



Chester County Library Business News

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New Business Librarian

Jessica Brangiel, Business Outreach Librarian, recently joined the Chester County Library replacing **Jenna Persick** who has assumed the position of Collection Development Librarian for the Library. Continuing the work of her predecessor, Jessica will provide business reference services to library patrons and outreach to the business community. Prior to joining the Library, she worked at the University of Pennsylvania Van Pelt Library as the Electronic Acquisitions Librarian. She has also worked in the private sector in both business and law libraries. Jessica received her library degree from Drexel University. She can be reached at **610-280-2624** or via e-mail jbrangiel@ccls.org.

The Word is Out...

According to a 2006 study conducted by the American Library Association, over 60% of people living in the United States said that libraries are important to starting and operating a small business. ("Small business start-ups begin @ your library." American Library Association. 2006. www.ala.org/ala/pressreleases2006/may2006/sbsubyl.htm.) Several articles in the news lately – **Libraries Offer Resources for Small Businesses** (Bernard, Tara Siegel. "WSJ.com Startup Journal." 30 Aug. 2006 www.startupjournal.com/columnists/enterprise/20060830-bernard.html.) – demonstrate that the

word is out on how public libraries can help entrepreneurs and small business owners to start and grow their businesses. The Chester County Library's own **CCL Business INC**, is highlighted in **Libraries Across the Country are a Small Business Resource** (Rosenberg, Joyce M. "The Associated Press" New York: July 5, 2006. pg. 1) reprinted as **"To Make Money, Look it Up."** The Philadelphia Inquirer 17 July 2006: EO3 www.ccls.org/databases/newsmags.htm. If you haven't checked out the wealth of resources that **CCL Business INC**, business.ccls.org, has to offer, be sure to do so today!

NextReads

Wondering what to read next? Want to know what is new and recently published in areas of Business and Marketing? Get great book suggestions free by e-mail through the **NextReads** newsletter service accessible through **POWER Library**.

To access **NextReads**, go to www.ccls.org and click on the **POWER Library** link. Choose **NextReads** under the category **Find A Book**. **Next Reads** is available at all Chester County Library System libraries and from home with a valid Chester County Library System library card. Sample newsletters are available in a variety of subject areas including **Business and Marketing**, **Biography and Memoir** and **Do-It-Yourself**.

To subscribe to any of the available newsletters check on those areas that interest you, then set up your account by entering your name, e-mail address and password of your choice. You can unsubscribe to the newsletters at any time from the **NextReads** website or directly from any newsletter.

AskHerePA

Chester County Library is now participating in Pennsylvania's new statewide live chat reference service, **AskHerePA**. This free service is open to all residents of Pennsylvania offering live chat reference, 24 hours/7 days per week. To access **AskHerePA**, look for the link from the Chester County Library website www.ccls.org and click on **AskHerePA**.

Just a reminder that reference questions can also be e-mailed directly to the Chester County Library Reference Department using the **Ask a Librarian** link also found at www.ccls.org. Finally, business specific reference questions can always be e-mailed directly to business@ccls.org.

Business News, a bimonthly publication, is aimed at informing the business community and library patrons about the Library's business resources and services. **Business News** is also available on **CCL Business INC** <http://business.ccls.org/busnews.htm>. Access business databases from home at **CCL Business INC's** Business database page <http://business.ccls.org/databases.htm>.

Internet Corner

Spotlight on 800-CEO-READ

In 1984 founder Jack Covert created **800-CEO-READ** with the specific goal of marketing business books directly to businesses. Today the company is the leading supplier of business books to more than 10,000 clients nationwide. Covert's blog or web log accessible at 800ceoread.com/blog, is one of the best online resources available for all things business books. Covert is a frequently quoted expert on business books and has been interviewed by CNN, Business Week, and Fortune, Inc., among others.

Covert and his team of bloggers at 800ceoread.com/blog provide commentary and review on subjects such as *Business Chick Lit*, *2006 Financial Times/Goldman Sachs Financial Book Award* and *Lead On* – on leadership. The blog contains archives organized by month and year from April 2004 as well as links to blog entries by subject such as **Advertising, New Releases, Project Management, Sales** and many more.

A link to **Jack Covert Selects** will take you to books reviewed directly by the company's founder. Some of his recent selections, available at the Chester County Library include **The Anatomy of Peace: Resolving the Heart of Conflict** by The Arbinger Institute (303.69 A); **Vital Friends: The People You Can't Afford to Live Without** by Tom Rath (658.3145 R) and **Rejuvenile: Kickball, Cartoons, Cupcakes, and the Reinvention of the American Grownup** by Christopher Nixon (305.2409 N). In addition to commentary and reviews, 800ceoread.com/blog provides selected book excerpts, downloadable

podcasts and an RSS feed option for those using news reader services.

Researching a company? Writing a business plan? Conducting market research? The Chester County Library can help. E-mail us to see how the Library can help you in your business research: business@ccls.org.

Books That Matter

Business Week asked entrepreneurs which books were most influential in helping them build their companies. Here is a selection of titles from that list, all available at the Chester County Library. **Business Week** is available through the **Business Source Premier** database (see business.ccls.org/databases.htm for instructions on how to access the database from home).

Theodore Rex, Edmond Morris
(B 973.911 Roosevelt)

The 22 Immutable Laws of Marketing, Al Ries & Jack Trout
(658.8 R)

The Piano Tuner, Daniel Mason
(F MASON, Daniel P.)

The World is Flat, Thomas Friedman
(303.4833 F)

The Effective Executive, Peter F. Drucker (658.4 D)

The Tipping Point, Malcolm Gladwell (302 G)

Into Thin Air, Jon Krakauer
(796.522 K)

These books on the **Business Week** list are available at other Chester County Libraries. To place a hold on any of these books call the Chester County Library's Reference Desk, **610-280-2620**.

The Conative Connection, Kathy Kolbe

Kane & Abel, Jeffrey Archer

Edison: A Biography, Matthew Josephson

New Books

Business Communicaton

Naked Conversations, Robert Scoble & Shel Israel, 2006 (659.2 S).

Robert Scoble, author of one of the Internet's most popular business blogs and long time consultant Shel Israel believe blogging has and will continue to change the face of business. They warn, "if you ignore the blogosphere – the term used to describe the global network of blog postings – you won't know what people are saying about you. You can't learn from them, and they won't come to see you as a sincere human who cares about your business and its reputation." The authors freely admit they are biased blogging champions, however, they include the dark side of blogging as well. Blogging risks such as time consumption, legal concerns, giving away competitive information, and more are also examined.

Coaching

The Business Coach, Bradley J. Sugars, 2006 (658.4071 S).

Bradley J. Sugars, founder of Action International, a global network of business coaches, draws upon his experience as both a business coach and entrepreneur and shares his strategies for success in his book. Written for the beginning and experienced business owner, Sugars outlines his six step program to achieve what he calls "massive results."

Entrepreneurship

If at First You Don't Succeed...The Eight Patterns of Highly Effective Entrepreneurs, Brent Bowers, 2006 (658.022 B).

*Do you have what it takes to be an entrepreneur? Brent Bowers, the former small-business editor for the **New York Times**, reveals in his book, the eight patterns that highly successful entrepreneurs share and what can be learned from them.*

The Girl's Guide to Starting Your Own Business: Candid Advice, Frank Talk, and True Stories for the Successful Entrepreneur,

Caitlin Friedman & Kimberly Yorio, 2006 (658.11 F).

*When entrepreneurs Friedman and Yorio left their corporate positions to start their own business, they struggled to find a book written specifically for women entrepreneurs. Thus they decided to write, **The Girl's Guide to Starting Your Own Business**. It addresses the specific challenges that women face such as finding female business role models, balancing work and family, etc. Women business owners from a wide range of industries are featured throughout the book offering their own advice and start-up stories.*

General

Fast Company's Greatest Hits: Ten Years of the Most Innovative Ideas in Business, edited by Mark N. Vamos & David Lidsky, 2006 (658.4063 F).

*This book is a collection of 32 articles featured in **Fast Company** magazine over the past 10 years. Highlights include how to lead people, managing your career,*

*thinking more creatively, coping with failure and much more. **Fast Company** is available in print at the Chester County Library with issues going back two years. It is also available electronically through the Library's subscription to the **Business Source Premier** database (business.ccls.org/databases.htm).*

Treasure Hunt: Inside the Mind of the New Consumer, Michael J.

Silverstein, 2006 (658.8342 S)

*Silverstein, coauthor of the bestseller **Trading Up** (339.4709 S) tackles consumer behavior and preference in his latest book. **Trading Up** revealed to marketers the idea of the "luxury phenomenon" and how consumers will pay a higher price for goods and services that are emotionally satisfying. In **Treasure Hunt**, Silverstein reveals that those same consumers who are happily trading up at some high end retailers are simultaneously seeking bargains and "treasures" at discount stores and through online auctions. His research consists of thousands of interviews with customers that reveal patterns about what really drives a person's purchase decisions.*

Marketing

Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money, Robert J. Kaden, 2006 (658.83 K).

*Expanding upon the work of Jay Conrad Levinson, author of over 20 books on the Guerrilla approach including **Guerrilla Marketing: Secrets for Making Big Profits From***

Your Small Business (658.8 L) and **Guerrilla Marketing Online Weapons: 100 Low-Cost, High-Impact Weapons for Online Profits and Prosperity** (658.8002 L), Robert J. Kaden takes the Guerrilla approach and applies it to marketing research. Written to be a guide for the non-professional researcher, Kaden demonstrates how entrepreneurs and small to mid-size businesses can conduct custom designed primary research. Research methods discussed include how to conduct focus groups and surveys with specific chapters devoted to writing questionnaires, organizing data and statistical techniques.

Buzzmarketing: Get People to Talk About Your Stuff, Mark Hughes, 2006 (659.733 H).

In this book, Mark Hughes presents a six-point buzz marketing plan to "capture the attention of consumers and the media to the point where talking about your brand or company becomes entertaining, fascinating and newsworthy."— the book's definition of buzz marketing. Hughes is the mastermind who in the year 2000 persuaded the town of Halfway, Oregon, to rename itself Half.com. He draws on his own real-world experience as a marketing executive as well as some of the great buzz generators of late.

Upcoming Events

All events are held at the Chester County Library. Programs are free and open to the public. Upcoming events are also listed on **CCL Business INC**, <http://business.ccls.org/businessat.htm> → click on **Business Events**. For information and reservations call **610-280-2624** or e-mail business@ccls.org.

Wednesday, November 15
7:00-8:30 PM

Never Rule Without a Magician, a Sage and a Fool

Clare Novak, Chester County Resident, international leadership development trainer, and consultant and founder of Novak & Associates will discuss her new book ***Never Rule Without a Magician, a Sage and a Fool: How Great Advisors Help Leaders Soar, While Keeping Both Feet on the Ground***. Ms. Novak's clients represent a variety of industries and range from multi-national corporations to not-for-profit organizations. Her expertise is drawn from significant experience leading organizational change as both an internal and external practitioner. She was the 1998 recipient of the Helen Dutcher Mentoring Award from the American Society for Training and Development, Philadelphia Chapter.

KUSBDC Classes

These classes are held at the Chester County Library.

How to Start and Operate a Small Business

Sponsored by the Small Business Assistance Center (SBAC), Kutztown University Small Business Development Center (KUSBDC) and SCORE. Registration required, call **SBAC**

610-444-1721 or **KUSBDC** toll free **877-472-7232** or visit **KUSBDC's** website www.kutztownsbdc.org. *There is a one-time \$15.00 materials fee for this class.* Contact KUSBDC for payment information.

Wednesday, September 13

Wednesday, October 11

Wednesday, November 8

Wednesday, December 13

6:00-8:30 PM • Struble Room

Entrepreneurial Assessment

This workshop will help you answer three questions about yourself and your plans: Why do you want to go into business for yourself? Are you suited to be an entrepreneur? What should you do next? It covers the reasons people go into business for themselves, some myths and truths about starting a business, factors that help make businesses successful, activities to help you determine if you could be a successful entrepreneur, setting goals and resources to help you. Registration required, call **KUSBDC** toll free **877-472-7232** or visit **KUSBDC's** website www.kutztownsbdc.org. *There is a one-time \$15.00 materials fee for these classes.* Contact KUSBDC for payment information.

Wednesday, September 27

Thursday, November 16

3:30-6:00 PM • Struble Room

First Step Series

Four business planning workshops. ***Attendees must register with KUSBDC before attending Business Plan I. The sessions must be taken in order. A certificate will be awarded at completion of all four Business Planning classes.*** To register, call **KUSBDC** toll free **877-472-7232** or visit **KUSBDC's** website www.kutztownsbdc.org. *There is a one-time \$60 materials fee for these classes.* Contact KUSBDC for payment information.

Series starting October 5:

All 3:30-6:00 PM

Thursday, October 5 • Board Room
Business Plan I

Thursday, October 12 • Struble Room
Business Plan II

Thursday, October 19 • Struble Room
Business Plan III

Thursday, October 26 • Struble Room
Business Plan IV

Series starting November 30:

All 3:30-6:00 PM • Struble Room

Thursday, November 30
Business Plan I

Thursday, December 7
Business Plan II

Thursday, December 14
Business Plan III

Thursday, December 21
Business Plan IV

Chester County Library System

Atglen Public Library (610-593-6848)
Avon Grove Library (610-869-2004)
Bayard Taylor Memorial Library (610-444-2702)
Chester County Library (610-280-2600)
Chester Springs Library (610-827-9212)
Coatesville Area Public Library (610-384-4115)
Downingtown Library (610-269-2741)
Easttown Library & Info. Center (610-644-0138)
Henrietta Hankin Branch Library (610-321-1700)
Honey Brook Community Library (610-273-3303)
Malvern Public Library (610-644-7259)
Oxford Public Library (610-932-9625)
Paoli Library (610-296-7996)
Parkesburg Free Library (610-857-5165)
Phoenixville Public Library (610-933-3013)
Spring City Free Library (610-948-4130)
Tredyffrin Public Library (610-688-7092)
West Chester Public Library (610-696-1721)