

SBDC LIBRARY

Books	Authors	Topic
Finance and Accounting		
"How To Build Business Value Today"	Geneva Companies	(presentation) Business Value
Accounting & Financial Control	Douglas W. Kurz & Dawn K. Rhodes	Manual for Accounting & Finance
Accounting for the New Business	Christopher R. Malburg, CPA, MBA	Accounting Strategies
Basics of Finance and Accounting	Theodore Cohn & Samuel Laibstain	Finance & Accounting (tape)
Borrowing For Your Business	George M. Dawson	Guidelines for Borrowing
Credit and Collection	Jack Horn & Michael Dennis	Forms and Procedures Manual
Financial Keys to Small Business Profitability	Edward N. Rausch	Financial Management
Financial Troubleshooting	David H. Bangs, Jr.	Money Management
Keeping the Books	Linda Pinson & Jerry Jinnett	Record Keeping & Accounting
The Cash Flow Control Guide	David H. Bangs, Jr.	Profit Management
Legal		
How to Buy a Business	Richard A. Joseph, Anna M. Nekoranec & Carl H. Steffens	Guidelines to Buying
How to Buy a Business with No Money Down	Steven K. Beckner	Guidelines for Buying a Business
Human Resources and the Law	Dana Shilling	Guide to Human Resources
Journal of Small Business Management	Blackwell Publishing	Business Management
Labor Law Basics	Stewart R. Shepherd, J.D. & Peter R. Bulmer, J.D.	Impact of Federal Regulations on Employee Benefits
Pricing for Profit	Curtis W. Symonds	Business Management
Sales Manager's Desk Book	Gene Garofalo	Sales Management
The Book of Five Rings	Miyamoto Musashi	Japanese Management
The Business Agreements Kit	Ted Nicholas	Legally Protect Business
The Complete Guide to Selling Your Business	Paul S. Sperry & Beatrice H. Mitchell	Guidebook to Selling a Business
The Complete Guide to Selling Your Business	Paul S. Sperry & Beatrice H. Mitchell	Guidebook to Selling a Business
The Law (In Plain English) for Craftspeople	Leonard D. DuBoff	Crafts Report Book
The Small Business Financial Resource Guide	MasterCard International (unknown)	Assistance for Small Companies
Valuing a Business	Unknown	Valuing Business
Valuing a Business	Unknown	Valuing Business
Management		
AMA Management Handbook	Russell F. Moore	Handbook for Management Skills
Asking For Money	G. Bradley Mathewson	Guide to Financing Process
Basics of Successful Business Management	William R. Osgood	Operating Small Business
Beating the Street	Peter Lynch	Investing
Building Profitable Relationships for Maximum Results	Tom Hopkins	(tape)
Career Satisfaction and Success	Bernard Haldane	Guidelines for Managing your Strengths
Compensating Key Executives in the Small Company	Theodore Cohn & Roy A. Lindberg	Compensation
Compensation	Robert E. Sibson	Compensation
Competence in Interpersonal Conflict	William R. Cupach & Danial J. Canary	Interpersonal Conflict
Competitive Strategy for Health Care Organization	Alan Sheldon with Susan Windham	Management of Medicine
Creating and Delivering Totally Awesome Customer Experiences	Gary W. Millet & Blaine W. Millet	Customer Experience Mapping
Designing Restaurant Interiors	Harry Beckus, A.S.I.D	Guide for Food Service Operations
Dogbert's Top Secret Management Handbook	Scott Adams	Management Skills
Financial Management for Small Business	Edward N. Rausch	Financial Management
From Rags to Riches	Marvin E. Segal	Success in Apparel Retailing
Get Better or Get Beaten!	Robert Slater	Leadership Secrets from Jack Welch
Great Print Advertising	Tony Antin	Approaches, Strategies & Tactics

SBDC LIBRARY

Books	Authors	Topic
Guerrilla Marketing Weapons	Jay Conrad Levinson	Marketing Methods
Have You Got What it Takes?	Joseph R. Mancuso	Guidelines to Starting a Business
Hidden Assets and Opportunities That Can Change Your Life	Jay Abraham	(tape)
High Tech Start Up	John L. Nesheim	Creating High Tech Companies
Hodges' Harbrace Handbook	John C. Hodges	Handbook for Writers
How to be a Retail Advertising Pro.	J.Y. Ocko & M.L. Rosenblum	Retail Advertising
How to be Organized in Spite of Yourself	Sunny Schlenger & Roberta Roesch	Management Skills
How to Lead and Succeed in a Knowledge-Based World	Denis Waitley	(tape)
How to Manage By Results	Dale D. McConkey	MBO Practice
How to Promote Your Restaurant	J. Walter Thompson	Merchandising & Advertising Guidebook
How to Sell Anything to Anybody	Joe Girard	Selling Guidebook
How to Sell Your Art and Crafts	Loretta Holz	Marketing Guide
How to Set Up and Run a Typing Service	Donna Clark Goodrich	Small Business
Image Marketing	Joe Marconi	Using Public Perceptions to Attain Business Objectives
In Search of Excellence	Thomas J. Peters & Robert H. Waterman, Jr.	Lessons from America's Best-Run Companies
Interviewing For Mangers	John D. Drake	Guidelines for Interviewing
Keller's Official OSHA Construction Safety Handbook 2nd edition	J.J. Keller & Associates Inc.	OSHA Guidelines
Keller's Official OSHA Safety Handbook 3rd edition	J.J. Keller & Associates, Inc.	OSHA Guidelines
Key Account Selling	Mack Hanan	Strategies for Profit & Penetration
Loud & Clear	S.Y. Lazarus	Guide to Effective Communication
Managing Customer Value	Bradley T. Gale	Guidelines to Customer Service
Managing for Results	Peter F. Drucker	Managing Opportunities
Managing in Turbulent Times	Peter F. Drucker	Management
Managing People	Bob Adams	Leading your Staff
Managing the Small Business	Cynthia C. Ryans	Insights to Managing
Market Wizards	Jack D. Schwager	Interviews with Top Traders
Modern Restaurant Service	John Fuller	Manual for Students & Practitioners
Motivating & Rewarding Employees	Alexander Hiam	Ways to Inspire your People
Muddling Through	Roder A. Golde	Unbusinesslike Management
No Guts No Glory	Roy Eugene Coats	True Story of Success
No-Nonsense Delegation	Dale D. McConkey	Aspects of Management
Patton's Complete Guide to Productivity Improvement	John A. Patton	Guidebook to Productivity
Profitable Restaurant Management	Kenneth I. Solomon & Norman Katz	Restaurant Management
Reality-Centered People Management	Erwin S. Stanton	Improving Productivity
Records Management	Susan Z. Diamond	Guide to Organization
Risk Management for Small Business	Claire Lee Reiss, J.D., ARM	Small Business Management
Secrets of America's Richest Investors	Adrian Day	Investing
Short-Term & Long-Term Financial Management	Dennis E. Logue	WG&L Handbook
Show Me The Money	Bruce J. Taylor	Profit-Focused Management
Small Business Turnaround	Marc Kramer	Managing Small Business
Small Business, An Information Sourcebook	Cynthia C. Ryans	Oryx Small Business Sourcebook
Smart Steps to Smart Choices	David H. Bangs, Jr.	Testing Business Ideas
SmartStart-Your Utah Business	Oasis Press	Small Business Information
So you Want to Start a Restaurant?	Dewey A. Dyer	Handbook for Managing a Restaurant
Strategic Employment Policy	James P. Begin	Organizational Systems
Strategic Selling	Robert B. Miller, Stephen E. Heiman, Tad Tuleja	Sales Systems
Successful Marketing for Small Business	William A. Cohen & Marshall E. Reddick	Marketing Manual
Swim With The Sharks	Harvey Mackay	Handbook to Success
The Balanced Scorecard	Robert S. Kaplan & David P. Norton	Strategic Planning

SBDC LIBRARY

Books	Authors	Topic
The Business Owner's Guide to Achieving Financial Success	David A. Duryee	Owner's Guide
The Cheshire Cat Approach to Market Research	Small Business Development Center	Marketing Research
The Complete Book of Manufacturing Management	Steven Wassermann	Manufacturing Management
The Copy Work Shop	Bruce Bendinger	Workbook
The Deming Management	Mary Walton	Management Method
The Entrepreneur's Manual	Richard M. White, Jr.	Management Skills
The Essays of Warren Buffett: Lessons for Corporate America	Warren E. Buffett	Buffett Essays
The First-Time Manager	Loren B. Belker	Managing People
The Insider's Guide to Small Business Resources	David E. Gumpert & Jeffry A. Timmons	Guidelines for Survival
The Management of Hotel and Motel Condominiums	Peter M. Gunnar & Judith A. Burkhart	Management Handbook
The McGraw-Hill Handbook of Business Letters	Roy W. Poe	Letter Writing Handbook
The One Minute Manager	Kenneth Blanchard, Ph.D & Spencer Johnson, M.D.	Management Method
The Science of Personal Achievement-The 17 Universal Principles of Success	Napolean Hill	(tape)
Top Man	Don G. Mitchell	Reflections of a Chief Executive
Tough-Minded Management	Joe D. Batten	Leadership of Organization
Understanding Financial Statements	Gus Gordan	Guidebook to Financial Statements
Understanding Financial Statements	Lyn M. Fraser	Guide to Financial Statements
Uniform System of Accounts for Restaurants	National Restaurant Association	Accounting Guidelines for Restaurants
What America's Small Companies Pay Their Sales Forces...	Christen P. Heide	Compensation
Winning Office Politics	Andrew DuBrin	DuBrin's Guide
Your Sale Advertising can be Better	J.Y. Ocko & M.L. Rosenblum	Advertising
Zions Capital Resource Guide	R. Kent Moon & Robert H. Nigohosian	Guide to Financing Small Business in Utah
Marketing		
101 Ways to Get Cash From the Government	James Wyatt	Information on Federal Government Agencies
A Financing Guide for Recycling Business: Investment Forums, Meetings	Kirkworks	Financing Guide
Avoiding Patent, Trademark and Copyright Problems	Thomas G. Field, Jr.	Legal Guidebook
Copyright & Trademark	Stephen Elias	Property Law
Creating Customers	David H. Bangs, Jr.	Marketing for Small Business
Develop and Market Your Creative Ideas	Dale A. Davis	Marketing strategies
Financial Management: A Primer	Stephen R. Foerster	Financial Management
From Start-Up to Success	Madson & Metcalf	Intellectual Property
Getting into Your Customer's Head	Kevin Davis	Selling Strategies
Guerrilla Financing	Bruce Blechman & Jay Conrad Levinson	Finance for Small Business
Guerrilla Marketing Attack	Jay Conrad Levinson	Strategies & Tactics
Health Care Marketing Plans: From Strategy to Action	Steven G. Hillestad & Eric N. Berkowitz	Marketing Plans for Health Care
Helping Your Business Grow	Brooks Fenno	Marketing Ideas
How to Get a Million Dollars Worth of Free Publicity!	Dian Thomas	Marketing
How to Manage Yourself	Med Serif	Guidebook to Organization
"How to Market a Product for Under \$500"	Jeffrey Dobkin	Marketing Handbook
How to Read a Financial Report	Merrill Lynch	Finance Handbook
How to Read a Financial Report	Merrill Lynch	Finance Handbook
How to Read a Financial Report	Merrill Lynch	Finance Handbook
How to Read a Financial Report	Merrill Lynch	Finance Handbook
How to Read a Financial Report	Merrill Lynch	Finance Handbook
International Economics: Theory and Policy	Paul R. Krugman & Maurice Obstfeld	Economics
Inventor Assistance Source Directory	Pacific Northwest National Laboratory (unknown)	Marketing Guide
Market Driven Strategy	George S. Day	Marketing Strategy
Marketing	William M. Pride & O.C. Ferrell	Marketing

SBDC LIBRARY

Books	Authors	Topic
Marketing with Newsletters	Elaine Floyd	Marketing Strategy
Marketing Your Invention	Thomas E. Mosley, Jr.	Marketing Strategies
Positioning: The Battle for Your Mind	Al Ries & Jack Trout	Guide to the Marketplace
Profitable Crafts Marketing	Brian T. Jefferson	Guide to Selling
Re-Inventing the Corporation	Johne Naisbitt & Patricia Aburdene	Transforming Your Job for the New Information Society
ROI Basics for Nonfinancial Executives	Allen Sweeny	Using Corporate Funds
Small Business Guide to Risk Management	AIG Small Business	Risk Management
Strategic Marketing in Food Service	Irving I. Eison	Marketing Strategies
The 27 Most Common Mistakes in Advertising	Alec Benn	Advertising
The Complete Guide to Infomercial Marketing	Timothy R. Hawthorne	Infomercial Marketing
The Fail-Proof Enterprise	Bob Thomas	Success Model for Entrepreneurs
The Focus Group	Jane Farley Templeton	Strategic Guide to Focus Group Interview
The Great Brain Robbery	Ray Considine & Murray Raphel	Marketing
The Lease/Buy Decision	Robert E. Pritchard & Thomas Hindelang	Guide to Buying Decisions
The Marketing Game!	Charlotte H. Mason & William D. Perreault, Jr.	Marketing
The Marketing Plan	William M. Luther	Prepare & Implement a Plan
Thriving on Chaos	Tom Peters	Handbook to Management
Up the Organization	Robert Townsend	Marketing Strategies
Western Investor Directory	Western Regional Assoc of Small Business Investment Co.	Investing
What They Don't Teach you at Harvard Business School	Mark H. McCormack	Notes from McCormack
References		
2000 Statistical Yearbook of the Immigration and Naturalization Service	U.S. Department of Justice	Statistical Yearbook
Annual Statement Studies	RMA	Financial Ratio Benchmarks
Buy the Right Business-At the Right Price	Brian Knight	Guide to Acquisition
Commodity Code	State of Utah Division of Purchasing	Commodity Code
Drug Free Workplace Program for the State of Utah	The Utah Council for Crime Prevention	Guidelines to Drug Free Workplace
Encyclopedia of Associations Volume 1 Part 1	Kimberly N. Hunt	National Organizations of the U.S.
Encyclopedia of Associations Volume 1 Part 2	Kimberly N. Hunt	National Organizations of the U.S.
Encyclopedia of Associations Volume 1 Part 3	Kimberly N. Hunt	Name and Keyword Index
Encyclopedia of Associations Volume 2	Kimberly N. Hunt	Geographic and Executive Index
Encyclopedia of Associations Volume 3	Kimberly N. Hunt	Supplement
Federal Procurement Data System	Unknown	Product & Service Codes
How to Identify and Successfully Package - SBA Loans	Guardian State Bank	Loans
How to Improve Performance Through Appraisal and Coaching	Donald L. Kirkpatrick	Appraisal Systems
Human Resources	Jill A. Rossiter	Mastering Small Business
Human Resources	Jill A. Rossiter	Mastering Small Business
Inventing & Patenting Sourcebook	Richard C. Levy	Sourcebook
Inventor Assistance Source Directory	Unknown	Contact Information
Kids Count Data Book 2001	Annie E. Casey Foundation	Child Well-Being
Kids Count Data Book 2002	Annie E. Casey Foundation	Child Well-Being
Ready, Aim, Hired	Allan Karson	Developing a Resume
Research Alert Yearbook: 2000 Edition	Editors of Research Alert	Reference
Self-Employment	University of Montana	Steps for Vocational Rehabilitation Counselors
Small Business Sourcebook Volume 1	Amy Lynn Park	Specific Profiles A-R
Small Business Sourcebook Volume 2	Amy Lynn Park	Specific Profiles S-Z
The Book of Business Knowledge	Unknown	Business Skills
The Book of Inside Information	Bottom-Line Personal	Business Information
The Complete Do-It-Yourself Personnel Department	Mary F. Cook	Handbook

SBDC LIBRARY

Books	Authors	Topic
The Great Book of Business Secrets	Boardroom Classics	Business Skills
The Guide to Retail Business Planning	Warren G. Purdy	Handbook for Retail Business
The Personnel Planning Guide	David H. Bangs, Jr.	Management Skills
U.S. Business Communications Directory	Mary Alampi & Sheila Dow	Contact Information
U.S. Industry & Trade Outlook '99	McGraw-Hill	U.S. Economy
Utah Shakespearean Festival Study Conducted	Dan Jones & Associates, Inc.	Study
Your Career: How to Make it Happen	Julie Griffin Levitt	Guidebook to Career
Abstracts		
Beauty Supply Store	Entrepreneur Group	Beauty Business Guide
Creating A Successful Business Plan	Entrepreneur Magazine's	Guide to Business Plan
Federal Procurement Data System	Unknown	Product & Service Codes
Financing Your Small Business	Entrepreneur Magazine's	Guide to Finance
Homebased Business Resource	Entrepreneur Magazine's	Start-Up Guide
How to Start a Consulting Service	Entrepreneur Magazine's	Guide to Consulting Service
How to Start a Lawn Care Business	Entrepreneur Magazine's	Guide to Lawn Care Business
How to Start A Restaurant	Entrepreneur Magazine's	Step-by-step Guide
How to Start a Seminar Promotion Business	Entrepreneur Magazine's	Guide to Seminar Promotion
How to Start a Travel Agency	Entrepreneur Magazine's	Guide to Travel Agency
Industry Study of Bed-and-Breakfast/Country Inns 1996 Operations, Ma	Professional Association of Innkeepers International	Study
Kids Count Data Book 2003	Annie E. Casey Foundation	Child Well-Being
Mail-Order Business	Entrepreneur Magazine's	Start-Up Guide
Starting Your Own Business	Entrepreneur Magazine's	Guide to Starting a Business
Statistical Abstract of the United States: 2001	U.S. Department of Commerce	Data Book
Statistical Abstract of the United States: 2002	U.S. Department of Commerce	Data Book
Statistical Abstract of the United States: 2003	U.S. Department of Commerce	Data Book
Successful Sales & Marketing	Entrepreneur Magazine's	Guide to Sales & Marketing
Supervisor Training: Vista	AmeriCorps* Vista	Participant's Manual
The Internet Entrepreneur	Entrepreneur Magazine's	Business Start-up Guide
United States B&B/Inn Guest Study	YBR Marketing	Study