.
<b>011 HAL</b>	<u>Finding, Hiring, and Keeping the Best Employees</u>	Half, Robert	John Wiley & Sons, Inc.	1993	A guide packed with strategies and lessons for employers seeking to find and keep the right personnel, then inspire them to excellence.
<b>012 MES</b>	<u>The Fast Forward MBA in Hiring, Finding and Keeping the Best People</u>	Messmer, Max	John Wiley & Sons, Inc.	1998	A guide that uses real-world examples to navigate you through complex hiring issues.
<b>013 LEV</b>	<u>Complete Manual for Recruiting, Hiring &amp; Retaining Quality Employees</u>	Levesque, Joseph D.	Prentice Hall, Inc.	1996	Uses detailed guidance and samples to provide you with a comprehensive, concise, and easily understood approach to carrying out all hiring activities in successive fashion.

<b><u>Laws and Policies 020</u></b>					
<b>020 HAC</b>	<u>The Costs of Hiring Decisions &amp; How to Avoid Them</u>	Hacker, Carol A.	St. Lucie Press	1999	Addresses the costs of bad hiring decisions and their devastating effects.
<b>021 RAM</b>	<u>A Company Policy &amp; Personnel Workbook</u>	Ramey, Ardella & Carl R.J. Sniffen	The Oasis Press	1996	This book is designed to assist businesses create clearly written policies along with discussing current laws and regulations.
<b>022 WAL</b>	<u>Rightful Termination: Defensive Strategies for Hiring and Firing in the Lawsuit-Happy 90's</u>	Walsh, James	Merritt Publishing	1994	This book helps to protect you from the broad range of legal and financial risks you're exposed to from the moment you begin to hire an employee.
<b>023 REP</b>	<u>Avoid Employee Lawsuits</u>	Repa, Barbara Kate	Nolo Press	1999	The author gives commonsense tips for responsible management and how to avoid common legal pratfalls in hiring and firing workers.
<b>024 REP</b>	<u>Firing Without Fear: A Legal Guide for Conscientious Employers</u>	Repa, Barbara Kate	Nolo Press	2000	This book discusses the steps you can take before deciding to give someone a pink slip, the scenarios leading up to termination, and how to fire an employee in a fair and evenhanded manner.

<b>025 CAL</b>	<u>2005 California Human Resource Essentials: An Employer's Guide to Labor Law Basics</u>		California Chamber of Commerce	2005	This is a guide to the basics of hiring employees, developing policies, providing benefits, ensuring workplace safety, preventing discrimination and harassment and more.
<b>026 SAV</b>	<u>California Hiring and Termination Guide: Forms and Procedures</u>	Savage, Ellen S., J.D.	Nolo Press	1998	This is a practical, hands-on guide that makes hiring and firing as simple as possible.
<b>100 SAL</b>	<b><u>Business 100</u></b> <u>Location, Location, Location: How to Select the Best Site for Your Business</u>	Salvaneschi, Luigi	The Oasis Press	1996	This book shows that you have the power to dramatically change your profits by choosing the right location and gives you tips on how to make that change in profits a beneficial one.
<b>101 DRA</b>	<u>Investigating Entrepreneurship: A Reality Check</u>		Drake Beam Morin, Inc.	1994	This book helps you decide if entrepreneurship is right or you and how you can be most successful in that transition.
<b>102 BUR</b>	<u>The Indian Business Owner's Guide</u>	Burcell, Suzanne M.	The Seventh Generation Fund		This guide provides an overview of the basic marketing concepts essential to successful small business management.

<b>103 SIE</b>	<u>Small Business Entrepreneurship</u>		Sierra Economic Development District		This book has a step-by-step explanation of different programs, which include; loan, technical assistance, training, business plan outline, and micro loan kit.
<b>104 JOS</b>	<u>How to Buy a Business</u>	Joseph, Richard A.	Dearborn Publishing Group, Inc.	1993	This book guides you through the small business marketplace and shows you how to locate the right business, at the right time, and for the right price.
<b>105 SCH</b>	<u>World Class Manufacturing: The Next Decade</u>	Scholberger, Richard J.	The Free Press	1996	The book that helps to define manufacturing's action agenda for the next decade.
<b>106 JON</b>	<u>Growing Grapes in El Dorado, The Magic of the Mountains</u>	Jones, David L.	El Dorado County Chamber of Commerce	2007	This booklet explains the various outstanding agricultural conditions that exist in our county that makes this an exceptional area for growing grapes.
	<b><u>Beginning a Business 110</u></b>				
<b>110 KAM</b>	<u>Small Time Operator, How to Start Your Own Small Business, Keep Your Books, Pay Your Taxes and Stay Out of Trouble</u>	Kamaroff, Bernard, CPA	Bells Spring Publishing	1988	A workbook and step-by-step guide to starting and operating your own business.

<b>111 HOL</b>	<u>The Entrepreneur's Guide: How to Start and Succeed in Your Own Business</u>	Holland, Philip	G.P. Putnam's Sons	1984	One self-made millionaire's guide to starting your own business.
<b>112 GUM</b>	<u>How to Really Start Your Own Business</u>	Gumpert, David E.	Goldhirsh Group, Inc.	1996	This is a step-by-step guide that provides real-life advice to starting your own business. It also provides extensive worksheets and lessons so readers can evaluate their own ideas in a realistic way.
<b>113 ENT</b>	<u>Starting &amp; Running Your Home Based Business</u>		Entrepreneur Media, Inc.	1997	Inside you will find practical, step-by-step advice that clearly outlines basic components of developing a successful business.
<b>114 ENT</b>	<u>Starting Your Own Business</u>		Entrepreneur Media, Inc.	1997	Inside you will find practical, step-by-step advice that clearly outlines basic components of developing a successful business.
<b>115 PIN</b>	<u>The Home-Based Entrepreneur</u>	Pinson, Linda & Jerry Jinnett	Upstart Publishing Company, Inc.	1989	The author covers all the issues of starting a home-base business. Discussing zoning, licensing, legal concerns, analyzing the advantages and disadvantages of a home office and more.

116 DRE	<u>Which Business? Help in Selecting Your New Venture</u>	Drescher, Nancy	The Oasis Press	1997	Profiling companies in 24 business areas, reviewing how each got their start and the problem and successes that they have experienced, the author helps you define your skills and interests by exploring your dreams and how you think about business.
<b><u>California Business 120</u></b>					
120 PAC	<u>Open Your California Business in 24 Hours</u>	Packroo, Peri H.	Nolo Press, Inc.,	1998	This is a complete start-up kit to set up a small business in the Golden State quickly and easily. <i>Includes CD-ROM.</i>
121 JEN	<u>Starting &amp; Operating a Business in California</u>	Jenkins, Michael D.	The Oasis Press	1996	This book is useful if you own or manage a small business, consult with small business as an attorney or accountant, and /or are dreaming of leaving your job and becoming your own boss.
121.1 JEN	<u>Starting &amp; Operating a Business in California: User Guide</u>	Jenkins, Michael D.	The Oasis Press	1991	This book has been designed as a self-help tool for the business owner who wants an up-to-date guide to the basic financial, legal and tax matters of interest to small businesses.

<b><u>Beginning a Home Based Business 130</u></b>			
<b>130 ENT</b>	<b><u>How to Start a Bed and Breakfast</u></b>	Entrepreneur Media, Inc.	1996 This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the bed and breakfast business.
<b>131 ENT</b>	<b><u>How to Start a Gift Basket Service</u></b>	Entrepreneur Media, Inc.	1998 This step-by-step guide is designed to help you navigate your own journey towards running a successful gift basket service.
<b>132 ENT</b>	<b><u>How to Become an Internet Entrepreneur</u></b>	Entrepreneur Media, Inc.	1999 This step-by-step guide is designed to help you navigate your own journey towards becoming a successful Internet entrepreneur.
<b>133 ENT</b>	<b><u>How to Start a Computer Consulting Business</u></b>	Entrepreneur Media, Inc.	1995 This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the computer consulting industry.
<b>134 ENT</b>	<b><u>How to Start a Crafts Business</u></b>	Entrepreneur Media, Inc.	1995 This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the craft business.

135 ENT	<u>How to Start a Herb Farm</u>	Entrepreneur Media, Inc.	1996	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in herb farming.
136 ENT	<u>How to Start a Childcare Center</u>	Entrepreneur Media, Inc.	1993	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the childcare industry.
137 ENT	<u>How to Start an Apparel Business</u>	Entrepreneur Media, Inc.	2000	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the apparel business.
	<b><u>Beginning a Service Business 140</u></b>			
140 ENT	<u>How to Start a Food Service Business</u>	Entrepreneur Media, Inc.	1999	This step-by-step guide is designed to help you navigate your own journey to business ownership in the food-service industry.
141 ENT	<u>How to Start a Business Support Service</u>	Entrepreneur Media, Inc.	2000	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in business support service.

142 ENT	<u>How to Become a Consultant</u>		Entrepreneur Media, Inc.	2000	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the consultant business.
143 KAR	<u>Consulting For Success</u>	Karlson, David, PhD.	Crisp Publications, Inc.	1991	Reading this book is an essential first step to determine whether you've got what it takes to be a successful consultant.
	<b><u>Beginning a Store-Front Business 150</u></b>				
150 ENT	<u>Step by Step Startup Guides: Coin Operated Laundry and Vending Business</u>		Entrepreneur Media, In.	2006	This is a two-part book, the first part guiding you to starting a coin-operated laundry business; the second guides you through the journey of business success.
151 ENT	<u>How to Start an Automobile Detailing Business</u>		Entrepreneur Media, Inc.	1989	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the automobile detailing business.
152 ENT	<u>How to Start a Bar or Tavern</u>		Entrepreneur media, Inc.	1995	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the bar and tavern industry.

<b>153 ENT</b>	<u>How to Start a Desktop Publishing Business</u>		Entrepreneur Media, Inc.	1997	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the desktop publishing business.
<b>154 ENT</b>	<u>How to Start a Hair Salon</u>		Entrepreneur Media, Inc.	1994	This step-by-step guide is designed to help you navigate your own journey towards becoming successful in the hair salon industry.
	<b><u>Writing a Business Plan 160</u></b>				
<b>160 MAN</b>	<u>How to Write a Winning Business Plan</u>	Mancuso, Joseph R.	Prentice Hall Press	1985	The author offers key guidelines and valuable tips on how to gear your business plan towards the people who control the cash.
<b>161 ENT</b>	<u>Creating a Successful Business Plan</u>		Entrepreneur Media, Inc.	1999	This is a step-by-step guide to building your business plan, better understanding your business, and managing and controlling your business to use it to obtain financing.
<b>162 RAI</b>	<u>The Restaurant Planning Guide</u>	Rainsford, Peter	Upstart Publishing Company, Inc.	1996	This book helps you construct a complete business plan and financing proposal for you restaurant as well as helping you identify problem areas you might run in to.

<b>163 RIC</b>	<u>Strategic Planning for the Small Business</u>	Rice, Craig S.	Bob Adams, Inc.	1990	This book talks about the two key purposes of having a business plan; to help you manage limited resources in order to maximize income and to help you obtain capital financing.
<b>164 GUM</b>	<u>How to Really Create a Successful Business Plan</u>	Gumpert, David E.	Goldhirsh Group, Inc.	1996	This is a step-by-step guide for writing a successful business plan, featuring the actual business plans of Pizza Hut, Ben & Jerry's and other major corporations.
<b>165 JIM</b>	<u>Roadmap to Entrepreneurial Success</u>	Jinnett, Jerry Ann	Greater Sacramento Small Business Development Center	1998	This hands on guide uses text, examples, worksheets, sample forms and case studies to guide you through the process of constructing an effective and up-to-date business plan.
<b>166 PUR</b>	<u>The Service Business Planning Guide</u>	Purdy, Warren G.	Goldhirsh Group, Inc.	1996	This book is designed to help you start or grow a business in several top service industries with information on each step of creating your business plan, along with a resource directory.

167 WES	<u>The Business Environmental Handbook</u>	Westerman, Martin D.	The Oasis Press	1993	This handbook is designed to help your business create a comprehensive environmental plan that can reduce your operating costs, comply with government requirements and protect the environment around you.
<b><u>Developing a Business 170</u></b>					
170 CLE	<u>The Partnership Book</u>	Clifford, Denis & Ralph Warner	Nolo Press	1997	This book covers each major aspect of preparing a partnership agreement, from deciding if the partnership form is best for your business to basic issues that should be resolved. <i>Includes Floppy.</i>
171 MAN	<u>How to Create a Buy-Sell Agreement</u>	Mancuso, Anthony & Bethany K. Lawrence	Nolo Press	1999	This business book carefully explains how to create a buy-sell agreement and provide the necessary tax and legal information you need each step of the way. <i>Includes floppy.</i>
172 MAN	<u>Nolo's Quick LLC: All You Need to Know About Limited Liability Companies</u>	Mancuso, Anthony	Nolo Press	2000	This book provides basic information including legal and tax information that applies to LLCs.

173 ARN	<u>Procurement Opportunities Guide: An Entrepreneur's Guide to Selling to Government &amp; Corporations</u>	Arnold, Paul A	Braddock Communication, Inc.	2003	This is a guide to selling to the federal government, state government, large corporations, foreign government and international organizations.
174 KEU	<u>Franchise Bible: How to Buy a Franchise of Franchise Your Own Business</u>	Keup, Erwin J.	The Oasis Press	1996	This book will help you determine whether you would make a suitable franchiser or franchisee and what you must do once that decision is made
175 MAN	<u>Form Your Own Limited Liability Company</u>	Mancuso, Anthony	Nolo Press	2000	This book gives you step-by-step instructions and all the forms you need to create an LLC or convert a pre-existing partnership into an LLC anywhere in the US. <i>Includes floppy.</i>
200 FIS	<b><u>Tax/Legal/Laws 200</u></b> <u>Consultant &amp; Independent Contractor Agreements</u>	Fishman, Stephen	Nolo Press	2000	This book will give you all the plain English instructions and easy-to-use forms you need to get the legalities straight, stay out of trouble and get the job done. <i>Includes CD-ROM.</i>

<b>201 WAR</b>	<u>Everybody's Guide to Small Claims Court</u>	Warner, Ralph	Nolo Press	1995	This book gives you step-by-step information on how to bring or defend your case with maximum success and what to do once the case is resolved.
	<b><u>California Labor Laws 210</u></b>				
<b>210 SAV</b>	<u>2001 California Labor Law Digest Vol. 1</u>	Savave, Ellen S., J.D.	California Chamber of Commerce	2001	This book helps you comply with the complex web of California and federal labor laws, Cal/OHSA, and environmental regulations that have an impact on your business.
<b>211 SAV</b>	<u>2001 California Labor Law Digest Vol. 2</u>	Savave, Ellen S., J.D.	California Chamber of Commerce	2001	This book helps you comply with the complex web of California and federal labor laws, Cal/OHSA, and environmental regulations that have an impact on your business.
<b>212 SAV</b>	<u>California Labor Law Digest Vol.1</u>	Savave, Ellen S., J.D.	California Chamber of Commerce	1996	This digest contains a basic explanation of the labor and employment laws that affect California employers.
<b>213 SAV</b>	<u>California Labor Law Digest Vol.2</u>	Savave, Ellen S., J.D.	California Chamber of Commerce	1996	This digest contains a basic explanation of the labor and employment laws that affect California employers. <i>Includes 2 floppies.</i>

220 DAI	<p><b><u>Tax 220</u></b>  <u>Tax Savvy for Small Business</u></p>	Daily, Frederick W.	Nolo Press	1999	This book translates tax codes into plain English for the small business owner it shares tax-saving strategies and tax consequences every small business should know.
230 FRI	<p><b><u>Self Employed Legal Guides 230</u></b>  <u>The Complete Small Business Legal Guide: How to Understand Legal Issues and Protect Your Small Business</u></p>	Friedman, Robert	Dearborn Publishing Group, Inc.	1993	This guide is packed with dozens of valuable checklists, sample forms and agreements that outline your legal rights and responsibilities as a business owner and cover any other business-related issue.
231 STE	<p><u>Legal Guide for Starting &amp; Running a Small Business Vol.2: Legal Forms</u></p>	Steingold, Fred S.	Nolo Press	1997	A companion to Legal Guide for Starting and Running a Small Business Vol.1, Vol.2 includes the most important legal forms you'll need to start and run a successful business. <i>Includes floppy.</i>

<b>232 STE</b>	<u>The Employer's Legal Handbook</u>	Steingold, Fred S.	Nolo Press	2000	This is a complete guide to your legal rights and responsibilities. It shows you how to comply with the most recent workplace laws and regulations, run a safe and fair workplace and avoid lawsuits.
<b>233 POW</b>	<u>Legal Expense Defense: How to Control Your Business' Legal Costs and Problems</u>	Powers, Dennis M.	The Oasis Press	1995	This is a comprehensive, step-by-step legal guide that addresses the needs of small business owners.
<b>234 FIS</b>	<u>Wage Slave No More: Laws &amp; Taxes for the Self-Employed</u>	Fishman, Stephen	Nolo Press	1998	A complete legal and practical handbook for anyone who offers his or her services on a contract basis.
	<b><u>Corporations 300</u></b>				
	<b><u>Forming a Corporation 310</u></b>				
<b>310 SAV</b>	<u>Business Start-Up Kit: Corporations</u>	Savave, Ellen S.	California Chamber of Commerce	1998	This kit is the easiest way to form a corporation while protecting your personal assets from lawsuits and creditors.
<b>311 NIC</b>	<u>How to Form Your Own 'S' Corporation &amp; Avoid Double Taxation</u>	Nicholas, Ted	Upstart Publishing Company, Inc.	1995	This book explains in detail how you can apply for 'S' corporation status, the deadline for filing, and how to protect your 'S' corporations once it's formed.

312 MAN	<u>Nolo's California Quick Corp.</u>	Mancuso, Anthony	Nolo Press	1999 This book provides all the tear-out forms and step-by-step instructions you need to form a corporation at low cost, with a minimum amount of time and effort, and without a lawyer.
313 MAN	<u>How to Form Your Own California Corporation</u>	Mancuso, Anthony	Nolo Press	1999 This book lays out everything you need to know about California corporations including when to incorporate and the laws and regulations behind it. <i>Includes floppy.</i>
410 MCG	<p><b><u>Protecting Assets 400</u></b></p> <p><b><u>Trademarks 410</u></b></p> <p><u>Trademark: How to Name a Business &amp; Product</u></p>	McGrath, Kate & Stephen Elias	Nolo Press	1996 This book will explain the ins-and-outs of trademark law, what name would be most beneficial to the product or business and how to handle disputes.

	<b><u>Copyrights 420</u></b>				
<b>420 STI</b>	<u>Getting Permission: How to License &amp; Clear Copyrighted Materials Online &amp; Off</u>	Stim, Richard	Nolo Press	2000	Reveals all you need to know about copyrighted materials: how to locate copyright owners, ask for permission, assess the conditions of the permission agreement and avoid potential disputes. <i>Includes floppy.</i>
	<b><u>Brands 430</u></b>				
<b>430 AAK</b>	<u>Brand Leadership</u>	Aaker, David A. & Erich Joachimsthaler	The Free Press	2000	This book develops four themes to raise brand management to the level of leadership.
	<b><u>Patents 440</u></b>				
<b>440 PRE</b>	<u>Patent it Yourself</u>	Pressman, David	Nolo Press	2000	Takes you step-by-step through the entire patent process, providing instructions for inventing and documenting an invention, steps for obtaining a US patent and the requirements of that patent once obtained.
	<b><u>Financing 500</u></b>				
<b>500 ARN</b>	<u>The Small Business Financial Resource Guide</u>	Arnold, Paul A.	Braddock Communications, Inc.	1997	This guide leads you through the maze of financial programs and directs your business to the right type of financing.

<b>501 ENT</b>	<u>Financing Your Small Business</u>		Entrepreneur Media, Inc.	1999	This book is a step-by-step guide to financing your small business. It gives you ideas on where money to borrow, can be found.
<b>502 GIL</b>	<u>Understanding Financial Statements</u>	Gill, James O.	Crisp Publications, Inc.	1990	A comprehensive self-study book filled with exercises, activities, assessments and case studies that will capture your interest and increase your understanding of financial statements.
	<b><u>Credit 510</u></b>				
<b>510 VEN</b>	<u>The Credit Repair Kit</u>	Ventura, John	Dearborn Publishing Group, Inc.	1998	Provides you with the knowledge and tools you need to deal successfully with credit bureaus and rebuilding your credit history.
<b>511 DAW</b>	<u>Borrowing From Your Business</u>	Dawson, George M.	Upstart Publishing Company, Inc.	1991	This book includes complete guidelines on how to select a bank and banker and what to expect once that decision has been made.

	<b><u>Book Keeping 520</u></b>				
<b>520 PIN</b>	<u>Keeping the Books</u>	Pinson, Linda & Jerry Jinnett	Upstart Publishing Company, Inc.	1989	This book is a comprehensive but user-friendly guide to maintaining basic record keeping and accounting for small businesses.
	<b><u>Debt Collecting 530</u></b>				
<b>530 SHE</b>	<u>How to Collect Debts &amp; Still Keep Your Customers</u>	Sher, David & Martin Sher	American Management Association	1999	This book gives practical advice for the debt collector using a readily accessible plan of action, specific guidelines, and real-life examples to show you how to collect the most money as fast as you can, while maintaining the goodwill of the debtor.
	<b><u>Management/Leadership 600</u></b>				
<b>600 STA</b>	<u>The Great Game of Business</u>	Stack, Jack	Doubleday	1992	This book unlocks the power and profitability of open-book management.
<b>601 TOD</b>	<u>The Complete Systemic Supervisor, Context, Philosophy and Pragmatics</u>	Todd, Thomas C. & Cheryl L. Storm	Allyn and Bacon	1997	Detailing how to become a successful supervisor in any business or situation.

<b>601.1 TOD</b>	<u>The Reasonably Complete Systemic Supervisor Resource Guide</u>	Todd, Thomas C. & Cheryl L. Storm	Allyn and Bacon	1997	The user-friendly resource guide to accompany The Complete Systematic Supervisor, Context, Philosophy, and Pragmatics.
	<b><u>Management 610</u></b>				
<b>610 CRA</b>	<u>Constructive Conflict Management: Managing to Make a Difference</u>	Crawley, John	Nicholas Brealey Publishing	1998	Through real life examples and practical exercises, this book will show you how to remain positive and constructive in dealing with people, problems and difficult situations.
<b>611 BRO</b>	<u>301 Great Management Ideas</u>	Brokaw, Leslie	Goldhirsh Group, Inc.	1995	This book encapsulates management ideas from more than 260 companies in 37 states that have proven to be smarter in the marketplace.
<b>612 OHL</b>	<u>Managing Your Small Business</u>	Ohlson, Ken	Entrepreneur Magazine Group	1996	This publication has been developed with the intent to provide the basics on effectively managing and expanding your small business.

<b><u>Managing People 620</u></b>					
<b>620 HAR</b>	<u>Harvard Business Review on Managing People</u>		Harvard Business School Press	1999	The topics covered in this collection address how to build organizations with judicious and effective systems for managing people.
<b>621 ARM</b>	<u>Managing People: A Practical Guide for Line Managers</u>	Armstrong, Michael	Kogan Page, Inc.	1998	This book is a resource for line managers seeking to fill in any gaps in their knowledge.
<b>622 MAN</b>	<u>101 Great Ideas for Managing People</u>	Mangelsdorf, Martha E.	Goldhirsh Group, Inc.	1999	A unique collection of capsule cases on innovative techniques of managing and motivating your employees.
<b>623 BAN</b>	<u>The Personnel Planning Guide: Successful Management of Your Most Important Asset</u>	Bangs, David H. Jr.	Upstart Publishing Company, Inc.	1990	This is a complete, practical guide to planning, motivating and maintaining a productive workforce.
<b>624 HAR</b>	<u>People: Managing Your Most Important Asset</u>		Harvard Business Review	1988	This is a clear guide how to manage the people in your work environment including your employees, boss, and co-workers. There are also chapters on administrative skills, listening techniques, communication in the workplace and much more.

	<b><u>Promoting Assets 700</u></b>				
<b>700 ENT</b>	<u>Bringing Your Product to Market</u>		Entrepreneur Media, Inc.,	1997	Step-by-step guides for how to successfully transform an idea into an actual object and then how to market that invention.
<b>701 MCK</b>	<u>Real Time, Preparing for the Age of the Never Satisfied Customer</u>	McKenna, Regis	Harvard Business School Press	1997	The pace of change is speeding up and this book prepares readers to keep up and stay successful in a real time world.
<b>702 ELI</b>	<u>Domain Names How to Choose &amp; Protect a Great Name for Your Website</u>	Elias, Stephen & Patricia Gima	Nolo Press	2000	<u>Domain Names</u> is the legal guide for the online world. This book uses plain English to show how to claim a domain name, protect it, and much more.
	<b><u>Publicity 710</u></b>				
<b>710 SMI</b>	<u>The Publicity Kit: A Complete Guide for Entrepreneurs, Small Businesses &amp; Non-Profit Organizations</u>	Smith, Jeanette	John Wiley & Sons, Inc.	1991	All that you need to know to get publicity at little or no cost, create news, write news releases and develop a press kit.
<b>711 MAL</b>	<u>Publicity Power: A Practical Guide to Effective Promotion</u>	Mallory, Charles	Crisp Publications	1989	Proven techniques to generate positive publicity.

<b>712 RAM</b>	<u>Do-It-Yourself Publicity</u>	Ramacitti, David F.	Amacon	1990	Step-by-step guide of the publicity tools available and how to use them. It also provides the steps to writing a basic publicity plan for your organization.
	<b><u>Marketing 720</u></b>				
<b>720 LEV</b>	<u>Guerrilla Marketing in 30 Days</u>	Levinson, Jay Conrad & Al Lautenslager	Entrepreneur Press	2005	Marketing tactics summarized into a 30-day plan to maximize profits and increase customers.
<b>721 BAC</b>	<u>Do-it-Yourself Direct Marketing</u>	Bacon, Mark S.	John Wiley & Sons, Inc.	1994	This book is written for ambitious entrepreneurs and small business managers to provide do-it-yourself methods for waging sophisticated, high-impact, direct marketing campaigns at a fraction of the cost that it cost big firms.
<b>722 SCH</b>	<u>The New Marketing Paradigm, Integrated Marketing Communications</u>	Schultz, Dom E. & Stanley I. Tannenbaum	NTC Business Books	1997	Identifies the dynamics of today's marketplace and teaches us how easy it is to prosper under the new rules of one on one marketing.

<b>723 PHI</b>	<u>Marketing Without Advertising</u>	Phillips, Michael & Salli Rasberry	Nolo Press	1997	The author outlines high-impact, low-cost marketing strategies that will turn your business into a high-quality operation that customers, employees, and other business people will trust, respect and recommend.
<b>724 ENT</b>	<u>Successful Sales &amp; Marketing</u>		Entrepreneur Media, Inc.	1999	This book shows the full range of marketing and advertising tools you can put to work in building your business.
<b>725 KET</b>	<u>Tips &amp; Tactics for Marketing on the Internet</u>	Ketchum, Bradford W. Jr.	Goldhirsh Group, Inc.	2000	This book teaches how to put the Web to work for your business.
<b>726 DEC</b>	<u>301 Great Ideas for Do-It-Yourself Marketing</u>	Decker, Sam	Goldhirsh Group, Inc.	1997	Offers inexpensive, innovative ways to be smarter in a competitive marketplace.
<b>727 GUM</b>	<u>How to Really Create a Successful Marketing Plan</u>	Gumpet, David E.	Goldhirsh Group, Inc.	1996	The author explains how to develop a winning market plan by learning how to: target the right market, stay current with competition , execute your budget, and link your marketing plan to your business plan.

<b><u>Advertising 730</u></b>					
<b>730 SMI</b>	<u>The Advertising Kit, A Complete Guide for Small Businesses</u>	Smith, Jeanette	Lexington Books	1994	Everything the small business owner needs to know to build an effective and affordable advertising campaign.
<b>731 BLY</b>	<u>Advertising Managers Handbook</u>	Bly, Robert W.	Prentice Hall, Inc.	1993	Source book of ready-to-use strategies, techniques and guidelines for planning and managing a successful advertising program.
<b>732 CAP</b>	<u>Tested Advertising Methods</u>	Caples, John	Prentice Hall, Inc.	1974	Proven selling techniques that remove guesswork from advertising, making it a science of sure results.
<b><u>Sales 740</u></b>					
<b>740 MIL</b>	<u>Conceptual Selling</u>	Miller, Robert B. & Stephen E. Heiman	Warner Books, Inc.	1987	A Practical guide for putting the customer first. A system for understanding every aspect of a prospective sale, knowing what's in the buyer's mind and getting results.
<b>741 RAC</b>	<u>Spin Selling</u>	Rackham, Neil	McGraw-Hill Book Company	1988	The easy to apply methods of this revolutionary sales method, the Spin Strategy: situation, problem, implication, and need-payoff.

<b><u>Self Help 800</u></b>					
<b>800 RAG</b>	<u>My Number One Power Secret</u>		Ragan Communications, Inc.		This book provides good general business information, tips and secrets that can make a difference in the productivity of a business.
<b>801 MIC</b>	<u>Thinkertoys, A Handbook of Business Creativity for the 90's</u>	Michalko, Michael	Ten Speed Press	1991	Michalko meticulously outlines techniques and hundreds of hints, tracks, tips, and tales that can turn anyone into a creative thinker.
<b>802 SMI</b>	<u>Make Success Measurable: A Mindbook-Workbook for Setting Goals and Taking Action</u>	Smith, Douglas K.	John Wiley & Sons, Inc.	1999	This how-to-book, emphasizes outcomes as opposed to actions in setting goals.
<b>803 CAL</b>	<u>California Career Planning Guide 2003-2005</u>		California Career Resource Network	2003	This guide encourages you to be flexible, open minded and able to see opportunities whether they are planned for or not because, "change is constant."
<b>804 RAG</b>	<u>First Draft: Practical Ideas for Editors</u>		Ragan Communications, Inc.	1996	Writing tips and ideas.
<b>805 SAB</b>	<u>Business Etiquette in Brief, The Competitive Edge for Today's Professional</u>	Sabath, Ann Marie	Bob Adams, Inc.	1993	A book specializing in business etiquette and protocol.

<b><u>Presentations 810</u></b>					
<b>810 JOL</b>	<u>How to Run Seminars &amp; Workshops</u>	Jolles, Robert L.	John Wiley & Sons, Inc.	1993	Presentation skills for consultants, trainers, and teachers; planning the program, selling your message and captivating your audience
<b>811 MIN</b>	<u>The Perfect Presentation</u>	Minninger PhD, Joan & Barbara Goulter	Doubleday	1991	A winning formula guaranteed to make your next presentation your best.
<b>812 MAN</b>	<u>Effective Presentation Skills: A Practical Guide for Better Speaking</u>	Mandel, Steve	Crisp Publications	1993	Proven techniques for more confident, enthusiastic and persuasive presentations.
<b>813 EST</b>	<u>Technical Writing in the Corporate World</u>	Estrin, PhD., Herman A. & Norbert Elliot, PhD.	Crisp Publication	1990	This book gives you the knowledge to understand, develop and edit technical documents.
<b>814 BRA</b>	<u>Flip Charts: How to Draw Them and How to Use Them</u>	Brandt, Richard C.	Pfeiffer & Company	1986	A workbook with illustrations on how to effectively draw and use flip charts.
<b><u>Motivational Speakers 820</u></b>					
<b>820 SHA</b>	<u>Nobody Moved Your Cheese!</u>	Shafer, Ross	Trafford Publishing	2003	This book discusses how you should stop listening to the expert and trust your gut instincts; “nobody knows what’s right for you except you.”

821 FAR	<u>Give 'em The Pickle</u>	Farrell, Robert E.	Media Partners	1995	This is a fun, motivating look at the most important thing we can do in business; "take care of the customer." <i>Includes Video &amp; training booklet</i>
<b><u>Problem Solving 830</u></b>					
830 MES	<u>Techniques for Problem Solving: Leader's Guide</u>	The Meson Group	International Thomson Publishing	1995	Workshop style manual to develop skills for problem solving in a business environment.
830.1 MES	<u>Techniques for Problem Solving: Participant's Guide</u>	The Meson Group	International Thomson Publishing	1995	Workshop style manual to develop skills for problem solving in a business environment.
<b><u>Leadership 840</u></b>					
840 OCO	<u>Leading with NLP, Neuro-Linguistic Programming</u>	O'Connor, Joseph	Thorsons Publishing	1998	This book emphasizes the beliefs and actions that will make you a leader for yourself and others, and gives practical ways to develop the skills you need.

841 CEN	<u>A Nation of Opportunity: Building America's 21st Century Workforce</u>		21 <sup>st</sup> Century Workforce Commission	2000	In this report the 21st Century Workforce Commission has identified nine keys to success that leaders at all levels can apply to build a highly skilled workforce prepared for high technology job opportunities in the 21st century.
842 BEN	<u>Managing People is Like Herding Cats</u>	Bennis, Warren	Executive Excellence Publishing	1999	Spells out the dilemma facing our leaderless society, details the qualities that successful leaders must have, and explores the challenges that today's leaders must face as they move toward change.
910 SAC	<p><b><u>Directories 900</u></b></p> <p><b><u>Occupational 910</u></b></p> <p><u>Occupational Outlook &amp; Training Directory</u></p>		Sacramento Works, Inc.		This publication is divided into three major sections: the first is a series of occupational profiles; second is a directory of the region's education and training providers; and third is an index of occupations and the providers who offer related training fro those occupations.

920 MAN	<p><b><u>Manufacturers 920</u></b></p> <p><u>Directory of Manufacturers' Sales Agencies</u></p>	Manufacturers' Agents National Association	1999	Once you've read this directory you will be able to; find an agent or line, instantly get word of how agents and manufacturers are dealing with today's business challenges, share your knowledge and strengthen your profession.
930 NAT	<p><b><u>Entrepreneurship 930</u></b></p> <p><u>Best Practices in Supporting Women's Entrepreneurship in the United States: A Compendium of Public &amp; Private Sector Organizations &amp; Initiatives</u></p>	The National Women's Business Council	2004	This directory is designed to extend the understanding, reach, effectiveness, and creation of private and public sector programs that help women business owners to reach their goals in building and growing successful businesses.
	<p><b><u>Encyclopedias</u></b></p> <p><u>Small Business Encyclopedia Vol.1 (A-F)</u></p> <p><u>Small Business Encyclopedia Vol.2 (G-O)</u></p> <p><u>Small Business Encyclopedia Vol.3 (P-Z)</u></p>	Entrepreneur Magazine Group	1996	
		Entrepreneur Magazine Group	1996	
		Entrepreneur Magazine Group	1996	

## Videos

### Human Resources 000

**VID 000**

“Get What You Want in Customer Service”

Hartley, Donna

Hartley International

1996

In this video, communication specialist Donna Hartley, assists businesses, corporations, and associations adjusting their attitude and creating effective customer service. *40 minutes. Includes booklet*

**VID 001**

“So Help Me: Employee Edition”

Video Visions, Inc.

This video illustrates realistic customer service problems that can frustrate both customers and employees and then provides solutions to these problems that satisfy everyone: the customer, the organization and the employee. *16 minutes. Includes booklet*

### Beginning a Business 110

**VID 110**

“How to Succeed in a Home Business”

Harris, Candace

Goldhirsh Group, Inc.

1987

This is a practical guide that will show you how to run a business from home and achieve the freedom of being your own boss through the experience and knowledge of five successful entrepreneurs and a tax expert. *70 minutes*

	<b><u>Financing 500</u></b>				
<b>VID 500</b>	"Raising Capital: How to Finance Your Business"	Gendron, George	Goldhirsh Group, Inc.	1992	Features 8 top business leaders who offer answers, advice and insight on financing your business. <i>90 minutes</i>
	<b><u>Managing People 620</u></b>				
<b>VID 620</b>	"Whale Done! The Power of Positive Relationships"				An inspirational training program that teaches techniques used by the whale trainers of Sea World that are proven to increase employee effectiveness at work. <i>21 minutes</i>
	<b><u>Self Help 800</u></b>				
<b>VID 800</b>	"Get What You Want in Business"	Hartley, Donna	Harley International	1996	Whether you currently have a job, are searching for a job, seeking a raise or promotion, you will learn how to gain the advantage, which gives you the competitive edge. <i>20 minutes</i>
<b>VID 801</b>	"Smart Solutions for Managing Your Time"	Freeman, Susan	Goldhirsh Group, Inc.	1992	Time management expert Susan Freeman presents step-by-step, proven strategies for making your time more rewarding and profitable. <i>40 minutes</i>

<b><u>Presentations 810</u></b>					
<b>VID 810</b>	“Get What You Want in Speaking”	Harley, Donna	Hartley International	1996	This video teaches you how to conquer your fears and become an effective speaker in every aspect from body language to impact and power words. <i>35 minutes. Includes booklet.</i>
<b><u>Motivational Speakers 820</u></b>					
<b>VID 820</b>	“Get What You Want in Attitude”	Hartley, Donna	Hartley International	1996	Donna Hartley uses her true story of surviving a Continental DC-10 plane crash to discuss the nine skills of self-mastery that you can implement in your life on a daily basis. <i>45 minutes. Includes booklet</i>
<b>VID 821</b>	“Nobody Moved Your Cheese!”	Shafer, Ross	Ross Shafer Productions	2004	A comedic motivational speaker, Ross Shafer discusses how to stop listening to the expert and trust your gut instincts. <i>16 minutes. Includes a book &amp; DVD</i>
<b>VID 822</b>	“Who Moved My Cheese?”	Johnson M.D., Spencer	DoubleTake Productions	1999	This animated movie contains profound truths about how we respond to change at work and in our lives. <i>13:10 minutes</i>

<p><b>VID 823</b></p>	<p>“Give 'em The Pickle”</p>	<p>Farrell, Robert E.</p>	<p>Media Partners</p>	<p>2002</p>	<p>This video provides a fun, motivating look at the most important thing we can do in business, take care of our customers. <i>18 minutes.</i> Includes <i>Training Leader's Guide Booklet and Book,</i></p>
<p><b>VID 840</b></p>	<p>“Fish! Catch the Energy, Release the Potential”</p>				<p>This video is used as a tool to lead people toward creating an environment where employees are connected to their work, to their colleagues and to their customers. <i>17 min</i></p>
<p><b><u>CDs</u></b></p>	<p><b><u>Beginning a Business 110</u></b></p>				
<p><b>CD 110</b></p>	<p>“The Small Business Resource Guide 2006”</p>		<p>Internal Revenue Service</p>		<p>This CD contains comprehensive information organized around the life cycle of a business including; start-up, hiring, preparing tax returns, changing your business, and much more.</p>

## **Computers 850**

<b>CD 850</b>	"Learn: Word 2000"	Video Professor, Inc.	2000	Tips and tricks for using Word 2000 program including; footnotes, tool bars, Auto Format, and much more.
<b>CD 851</b>	"Learn: Windows 98"	Video Professor, Inc.	2000	Tips and tricks for using Windows 98 program including; displaying shortcut menu, choosing Windows colors, instant screen saver, moving data and more.
<b>CD 852</b>	"Learn: The Internet"	Video Professor, Inc.	1998	Tips and tricks for using The Internet including; book marking a page, domain types, subscribing to a channel, deleting history, and much more.
<b>CD 853</b>	"Learn: Works 4.5"	Video Professor, Inc.	1999	Tips and tricks for using Works 4.5 including; renaming your document, highlighting spreadsheet information, and more.
<b>CD 854</b>	"Learn: Your Computer"	Video Professor, Inc.	1998	Tips and tricks for computer learning in the introductory, intermediate, and advanced stages of computer knowledge.

## Tapes

### Business 100

**TA 100**

“Secrets to Small Business Success and More!”

Burnes, Kent J.

Burnes Consulting

1997

These tapes will allow you to gain new insight into your operations, learn practical no-nonsense hands-on solutions and answer common small business questions.

### Self Help 800

**TA 800**

“Flextactics: The New Dynamics of Goal Setting”

Waitley, Denis

Nightingale-Conant Corporation

These tapes will put you on track toward achieving your success while remaining flexible and focused no matter how your career changes or what obstacles get in your way.

**TA 801**

“How to Master Your Time”

Tracy, Brian

Nightingale-Conant Corporation

One of America's leading authorities on the development of human potential, Brian Tracy provides you with ideas and views that can increase your productivity and make the most out of your time.

<b><u>Motivational Speakers 820</u></b>				
<b>TA 820</b>	"How to Beat Talent, Brains, & Education"	Williams, Art	Nightingale-Conant Corporation	In this program, Art Williams will give you his principles to help you build a championship business, a championship team... a championship money machine.
<b>TA 821</b>	"Lead the Field"	Nightingale, Earl	Nightingale-Conant Corporation	Earl Nightingale explains that, "success is a matter of sticking to a set of commonsense principles" with such clarity and style that it has made this program one of the most popular motivational programs in history.
<b>TA 822</b>	"The Art of Exceptional Living"	Rohn, Jim	Nightingale-Conant Corporation	These tapes explain success expert, Jim Rohn's idea that "you don't have to do exceptional things...Just do ordinary things exceptionally well.
<b>TA 823</b>	"Thinking Big: The Keys to Personal Power and Maximum Performance"	Tracy, Brian	Nightingale-Conant Corporation	This world-famous success expert will take you beyond the limits of everyday thought, where you will tap into the vast resources of your mind and unlock unlimited potential.

<b>TA 840</b>	<b><u>Leadership 840</u></b> "High Impact Communication: How to Build Charisma, Credibility and Trust"	Decker, Bert	Nightingale-Conant Corporation	Bert Decker explains that new leaders are communicators. Men and women who can get their messages across effectively, powerfully, persuasively, and memorably.
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