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## BUSINESS

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### Ten Books To Read In November

The Entrepreneur

BY MARC KRAMER, FOR THE BULLETIN

FRIDAY, NOVEMBER 06, 2009

There are two months left in the year and a perfect time to prepare for attaching the last year of the first decade of the millennium. For people it is about improving their existing business and for others it starting a new full or part-time business.

Here are three books to consider:

1. The Coaching Connection, by Paul Gorrell and John Hoover. Every good manager wants to improve the performance of their employees. This book provides a process and methodology along with examples in ways to improve performance. (AMACOM)
2. The Laws of Disruption, by Larry Downes. The author identifies business trends that will shake up businesses and industries, which provides ideas for new opportunities. (Basic Books)
3. The Network Challenge: Strategy, Profit and Risk in an Interlinked World, by Wharton professors Paul Kleindorfer and Jerry Wind. These two professors put together a comprehensive book that looks at risks and opportunities on every business level. (Wharton Publishing)
4. Guerrilla Marketing in 30 Days, by Jay Conrad Levinson and Al Lautenslager. Every business needs marketing to drive sales, but few can afford traditional print advertising, e-mail marketing campaigns or airwave media. This book is an updated version of the best selling original Guerrilla Marketing. This book provides an up to date version that includes all of the social networking tools and how best to utilize them. (Entrepreneur Press)
5. 140 Characters, by Dom Sagolla. Anyone who uses Twitter knows this is the total number of characters you can use on this web based text messaging service. It isn't easy to condense one's comments in so few words. This book provides newbie's in how to successfully use this communication tool and the various short forms of communicating messages, ideas and comments. (Wiley and Sons)
6. Design and Launch an Online Business in a Week, by Jason Rich. You can read this book in a flight from Philadelphia to Los Angeles. It's an easy read that provides a step by step process in developing an online business whether building from scratch or using a store front through eBay. There are excellent case studies in the book. (Entrepreneur Press)
7. Get Connected: The Social Networking Toolkit for Business, by Starr Hall and Chadd Rosenberg. Another book you can read in a cross country flight. The book covers all types of online social networking from Facebook to blogs to Twitter. The writers provide advice on how best to take advantage of each type of service along with examples of people who successfully used these new millennium tools. (Entrepreneur Press)
8. Blogging for Fame and Fortune, by Jason Rich. Yes, the same Jason Rich who wrote "Design and Launch an Online Business." This writer has a knack for being able to provide a substantive book that simplifies the readers understanding of how to take advantage of an online medium that Technocrati.com claims almost 2 million people either make a full or part-time living from. (Entrepreneur Press)
9. The Danger Zone: Lost in the Growth Transition, by Jerry Mills, founder of B2B CFO. Although this book is really written for mid-size businesses, I think it is very useful for startups and small business owners. It's an easy read that reminds the owner about the need to have a buttoned-down financial system and focus on their areas of expertise while outsourcing non-core competencies. (Mills Publishing)
10. Up and Out of Poverty, by Philip Kotler and Nancy Lee. This is not a light read, but worthwhile read. The book focuses on the power of social marketing, not the online version, but the one that focuses on how to change the lives of the world's poor, which basically number, according to the United Nations, 20 to 25 percent of the world. Although what these people make in year, in many cases, is less than what Bill Gates

### A Special Message From The Publisher

### Israel Advocacy Committee Announces A Community Wide Briefing

#### Breaking News

By Reuters

Obama makes pitch for House healthcare votes  
Obamas to attend Fort Hood memorial Tuesday  
Afghans killed during search for missing U.S. troops  
UK floats bank levy  
Iran says over 100 people detained at anti-U.S. rally

#### Latest Video

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1 Dead in Orlando Shooting; Gunman Caught

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Pelosi's Reform Bill Establishes Waiting List (3113)  
Obama Uses Semantics To Avoid Abortion Issue (1513)

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More Events

NOVEMBER 2009

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8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30					

Private Consult with Casting Director Kathy Wickline!

PAFA Summer Fundamentals Art Camps 2009

More Calendar »

makes in minute, they are capable of buying and selling products. The micro-loan program has demonstrated the viability of this book and this book provides great insights into this still relatively untapped opportunity. (Wharton Press)

Marc Kramer, who is the author of five books and faculty member at the Wharton School of Business at the University of Pennsylvania, is a serial entrepreneur.

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