

# SMALL BUSINESS LENDING LIBRARY

## **B10-1001 WAYS TO REWARD EMPLOYEES**

Bob Nelson

The idea? That it's not a raise that motivates an employee and it's not a promotion what really sparks a person to perform are those intangible, unexpected gestures that signify real appreciation for a job well done.

## **B19-10 STEPS TO EMPOWERMENT--A Common Sense Guide to Managing People**

Diane Tracy

Tracy shows that when managers empower their employees, they gain real power for themselves. Through her 10 principles for empowering people she answers questions like: Why respect for the individual is the key to releasing one's personal power.

## **B20-7 STEPS FOR DEFEATING BIAS IN THE WORKPLACE: MAKING DIVERSITY WORK**

Sondra Thiederman

Litigation. Costly turnover. Lost business. Discrimination. These are the penalties workplace bias exacts from American business-penalties that companies cannot afford to pay. The author has found a way to prevent these losses by providing executives and managers with a step-by-step strategy for minimizing bias and maximizing the ability to effectively manage diversity. To that end-and ignoring the stifling rules of political correctness-she dissects the problems surrounding diversity in the workplace and offers specific, do-able strategies focused on creating individual change. Using real-life examples, practical tips, and exercises, she guides readers on a journey of self-discovery, intellectual awareness, and healing.

## **B21-12 CHOICES THAT LEAD TO YOUR SUCCESS**

David Cottrell

This book, based on the experience of many the observations of many more, will provide insight into 12 choices others have made-and you can make-to enhance your chances for success in your career. The path we'll mark is not an easy one, but the sum total of these 12 choices creates a philosophy that not only allows you to make better decisions, but encourages success in every aspect of your life.

## **B100-THE ABILENE PARADOX AND OTHER MEDITATIONS ON MANAGEMENT**

Jerry B. Harvey

Harvey offers insightful and funny meditations on the craziness of everyday organizational life. This book reveals how organizations continually set themselves up for failure and offers ideas to help improve their own lives and the lives of those with whom they work.

## **B250-A BASIC GUIDE TO EXPORTING**

U.S. Department of Commerce

This publication is designed to provide information needed to export profitably. It tells what decisions have to be made, what knowledge is needed to make them, and where to get the necessary information.

## **B275-A CARROT A DAY: A DAILY DOSE OF RECOGNITION FOR YOUR EMPLOYEES**

Adrian Gostik & Chester Elton

From the bestselling authors of The 24-Carrot Manager comes a manager's handbook on motivating employees through praise and recognition. Employees fed a steady diet of carrots focus better on company goals. They spot new opportunities faster. They have longer employment life spans (translation: lower turnover). And they can lift companies higher than you might have dreamed possible.

## **B300-ACTION COACHING: HOW TO LEVERAGE INDIVIDUAL PERFORMANCE FOR COMPANY SUCCESS**

David Dotlich & Peter Cairo

Chances are, if you're a manager in most any organization today, coaching has become an integral part of your responsibilities. And there's no more effective approach to coaching than Action Coaching. Developed by the authors through their work with Levi Strauss, Colgate, Bank of America, Arthur Andersen and other leading companies, Action Coaching is the only coaching process that dramatically increases an individual's personal performance in direct correlation with established organizational goals.

**B325-BARGAINING ACROSS BORDERS: HOW TO NEGOTIATE BUSINESS SUCCESSFULLY ANYWHERE IN THE WORLD**

Dean Allen Foster

How do you convey respect in Japan? Are business gifts appropriate in Kuala Lumpur? Can women negotiate contracts in Morocco? The right answers can mean lucrative foreign deals. The wrong ones can spell farewell to golden opportunities abroad. Now you no longer have to rely on instinct and hearsay to succeed in cross-cultural negotiations. This book prepares you for the real-life situations you'll face in international deal-making. You will learn all the right moves, whether your business takes you to Japan and the Pacific Rim; Western, Southern, or Central Europe; Latin America and the Caribbean; the Arab world; or Australia. Emphasizing the acquisition of a "global mindset", this book tells you how to recognize the real leaders among your foreign counterparts; handle crucial cross-cultural differences in negotiating styles; deal with unfamiliar concepts of punctuality, manners, and gift-giving; and emerge victorious as a successful international negotiator!

**B350-BORROWING FOR YOUR BUSINESS--Winning the Battle for the Banker's "Yes"**

George M. Dawson

In this insider's guide to borrowing, George Dawson, a former banker, shares his inside information on how business people can get what they want from their bank. Dawson reveals the unknown factors that influence the granting of credit and provides complete guidelines to making a loan proposal stand out in the crowd.

**B375-BREAKING INTO THE TRADE GAME--A Small Business Guide to Exporting**

U.S. Small Business Administration and AT&T

The U.S. Small Business Administration's Office of International Trade developed this Trade Guide as an information tool to assist American business develop international markets.

**B390 - HOW TO WRITE A BUSINESS PLAN**

Edwin T. Grego, Jr. Peter D. Schiffrin, Ronald A. Gunn and James C. Kauss

This course is packed with the information you need to put together a business plan suited to your company. It covers the details crucial to success for any type of business. Determine your company's capabilities, strengths and weaknesses, understand the special factors that affect a plan for a start-up business, diagnose your competitive situation, and set realistic goals on the basis of your projections and analysis

**B400-BUSINESS PLANNING GUIDE,**

Economic Development and Technical Assistance Center

Developed to assist you in constructing a logically arranged reasonably complete business plan and financing proposal.

**B415- BUSINESS STRATEGIES FOR PREPARING THE 21ST CENTURY WORKFORCE**

A U.S. CHAMBER OF COMMERCE SYMPOSIUM

The goal of this book was to identify and outline a wide range of programs that are successfully addressing this issue across the United States. Furthermore, it aimed to assist businesses and local chambers to create workforce development programs that are applicable in their own communities.

**B425 - BUSINESS WRITING SKILLS: HOW TO SHARPEN YOUR**

Nan Levinson and Janet Molinari Nelson

Learn the techniques and guidelines you need to write memos, reports, and proposals that command attention and get the results you want. You'll learn how to: project a positive and professional image, use electronic communication correctly and effectively, choose the words, sentences, punctuation, and style that best convey your ideas.

**B460-COBRA: EMPLOYERS GUIDE TO THE FEDERAL HEALTH INSURANCE CONTINUATION AND PORTABILITY RULES** - 7th Edition, Richard J. Simmons, Attorney @ Sheppard, Mullin, Ritcher & Hampton LLP

This publication examines many of the significant features of COBRA, the amendments to the law, and the regulations issued by the Department of the Treasury clarifying the obligations created by COBRA. Employers are reminded that the provisions and interpretations of the law can be materially affected by court decisions, regulations, and legislative amendments. Accordingly, it is imperative that employers monitor developments in the area. Furthermore, because this publication is not intended to offer legal

**B475-THE COMEBACK STATE** (2 book set) The Public Policy Institute

This book looks at NY State's top two priorities: jobs and kids. It explains how NY can secure its future economic and social health by making sure that all of our children are fully prepared to take their place in the economic mainstream.

**B490-COMMUNICATING LEADERSHIP:** An Organizational Perspective

Patricia D Witherspoon

The purpose of this book is to suggest that leadership is a set of behaviors exhibited in a proactive process--a process dependent on an understanding of, and a facility at, communication.

**B494-THE COMPLETE GUIDE TO CONSULTING CONTRACTS:**

How to Understand, Draft, and Negotiate Contracts that Work

Herman Holtz

With the assistance of legal experts, author and consulting expert Herman Holtz has provided all the protection you need in one easy-to-use book. Also includes 40 model agreements and clauses on disk.

**B495-THE COMPLETE GUIDE TO CONSULTING SUCCESS:**

A Step-by-Step Handbook to Build a Successful Consulting Practice Complete with Agreements and Forms

Howard Shenson and Ted Nicholas

This is the one-stop guide you need to create a lucrative consulting practice! This book will help a new consultant start with a firm footing, an existing consultant supercharge their practice, and a pro look into their future.

**B525 -CORPORATE CULTURES--**The Rites and Rituals of Corporate Life

Terrence E. Deal and Allan A. Kennedy

Business experts everywhere have been finding that corporations run not only on numbers, but on culture. The authors probe the conference rooms and corridors of corporate America to discover the key to business excellence. They find that the health of the bottom line is not ultimately guaranteed by attention to the rational aspects of managing--financial planning, personnel policies, cost controls, and the like. What's more important to long-term prosperity is the company's culture--the inner values, rites, rituals, and heroes--that strongly influence its success, from top management to the secretarial pool.

**B535 - ACHIEVING THE COMPETITIVE EDGE WITH CUSTOMER SERVICE**

Eberhard E. Scheuing

Learn how to make every customer a customer for life. This course can help you turn your company's customer service department into a stable and long-term profit center. You'll learn how to: Open up new revenue opportunities, identify strengths and pinpoint areas of opportunity, and recruit and train top-notch customer service personnel

**B550 - MANAGING THE CUSTOMER SATISFACTION PROCESS**

J. Stephen Sarazen and James M. Salter

Customer satisfaction is a key focus of successful companies. No matter what you're supplying, you need to know what your customers are demanding. Use this course to begin a new kind of market research. Topics include: setting objectives, discovering what is important, critical needs assessment, action planning, product, service, and organization improvement, ongoing measuring and monitoring

**B575-DECISION TRAPS: THE TEN BARRIERS TO DECISION-MAKING AND HOW TO OVERCOME THEM**

J. Edward Russo & Paul J.H. Schoemaker

Two experts in business management show how to avoid the ten common pitfalls that ensnare decision makers. The very latest research in the fields of business and psychology has been distilled into practical training methods that will save readers from ever making a bad decision again.

**B600-DIRECT MARKETING GUIDE TO CANADA:** U.S. Postal Service (William A. Delphos, editor)

In order for U.S. companies to grow and prosper, expansion into international markets may be an important consideration. This guide will show you how taking the "middle man" out of the traditional marketing process can significantly impact your revenues at the end of the day, using actual case studies as proof. This publication was created both for seasoned international executives as well as executives considering whether or not to compete in the Canadian market.

**B650-DISABILITY ETIQUETTE**

Its on interacting with people with disabilities.

**B660-THE PROMISE OF DIVERSITY: OVER 40 VOICES DISCUSS STRATEGIES FOR ELIMINATING DISCRIMINATION IN ORGANIZATIONS**

Judith H Katz, Frederick A. Miller, Edith W. Seashore, Elsie Y. Cross

Workplace diversity is one of the most critical issues facing organizations today. The Promise of Diversity is a contemporary future-focused business anthology that helps readers understand and address the often controversial, always complex, issues surrounding diversity, discrimination and change management. Over 40 articles offering each author's voice and style, this - collection is itself a living example of diversity and is destined to become a classic reference in its field.

**B675-DOING BUSINESS IN CANADA**

Arthur Andersen and Co.

When considering Canadian investment, one must look carefully at the differences in regulation and taxation that exist between the U.S. and Canada. Anderson and Co. has given a good, general overview of the Canadian business environment and the tax implications associated with Canadian investment, as well as some information on the Canada-U.S. Free Trade Agreement.

**B681- YOUR DREAM MADE EASY**

How to start a successful business.

A step-by-step introduction with worksheets.

**B700-EFFECTIVE COACHING**

Marshall Cook

The role of a coach in the workplace is to help the individual or the team develop and succeed. Coaching employees and teams is ultimately the most critical role of any manager. A trainer using this book should naturally serve as an exemplary coach to his or her group of managers. This means, among other things, paying close attention to their input, and asking appropriate follow-up questions, and being sensitive to their body language and their emotions. In other words, treat the training session as you would have them treat any coaching situation with their employees.

**B715- THE EMPLOYEE HANDBOOK FOR ORGANIZATIONAL CHANGE**

Price Prichette and Ron Pound

Learn the difference between myth and reality during these times of rapid change. Then find out how you can become a change agent in your organization.

**B715.75-EMPLOYEE HANDBOOK AND PERSONNEL POLICIES MANUAL**

Seventh Edition, Richard J. Simmons, Attorney - Sheppard, Mullin, Richter & Hampton

This manual is designed to guide employers through many of the legal and practical considerations applicable to the design, adoption, and implementation of employee handbook and personnel policies.

**B716-THE EMPLOYER-EMPLOYEE RELATIONSHIP IN THE CONTEMPORARY WORKPLACE**

John J. Sarno

The purpose of this book is to help managers, particularly human resource managers, and gain insight into the current legal and organizational dynamics that are transforming the employer-employee relationship. It seeks to place the employer-employee relationship into historical context and to explain how legal trends and market forces have caused the forging of a new relationship.

**B717-EMPLOYER'S GUIDE TO WORKPLACE SECURITY AND VIOLENCE PREVENTION**

3rd Edition, Richard J. Simmons, Attorney @ Sheppard, Mullin, Ritcher & Hampton LLP

This book is intended to acquaint employers with the principal legal considerations relating to workplace violence

**B718- THE EMPOWERED MANAGER-Positive Political Skills at Work**

Peter Block

Looking at a wide variety of organizations, the author shows managers how to beat inherent pressures that erode initiative, dull creativity, and dissuade healthy risk taking. Readers learn how to create a strong vision of the future--one that encourages the best in themselves and in the people around them.

**B719-AMA PARTNERSHIP SERIES ON EMPOWERMENT**

Discussion Guide for Empowering Others and Empowering Yourself,

By William G Kueppers

**B720- ENLIGHTENED LEADERSHIP**

Ed Oakley and Doug Krug

This is a practical, hands-on guide to breaking through the barriers to organizational change. The authors show why most efforts at change fail--and they provide leaders with proven methods for getting their people moving in the right direction.

**B721-ENCOURAGING THE HEART: A LEADER'S GUIDE TO REWARDING AND RECOGNIZING OTHERS**

Kouzes/Posner

The most trusted source for becoming a better leader: When it comes to motivating people to higher standards of performance, nothing--not even money--works as powerfully as the recognition of individual effort and achievement. And yet this 'soft' leadership skill is one many leaders find hardest to command. In this work, the authors delve deeply into the art of encouragement and reveal the practices and techniques exceptional leaders use to inspire extraordinary performance in others. Charged with real-world examples, practical ideas, and expert advice, Encouraging the Heart is your guide to mastering one of the most important elements of exemplary leadership.

**B723 – THE ENTREPRENEUR EQUATION**

Carol Roth

Evaluating the realities, risk and rewards of having your own business.

There's never been a better time to start a business or so the conventional wisdom would have you believe. But with up to 90 percent of businesses failing within the first five years, it's time to take off the rose-colored glasses and think twice before you invest your precious time, money and energy. This book helps you do the math before you set down the entrepreneurial path so that you can answer more than just "Could I be an entrepreneur?" but rather "Should I be an entrepreneur?" By understanding what it takes to build a valuable business as well as how to assess the risks and rewards of business ownership based on your personal circumstances, you can learn how to stack the odds of success in your favor and ultimately decide if business ownership is the best possible path for you, now or ever.

**B725-THE ENVIRONMENTAL SELF-AUDIT FOR SMALL BUSINESS**

A Quick and Easy Guide to Environmental Compliance

Prepared for Small Businesses by several New York State agencies.

This "Environmental Self-Audit for Small Business" serves as a diagnostic tool for companies about to begin operations, for the business that has never examined its environmental impact before, and for the firm that is about to relocate, expand or embark on a new business venture.

**B750-THE ESSENCE OF LEADERSHIP--The Four Keys to Leading Successfully**

Edwin Locke and Associates

Locke examines the styles and methods of corporate giants, and distills their common characteristics and skills into a prototype for effective leadership that any aspiring corporate or organizational leader can follow.

**B775-EXCERPTS FROM BUSINESS RESEARCH METHODS**

Institutes for Organization Management

This book is will aid in the design of research strategies.

**B800-THE EXECUTIVE GUIDE TO STRATEGIC PLANNING**

Patrick J. Below, George L. Morrissey, Betty L. Acomb

This book offers CEOs and senior managers detailed plans on how to:

\* Set up a planning team, \* Develop team goals and define the role each member will play, \*Evaluate a plan's effectiveness and many other resources.

**B810-EXECUTIVE TEAMS**

David Nadler, Janet Spencer & Associates

Facing an explosion of workplace complexity, many executives choose a team-supported approach to organizational leadership over more traditional leadership models. Executive Teams provides both CEOs and senior team members themselves with an unprecedented set of insights and strategies they can use to build and maintain teams that live up to their full potential. Team members get ideas for: \*\*Implementing strategy \*\*Leading transformations \*\*Changing organizational culture . . . and much more!  
" I strongly recommend [this book] to all those in charge of, on, or involved with executive teams."--Paul Allaire, chairman and CEO, Xerox Corporation  
Real-world case studies at Xerox, Corning, AT&T and other top companies to demonstrate exactly what executive teams are all about and detail the proficiencies CEOs must master to ensure their success. The range and depth of professional experience brought to Executive Teams makes it the most comprehensive, practically conceived work on the subject ever written.

**B825-EXECUTION: THE DISCIPLINE OF GETTING THINGS DONE**

Larry Bossidy & Ram Charan

This book shows how to get the job done and deliver results—whether you are running an entire company or in your first management job.

**B865 – FISH – A REMARKABLE WAY TO BOOST MORALE & IMPROVE RESULTS**

Stephen C. Lundin PhD, Harry Paul & John Christensen

Addressing today's most pressing work issues (including employee retention and burnout) with an engaging metaphor and an appealing message that applies to anyone in any sector of any organization. *Fish!* Offers wisdom that is easy to grasp, instantly applicable, and profound—the hallmarks of a true business classic.

**B866 – FISH TALES**

Stephen C. Lundin PhD, Harry Paul & John Christensen with Philip Strand

Bite size stories, unlimited possibilities, Real-life stories to help you transform your workplace and your life.

**B867-FISH! STICKS: A REMARKABLE WAY TO ADAPT TO CHANGING TIMES AND KEEP YOUR WORK FRESH**

Stephen C. Lundin, John Christensen, Harry Paul

The 'o-FISH!-al' follow-up to the phenomenal bestselling *Fish!* and *Fish! Tales*, *Fish! Sticks* is a stand-alone business parable that shows you how to come up with a vision for your business and how to keep it alive, vital, and renewed through tough times, such as turnover in management and staff or a troubled economy. Using the example of a hugely successful, fictional sushi restaurant as a model for a vision of continual renewal, *Fish! Sticks* employs the same kind of easy-to-read story that was used in *Fish!* to illustrate its three major principals of continued success: Commit, Be It, and Coach It. When Stephanie, a new manager, takes over from a wildly popular and now promoted boss, she is faced with the problem of how to keep spirits up in a corporate unit that has, frankly, started to get bored and cranky and revert to its old ways. But then she visits the amazing Taka Sushi (formerly Taka Teriyaki), with its lines of customers cheerfully waiting for hours to get in. Soon, she realizes that the way to keep her employees motivated and her customers delighted can be learned from a bunch of waiters who teach one another everything they need to know. And when she finds out just how the owner of Taka knew to switch her main bill of fare from teriyaki to sushi long before anyone else, what she really discovers is the secret of keeping your work fresh.

**B900-GUERRILLA FINANCING--Alternative Techniques to Finance Any Small Business**

Bruce Blechman and Jay Conrad Levinson

When you feel that all conventional financing sources have fallen short/ turned you down, this is the book for you! This step-by-step five part strategy forces you to be innovative in your approach to getting the money you need to finance any business venture. Also included are chapters on 101 creative strategies, which have been proven to solve those financing problems everyone else said could not be solved and on formulating and presenting a financial plan.

**B925-A GUIDE TO THE NORTH AMERICAN FREE TRADE AGREEMENT--What it Means for U.S. Business- US**

Chamber

This book is a straightforward, interpretive guide to NAFTA and its impact on U.S. business. It takes you through a number of business areas and explains exactly what the agreement does for each, as well as going through plant health, industrial, environmental, and labor standards and/or disputes.

**B1000-HANDLE WITH CARE-MOTIVATING & RETAINING EMPLOYEES**

Barbara Glanz

Frontline techniques and strategies for making employees feel appreciated and improving their performance at every level. Internationally known motivational author and speaker Barbara Glanz provides managers and supervisors with innovative techniques for engaging, developing, and motivating employees. Glanz outlines a framework based on the CARE model: Creative Communication, Atmosphere and Appreciation for all, Respect and Reason for being, Empathy and Enthusiasm for understanding what employees really want from managers. The book is based on research with 1,200 employees at dozens of organizations and includes hundreds of practical ways managers can motivate employees to peak performance while creating an organizational culture that is supportive instead of cutthroat, enjoyable instead of intimidating and profitable on every level.

**B1010-HUMAN RESOURCES IN THE 21<sup>ST</sup> CENTURY**

Marc Effron & Robert Gandossy

New and faster technology, redefined values, and shifting customer demands are changing the way businesses operate in the twenty-first century. Human resources and business leaders are faced with the challenge of redefining their strategies on leadership, talent, and diversity, while evaluating their operational effectiveness. This book presents the compelling contributions of thought leaders—such as David Ulrich, Rosabeth Moss Kanter, and Jeffrey Pfeffer—who offer a road map for what these leaders can expect. Renowned HR executives also provide their expert advice and prescriptions for the future. The nature of human resources will continue to evolve as the new century progresses—with this book, HR professionals can change with it.

**B1027 – HOME BASED BUSINESS FOR DUMMIES**

Setting up a business at home is the easiest, least expensive way to become an entrepreneur. But how do you get started? In this friendly guide, three home business pros show you the way, from finding a great business opportunity and exploring e-commerce options to dealing with legal stuff, finances and other nitty-gritty.

**B1028 & B1028A-HOW TO REALLY START YOUR OWN BUSINESS**

A step-by-step guide featuring insights and advice from the founders of Crate & Barrel, Celestial Seasonings, Pizza Hut and more. This book, workbook and CD is intended to help you begin a company the right way—allowing you to steer around the more difficult hurdles being thrown into the paths of all new businesses.

**B1029 - HOW TO WRITE DYNAMIC BUSINESS PROPOSALS** Mark Rowh

Learn the step-by-step process of creating effective proposals that get results. With this course, anyone with basic writing skills can write powerfully and persuasively. Topics include: Basic Proposal Organization, Initiating Proposal Development, Stating Needs and Demonstrating Capability, Writing Goals, Objectives, and Action Plans, Effective Writing and Revision Strategies, and Packaging and Submitting Proposals

**B1030-ICE STORM '98: A North Country Disaster,**

The Press-Republican

This special publication takes you day-by-day through Ice Storm -98

**B1050-INCOTERM-INTERNATIONAL COMMERCIAL TERMS** INTERNATIONAL Chamber of Commerce

Confused by all the terms and abbreviations used in exporting and shipping? This book can help and comes recommended by recent Exporting Conference experts!

**B1060 – INCORPORATING YOUR BUSINESS FOR DUMMIES**

Let the experts show you how fast and easy it is to incorporate your business. For more than 100 years, the company corporation has been helping businesses like yours get incorporated. Now they've distilled all their expertise into a friendly, easy-to-understand guide that walks you through the entire process. If you want to protect your personal assets, save on taxes, and enjoy the other benefits of incorporation, this book can help you make it happen—starting today!

**B1100-INTERNATIONAL DIRECT MARKETING GUIDE,**

United States Postal Service

This book will help you market your products and services in the international marketplace. The process begins with selecting a market/country, researching the customer, pricing considerations, and ends with legal considerations and sales transactions.

**B1200-IT'S YOUR FROG...WARTS AND ALL**

Douglas West

Anyone who has started a business will claim this story for their own. It captures the real feeling of what it's like to put your money and dreams on the line.

**B1201-FIVE FROGS ON A LOG**

Mark Feldman & Michael Spratt

A riddle: Five frogs are sitting on a log. Four decide to jump off. How many are left? Answer: Five Why?

Because there's a difference between deciding and doing.

*Five Frogs on a Log* offers readers an entertaining and no-nonsense field guide to the mergers and acquisitions jungle, packed with insight and instruction for executing corporate change and capturing shareholder value. Whether you're buying another company or acquiring a new vision of the future, this book proffers an unconventional perspective and a practical, readily accessible set of solutions to the single greatest challenge facing today's managers: executing rapid transitions in mergers, acquisitions and gut wrenching change. Designed for corporate managers and CEOs caught up in the whirlwind of change, every chapter provides accessible ideas and wisdom for navigating the most demanding business transitions.

### **B1210-IT'S OKAY TO BE THE BOSS: THE STEP-BY-STEP GUIDE TO BECOMING THE MANAGER YOUR EMPLOYEES NEED**

Bruce Tulgan

Do you feel you don't have enough time to manage your people? Do you avoid interacting with some employees because you hate the dreaded confrontations that often follow? Do you have some great employees you really cannot afford to lose? Do you secretly wish you could be more in control but don't know where to start? Managing people is harder and more high-pressure today than ever before. There's no room for downtime, waste, or inefficiency. You have to do more with less. And employees have become high maintenance. Not only are they more likely to disagree openly and push back, but they also won't work hard for vague promises of long-term rewards. They look to you— their immediate boss— to help them get what they need and want at work. How do you tackle this huge management challenge? If you are like most managers, you take a hands-off approach. You "empower" employees by leaving them alone, unless they really need you. After all, you don't want to "micromanage" them and don't have the time to hold every employee's hand. Of course, problems always come up and often snowball into bigger problems. In fact, you probably spend too much of your time solving problems and falling behind on your work . . . which leaves even less time for managing people . . . which opens the door for even more problems! In *It's Okay to Be the Boss*, Bruce Tulgan puts his finger on the biggest problem in corporate America— an under management epidemic affecting managers at all levels of the organization and in all industries— and offers another way. His clear, step-by-step guide to becoming the strong manager employees need challenges bosses everywhere to spell out expectations, tell employees exactly what to do and how to do it, monitor and measure performance constantly, and correct failure quickly and reward success even more quickly. Now that's how you set employees up for success and help them earn what they need. Tulgan opens our eyes to the undisciplined workplace that is overwhelming managers and frustrating workers and invites bosses everywhere to accept the sacred responsibility of managing people. His message: It's okay to be the boss. Be a great one!

### **B1213-THE FIVE DYSFUNCTIONS OF A TEAM: A LEADERSHIP FABLE 1ST EDITION**

by Patrick Lencioni

The author turns his keen intellect and storytelling power to the fascinating, complex world of teams. Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's utterly gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight. Throughout the story, Lencioni reveals the five dysfunctions which go to the very heart of why teams even the best ones—often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team.

### **B1215-KICK UP YOUR HEELS...BEFORE YOU'RE TOO SHORT TO WEAR THEM**

Loretta LaRoche

*How do we age well? And can humor, dignity, honesty, wisdom, and other virtues ease the path?* Our society is youth obsessed: Beauty products, special exercises, designer vitamins, plastic surgery, and certain medications are promoted as "the" ways to enhance life. While these formulas may have some merit, they're not enough to prepare us to have a rich, authentic life filled with passion and juiciness. Why do we wait until we're almost dead before we focus on how to age well? Every school system in the country should be preparing us for the inevitable process of aging and how to do it well. Our parents, our schools, and the media should all be teaching us that aging is a process that begins at birth . . . not something to be feared and avoided. Those who continue to be hardy and live long and healthy lives understand that the real path to vitality requires connection, playfulness, flexibility, grace, tenacity, resiliency, curiosity, learning, and good humor. With her trademark humor and practical wisdom, Loretta tackles how to live a long, healthy, juicy life— using herself and many of her friends and mentors as metaphors. Filled with practical advice, lifestyle skills, wisdom, and spirituality, *Kick Up Your Heels* . . . is a mental health spa that will inspire you and your family to live with joy, harmony, and peace while you still have the time!

### **B1218 – KISS, BOW, OR SHAKE HANDS-How to Do Business in 60 Countries**

Terri Morrison, Wayne Conaway, George Borden, PhD

Each chapter in this book focuses on a single country. Every chapter is broken down into four areas. "Country Background," "Business Practices," "Protocol" and "Cultural Orientation"

### **B1250-LEADER AS COACH-STRATEGIES FOR COACHING & DEVELOPING OTHERS**

David Peterson & Mary Dee Hicks

This is a straight-forward, practical book that can help you lead your people and your organization to greater success. The tips and practices in this book will enable you to sharpen your coaching skills so that you can attract and retain the talent you need for success, foster growth in others, provide effective feedback, orchestrate learning opportunities, and groom high-potential performers. After all, your people are your most important asset. Within these pages you'll find: Five high-impact strategies for effective coaching, Useful insights on how to deal with resistance and motivate others and Hundreds of tips and action steps to make you a better coach.



**B1260-THE LEADER'S EDGE-MASTERING THE 5 SKILLS OF BREAKTHROUGH THINKING**

Guy Hale

The men and women who will get ahead in the next decade won't necessarily be harder-working, more motivated, smarter, or even more experienced. Instead, they will think better. Learning how to think, especially in these rapidly changing times, will unlock doors that talent, motivation, and experience alone can't. The Leader's Edge provides the tools to master the "art" of thinking as well as the confidence to handle any business decision. Providing practical skills rather than philosophy along, The Leader's Edge instructs readers on the five skills needed to think more accurately: situation review; cause analysis; decision making; plan analysis; innovation.

**B1270-THE LEADERSHIP MACHINE-ARCHITECTURE TO DEVELOP LEADERS FOR ANY FUTURE**

Michael Lombardo & Robert Eichinger

The Leadership Machine was designed to help you and your organization produce successive waves of take-your-breath-away managers and leaders-and give you and your organization a competitive edge. Mike Lombardo and Bob Eichinger wrote The Leadership Machine after countless requests from people who heard their presentations on leadership development. The Leadership Machine is an easy-to-read handbook that's useful at every stage of individual, supervisory, management, and executive development. The book provides what you need to know to develop yourself and others; describes the best practices in succession planning, 360o feedback, development systems, and assignment management; and reviews the research of successful and unsuccessful applications.

**B1275-THE LEADER IN YOU**

Dale Carnegie and Associates Inc.

This classic Dale Carnegie motivational guide helps you build greater self-confidence and human relation skills in order to discover "the leader in you". In this constantly changing, increasingly competitive business environment, a new breed of manager is needed and this guide can help to build the interpersonal skills necessary for today's unique challenges.

**B1300-THE LEADERSHIP CHALLENGE--How to get Extraordinary Things Done in Organizations,**

James M. Kouzes, Barry Z. Posner

Kouzes and Posner show through research, interviews, and experience with hundreds of managers, how leadership can be learned and mastered by all of us.

**B1315-LEADERSHIP SKILLS FOR MANAGERS & SUPERVISORS**

Training Materials, Kim Stanley, Trainers Direct

Learning to effectively supervise or manage others are among the most critical duties within an organization be it large or small. In this, you will learn, and practice the tools and techniques necessary to ensure your success.

**B1325-THE LEADER'S WINDOW--Mastering the Four Styles of Leadership to Build High-Performing Teams,**

John D. W. Beck & Neil M. Yeager

The Leader's Window provides managers with an action plan for developing high-performing teams that's been "battle tested" and refined over ten years of use

**B1330-LEADING CHANGE**

John Kotter

The author examines the efforts of more than 100 companies to remake themselves into better competitors. He identifies the most common mistakes leaders and managers make in attempting to create change and offers an eight-step process to overcome the obstacles and carry out the firm's agenda: establishing a greater sense of urgency, creating the guiding coalition, developing a vision and strategy, communicating the change vision, empowering others to act, creating short-term wins, consolidating gains and producing even more change, and institutionalizing new approaches in the future.

**B1344 – LET'S GO INTO BUSINESS TOGETHER – 8 SECRETS TO SUCCESSFUL BUSINESS PARTNERING**

Azriela Jaffe

The first step on the road to a successful partnership. Choosing a partner; sharing a vision, settling disagreements; drawing up a contract and much more!

**B1347-LOVE'EM OR LOSE'EM GETTING GOOD PEOPLE TO STAY**

Beverly Kaye & Sharon Jordan-Evans

With replacement costs high and start-up time critical, employee retention is more valuable than ever. This guide provides 26 strategies to keep talented employees happy and productive. Citing research and experience with dozens of organizations, the authors present many examples of how today's companies have applied their retention strategies and increased their retention rates.

**B1350- THE LOYALTY EFFECT**-The Hidden Force Behind Growth, Profits, and Lasting Value

Frederick F. Reichheld

Reveals the secrets of successful companies that base their business strategies on loyal relationships. The author makes the powerful economic case for loyalty--and takes you through the numbers to prove it. His startling conclusions show how even a small improvement in customer retention can double profits for your company.

**B1358-MANAGING BEHAVIOR ON THE JOB**

Paul L. Brown

A self-teaching guide to using recognition, reinforcement and other behavior modification techniques in supervision and management. Explains the antecedents and consequences theory (ABC analysis) and shows how to improve performance by objectively pinpointing, tracking, and analyzing behavior and offering effective reinforcements. Includes worksheets to help readers learn and apply principles in their own work.

**B1362 – MEMORY POWER**

By Steve Moidel

Proven techniques for remembering facts, names and numbers ó easily and instantly

12 audiocassette tapes: How Memory Works, Developing Concentration, More on Improving Concentration, Association & Organization: Principles of Memory, The Phonetic Alphabet, The Alphabet System: The ABC;s of Memorization, The Room System of Memorization, Reading Faster: A Key to Memory Power, More Reading Exercises, The Power of the Memory Tree, The Super Memory Learning System and Memory Power Review

**B1388-MORE SECRETS OF SUCCESSFUL EXHIBITING**

Strategies, tips, and insights to make your exhibiting dollar work smarter and harder from some of America's leading trade show professionals.

**B1400-NEGAHOLICS NO MORE!**

Cherie Carter-Scott

This insightful manual based on the best-selling book provides you with the powerful tools and strategies that have helped thousands of other professionals turn around Negaholism in others- and themselves. You'll transform negative attitudes into positive behaviors to reduce your stress, increase your job satisfaction & watch your personal success soar!

**B1425-THE NEW RATING GUIDE TO LIFE IN AMERICA'S SMALL CITIES**

Kevin Heubusch

This book rates Micropolitan America on everything from Climate to education to Public Safety.

**B1450-NEW YORK AND THE NEW EUROPE**--A Guide to Business Opportunities

KPMG Peat Marwick, with the NYS Dept. Of Economic Development, 1992

European countries are dismantling trade barriers, deregulating industries, and streamlining business practices in an effort to become more competitive. This "New European Market" will have a profound impact on the future of New York companies, so this guidebook was designed to assist NY companies (whether small, medium, or large) take advantage of these emerging opportunities.

**B1500-NICHE SELLING**--How to Find Your Customer in a Crowded Market, William T. Brooks

Because consumer needs, lifestyles, and buying patterns have changed over time, "niche selling" shows marketers how to adjust for these changes with new sales strategies and tactics. William T. Brooks gives logical information on finding and marketing to the most likely consumer segment, in order to survive in an ever changing business environment.

**B1625-OSHA SAFETY & HEALTH ACHIEVEMENT RECOGNITION PROGRAM (SHARP)**

This is a complete list of all the regulations and requirements to participate in OSHA's recognition program.

**B1635 –ON-PREMISE SIGNS AS STOREFRONT MARKETING DEVICES & SYSTEMS**

Charles Taylor, Thomas Claus & Susan Claus

The purpose to this book is to change your perspective of signage by encouraging you to step outside your own sphere of influence and explore the role of communication in modern society as a whole.

**B1650-OPERATING A BUSINESS IN MONTREAL,**

The Montreal Board of Trade

This publication gives information on everything from basic business structure to Federal Sales and Excise Taxes.

**B1660 – PARTICIPATORY EMPLOYEE OWNERSHIP – HOW IT WORKS**

Employee ownership, when coupled with participatory work practices, strong & effective management and union leadership and a sound collective bargaining agreement, will assure that solidly performing companies are firmly anchored in their communities, providing a high level of security, pay & benefits to their employee owners.

**B1665-PERSONAL ACCOUNTABILITY**

John G Miller

The **QBQ**-an idea you'd want everyone else to use, but you should try it first! Personal Accountability helps us replace these patterns with more productive ones by asking *THE QUESTION BEHIND THE QUESTION*. This book is ideal for: team learning sessions, executive study groups, staff meetings, classroom training & any individual who wants to learn, change and grow.

**B1689-PLANNING YOUR CONSTRUCTION FIRM-**

The NYS Small Business Development Center at the State University of NY Institute of Technology, At Rome/Utica  
A Planning Guide for Women and Minority owned construction firms in NYS.

The intent of this planning guide is to provide information for the emerging or expanding small construction firm interested in providing services to the NYS dept of Transportation. Emphasis is placed upon the problems encountered by, and the assistance available to, disadvantaged and women owned enterprises. The guide is not intended as an exhaustive discussion of all topics pertinent to the contractor, but it does address key areas and can be used by entrepreneurs to improve their ability to effectively operate small construction firms. It is a reference guide designed to *supplement* appropriate professional advice and assistance.

**B1725-POSITIVELY OUTRAGEOUS SERVICE AND SHOWMANSHIP:**

Industrial Strength Fun Makes Sales Sizzle!!! T. Scott Gross

Discover innovative ways to WOW customers with customer service guru T. Scott Gross, America's expert on industrial strength showmanship. This book reveals the secrets of adding personality to any product or service. Plus, you'll learn the three simple steps that cause ordinary people to lend their own personalities to the sales and marketing of the products and services they offer.

**B1749-THE POWER OF ETHICAL MANAGEMENT**

This is a valuable, practical guide to the tough ethic questions faced by managers today. In simple, straightforward language, it offers a blueprint for building a caring ethical environment inside any organization. Rarely has so much advice been contained in such a small package. R. David Thomas, Founder, President, and Chief Executive Officer, Wendy's Restaurant

**B1790 – QBQ-QUESTION BEHIND THE QUESTION**

John Miller

What to really ask yourself. Practicing personal accountability in business and in life

**B1815-ROBERT'S RULES OF ORDER NEWLY REVISED**

General Henry M. Robert

A reliable guide to smooth, democratic procedure in the self-governing organization. Whatever your affiliation with a civic group, lodge, union, or private club, this is the book you will need, to help you get things done in accord with the American spirit.

**B1850-SECRETS OF SUCCESSFUL EXHIBITING: Strategies Tips & Insights to Make Your Exhibiting Dollar Work Smarter & Harder**

Some of America's most respected authorities in the trade show industry reveal a goldmine of powerful strategies, tips and insights to help improve your exhibiting success.

**B1875-GETTING TO YES,**

Roger Fisher and William Ury & 2nd Edition, Bruce Patton

A straightforward, universally applicable method for negotiating personal disputes without getting taken-and without getting angry.

**B1889-STILL MORE SECRETS OF SUCCESSFUL EXHIBITING**

Strategies, Tips and Insights to make your exhibiting dollar work smarter & harder from some of America's leading trade show professionals. More of America's most respected authorities in the trade show industry reveal a goldmine of powerful strategies, tip and insights to improve your exhibiting success.

**B1900-SELF-COACHING: HOW TO SOLVE**

Ron Muchnick

Executive coaching in the business community is not a new concept but one that has until recently has been accessible to only a chosen few. It used to be that coaching, mentoring and supervision were available in our work environment. Not anymore! Now more than ever there is no one in the existing workplace available to provide the coaching process we are seeking. A void has been created! Self-Coaching, using the SOLVE process is an exclusive, uniquely created five step model that identifies a workable problem-solving system that will work in your professional as well as your personal life. Self-Coaching identifies that we, as individuals have the ability to find and apply solutions to our own life's problems. This is not just a book of hope; it is a book of DOING!

**B1925-SELLING 101--A Course for Business Owners and Non-Sales People**

Michael T. McGualley

Provides business owners and non-sales people with important sales techniques to build sales in promoting a product or service. It leads the reader from finding new customers through organizing for peak sales efficiency to closing the sale.

**B1950-SELLING TO CANADA--Marketing the U.S. Travel Product.**

Travel Industry Association of America.

In these pages, the Travel Industry Association of America presents information that can assist any marketer's efforts in Canada. Perhaps this book will be important to you because of the light it sheds on our neighbors to the north; or because it outlines the Canadian travel industry and the climate in which you must do business; or because it puts you in contact with the experts and organizations that stand ready to assist you. Whatever your needs and motivations, this book will become a valuable marketing asset for you.

**B1975-SELLING ON THE INTERNET.**

James C. Gonyea and Wayne M. Gonyea

With an introduction to the Internet, this book gives a step-by-step guide to opening your Electronic storefront. In addition, it touches on topics like: selling overseas, legal considerations, security issues, and actual storefronts in use today.

**B2000-SELLING TO VITO (THE VERY IMPORTANT TOP OFFICER) -**

Antony Parinello

Selling to VITO offers innovative new ideas for reaching the very top person in any organization. It's based on the seminars that have helped thousands of sales professionals from top corporations like Cannon, 3M, Hewlett-Packard, and MCI bust quotas and increase commissions. Pay particular attention to chapter twelve: THE GATEKEEPERS.

**B2010 – SELLING YOUR BUSINESS TO YOUR EMPLOYEES THROUGH AN ESOP OR A CO-OP**

If you don't have an obvious heir in your family to carry on ownership and management of your business, one good alternative is to sell it to your employees. This generally insures that your business continues as an independent company and preserves the jobs of your employees.

**B2020-SEXUAL HARASSMENT TRAINING MANUAL AND PREVENTION KIT** - 2nd Edition

Richard J. Simmons, Attorney @ Sheppard, Mullin, Ritcher & Hampton LLP

There are 3 premises to this manual. First, sexual harassment issues can surface in any workplace where 2 or more employees work together. Second, employers must protect employees from the consequences of unlawful harassment. There are steps that every employer should take, at a minimum, to advance this goal. Training is one of them. Third, every employer has better ways to devote its resources and the time of key personnel than to tie them up in litigation and meetings with attorneys.

**B2021-MAKING SIX SIGMA LAST: MANAGING THE BALANCE BETWEEN CULTURAL & TECHNICAL CHANGE**

George Eckes

"Making Six Sigma Last is the most practical and helpful resource that I have seen on this subject. George's charisma and charm spill over into this interesting and entertaining book. Using one of George's many analogies, this is an upper-deck shot, and combined with his first book should become the benchmark for Six Sigma learning." Dan Porter, Chairman and CEO, Wells Fargo Financial. "An energetic, step-by-step exploration filled with interesting and entertaining examples of real-world business experiences. Making Six Sigma Last is a powerful action plan for managers!" Guenter Bulk, Managing Director, GE Capital IT Solutions

**B2022 - SIX DISCIPLINES EXECUTION REVOLUTION**

Gary Harpst

With all of the pressures successful business leaders have today, none is more urgent or challenging than learning the ability to execute strategy. While larger businesses have the luxury of budgets and resources to meet this challenge, it's the small and mid-sized businesses that now have a tremendous opportunity to level the playing field, leapfrog the expensive, outdated approaches of the past, and attack the challenge of execution in a revolutionary way. The key insights are: Excellence is the enduring pursuit of balanced strategy and execution; Planning and executing, while at the same time dealing with the inevitable surprises, is the biggest challenge in business; Overcoming this challenge is what we mean by solving the one problem that makes all others easier; Failing to solve the problem destines your organization to a reactive, fire-fighting future. Based on breakthrough research, field testing and proven best-practices, the thought-leading vision described by Gary Harpst sets a new course for how small and mid-sized businesses can finally confront the never-ending challenge of executing strategy. As a follow-up to the success of "Six Disciplines for Excellence", this new book, "Six Disciplines® Execution Revolution", details the elements of a complete strategy execution program, clarifies how it could only have happened now, and explains why such a program will soon become a mainstream requirement for your business.

**B2023- THE SMALL BUSINESS START-UP KIT**

The user-friendly guide to launching your venture quickly, easily & legally.

**B2050-THE SMALL BUSINESS FINANCIAL RESOURCE GUIDE**-Government and Private-Sector

Assistance for Small and Growing Companies

This book is designed to guide you through the maze of financial programs and direct your business to the right type of financing.

**B3000-STANDARD INDUSTRIAL CLASSIFICATION MANUAL**

Executive Office of the President Office of Management and Budget

Intended to cover the entire field of economic activities varying from: agriculture, hunting, construction, and communications, to wholesale trade, finance and recreation.

**B3120-NOW, DISCOVER YOUR STRENGTHS**

Marcus Buckingham & Donald Clifton

Unfortunately, most of us have little sense of our talents and strengths, much less the ability to build our lives around them. Instead, guided by our parents, by our teachers, by our managers, and by psychology's fascination with pathology, we become experts in our weaknesses and spend our lives trying to repair these flaws, while our strengths lie dormant and neglected. The authors have created a revolutionary program to help readers identify their talents, build them into strengths, and enjoy consistent, near-perfect performance. At the heart of the book is the Internet-based StrengthsFinder® Profile, the product of a 25-year, multimillion-dollar effort to identify the most prevalent human strengths. The program introduces 34 dominant "themes" with thousands of possible combinations, and reveals how they can best be translated into personal and career success. In developing this program, Gallup has conducted psychological profiles with more than two million individuals to help readers learn how to focus and perfect these themes. So how does it work? This book contains a unique identification number that allows you access to the StrengthsFinder Profile on the Internet. This Web-based interview analyzes your instinctive reactions and immediately presents you with your five most powerful signature themes. Once you know which of the 34 themes -- such as Achiever, Activator, Empathy, Futuristic, or Strategic -- you lead with, the book will show you how to leverage them for powerful results at three levels: for your own development, for your success as a manager, and for the success of your organization.

**B3125-STEPS TO SMALL BUSINESS START-UP**--Everything You Need to Know to Turn Your Idea Into a Successful Business,

Linda Pinson and Jerry Jinnett

This is a simple, step-by-step guide to starting and succeeding in a new business. It takes you logically through all the mechanics of small business start-up, including setting up record keeping, putting marketing into place, and writing an outline for the business plan.

**B3135 – STRATEGIC PLANNING FOR THE ENTREPRENEURIAL BUSINESS**

Laventhol & Horwath

This has been designed specifically for the practicing manager and the future manager. It provides private, self-paced, individualized sturdy; learning and self-evaluation through instructional programming; and communication between the student and our staff of instructors.

**B3137 – STRENGTHS BASED LEADERSHIP- Great Leaders, Teams, and Why People Follow**

Tom Rath

For decades, Gallup scientists have researched the topic of leadership. They've surveyed a million work teams, conducted more than 50,000 in-depth interviews with leaders, and even interviewed 20,000 followers to ask what they admired in the most important leader in their life. The results of that research are unveiled in *Strengths-Based Leadership*. Using Gallup's discoveries, authors Tom Rath and Barry Conchie identify three keys to being an effective leader and use firsthand accounts from highly successful leaders to show how each person's unique talents can drive their success. A new version of Gallup's popular StrengthsFinder assessment helps readers discover their own special gifts, and specific strategies show them how to lead with their top five talents. Loaded with novel research, inspiring stories, and actionable ideas, *Strengths-Based Leadership* offers a new roadmap for leading people toward a better future.

**B3138 – STRENGTHS FINDER 2.0**

Tom Rath

Do you have the opportunity to do what you do best every day? Chances are, you don't. All too often, our natural talents go untapped. From the cradle to the cubicle, we devote more time to fixing our shortcomings than to developing our strengths. To help people uncover their talents, Gallup introduced the first version of its online assessment, StrengthsFinder, in 2001 which ignited a global conversation and helped millions to discover their top five talents. In its latest national bestseller, *StrengthsFinder 2.0*, Gallup unveils the new and improved version of its popular assessment, language of 34 themes, and much more. While you can read this book in one sitting, you'll use it as a reference for decades. Loaded with hundreds of strategies for applying your strengths, this new book and accompanying website will change the way you look at yourself--and the world around you-- forever.

**B3139-THINKING STRATEGICALLY-THE COMPETITIVE EDGE IN BUSINESS, POLITICS & EVERYDAY LIFE**

Avinash Dixit &amp; Barry Nalebuff

Facing an explosion of workplace complexity, many executives choose a team-supported approach to organizational leadership over more traditional leadership models. Executive Teams provides both CEOs and senior team members themselves with an unprecedented set of insights and strategies they can use to build and maintain teams that live up to their full potential. Team members get ideas for: **Implementing strategy** **Leading transformations** **Changing organizational culture** . . . and much more! " I strongly recommend [this book] to all those in charge of, on, or involved with executive teams."--Paul Allaire, chairman and CEO, Xerox Corporation Real-world case studies at Xerox, Corning, AT&T and other top companies to demonstrate exactly what executive teams are all about and detail the proficiencies CEOs must master to ensure their success. The range and depth of professional experience brought to Executive Teams makes it the most comprehensive, practically conceived work on the subject ever written.

**B3140-SUCCESSFUL MANAGER'S HANDBOOK, 6th Edition**

Lisa A. Stevens, Carol J. Skube, David G. Lee

Managers often learn how to lead and manage while doing their jobs. The handbook helps you fulfill two of your most important roles as a manager--developing yourself and coaching others. Develop Yourself. More than 800,000 managers around the world have used these proven and trusted development suggestions to answer on-the-job questions, build leadership qualities and map their road to success. You can too! Whether you're looking for down-to-earth advice, building a development plan, or working to improve specific skills, this book can help you. Coach Others Never coached before? Need new coaching ideas? Don't worry, effective coaches are developed, not born. You can use the handbook to develop your coaching skills and in the practice of coaching others. This book shows you how to attract and retain the talent you need for success, provide effective feedback, orchestrate learning opportunities, and groom high potential performers.

**B3141 – SUCCESS IN ACTION-The Direct Path to Your Higher Potential**

Dan Thurmon

You will discover how to overcome limiting beliefs and fears, leverage time to your advantage, artfully choreograph changes, turn setbacks into positive opportunities, reframe the concept of risk, and capitalize on your uniqueness. As a result, you will capture your goals and inspire the people you touch

**B3145-THE ESSENTIAL SUPERVISOR'S HANDBOOK**- A Quick & Handy Guide for Any Manager or Business Owner

Brette McWhorter Sember & Terrence Sember

The key to a good business is good employees. The key to good employees? A great supervisor? The Essential Supervisor's Handbook provides a guide for both new and experienced supervisors featuring expert explanations, advice and motivation. It is a quick reference guide that covers a wide range of topics, from employee relations, team leadership, and motivation to the legal aspects of hiring, firing, and disciplining employees. The Essential Supervisor's Handbook also takes on difficult issues from upgrading to downsizing, and everything in between, such as: \* multicultural teams, \* working with unions, \* finding communication methods that work for you and your team. As well as how to \* stay positive, \* move your team (and yourself) forward, and \* create a productive work atmosphere. Concise and written in an easy-to understand style, The Essential Supervisor's Handbook is the one tool that no manager can afford to be without.

**B3150-TARGET MARKETING FOR THE SMALL BUSINESS**

Linda Pinson and Jerry Jinnett

Target Marketing is a comprehensive guide to developing a marketing plan for your business. The reader is led through the three-step process of marketing: researching your market, reaching your market, and retaining your customer base.

**B3175-TEAM WORK WHAT MUST GO RIGHT/WHAT CAN GO WRONG**

Carl E. Larson & Frank J. LaFasto.

What are the secrets of a successful team? To answer this question, the authors undertook a three-year study of teams. They interviewed leaders and members of a diverse range of teams, including the McDonald's Chicken McNugget team, the space shuttle Challenger investigation team, executive management teams, cardiac surgery teams, mountain climbing teams and the 1966 Notre Dame championship football team. They discover a surprising consistency in the characteristics of effective teams. This book shares those characteristics with the reader.

**B3200-TECHNIQUES FOR COMMUNICATORS**

John Cowan

Cowan's book is a listing of helpful hints and ideas on a wide range of topics. It discusses how to write better memos, news releases and speeches, while touching on how to act during meetings and presentations.

**B3210-TELL ME HOW I'M DOING: A FABLE ABOUT THE IMPORTANCE OF GIVING FEEDBACK**

Richard Williams

"Just imagine being completely denied any feedback whatsoever -- no guidance, no praise, and no constructive criticism for the things you do. If you received no input at all, how much initiative would you demonstrate? This book illustrates the importance of feedback using a simple fable in which a beleaguered manager recognizes the enormous impact feedback can have in his organization by experiencing firsthand what it feels like to go without it. The book then provides step-by-step guidance for how you can improve your own ability to relate to the people around you and become more effective in every sphere of your life. The book helps you take a personal inventory of your own feedback style, and introduces you to the four distinct types of feedback -- supportive, corrective, abusive, and insignificant -- and clarifies when to use the first two, and how to avoid the others. You'll also learn about the ten essential dimensions of feedback,

**B3225-TAKING THE TIME CHALLENGE** Training Manual

Kim Stanley, Trainers Direct

Time management is one of the greatest challenges people face today. We're overloaded at work, and frazzled by the lack of time we have to get things done. This course offers time-tested techniques that will help you develop strategies to meet the contemporary challenges of today's work environment.

**B3228-THE 24 HOUR BUSINESS-MAXIMIZING PRODUCTIVITY THROUGH ROUND-THE-CLOCK OPERATIONS**

Richard Coleman

"There are 8,760 hours in a year. How many companies use all those hours as effectively as they could? This succinct new guide shows how to squeeze productivity from every hour of the day - without squeezing employees dry. Author Richard Coleman, a much sought after authority on "shiftwork" schedules, explains that round-the-clock business hours are no longer just for manufacturing, but can raise productivity and lower costs in a wide range of industries: retail, hospitality, transportation, insurance, banking, and many others. With many examples from around the globe, Coleman shows readers how to launch or improve a 24-hour operation. He addresses such issues as: making maximum use of time, equipment, and people; avoiding serious and costly problems of morale, health, and safety; designing a schedule that meets the particular needs of a business".

**B3300-U.S. GOVERNMENT PURCHASING AND SALES DIRECTORY**-U.S. Small Business Administration

An important aid for the small business that wants to sell to the federal government. The small business owner will find in this directory an alphabetical listing of nearly 4,000 products and services bought by the federal government's major military and civilian agencies. Additionally, the Directory includes an overview of how the government purchases goods and services as well as an explanation of the ways in which the U.S. Small Business Administration can provide assistance to small firms interested in government contracting and subcontracting opportunities.

**B3330-USING QUALITY IMPROVEMENT TOOLS TO BUILD CUSTOMER SATISFACTION**-American Management Association

This has been designed specifically for the practicing manager and future managers. It provides private, self-paced individual study, learning and self-evaluations.

**B3400-VALUING DIVERSITY**--New Tools for a New Reality,  
Lewis Brown Griggs.

Use this collection of ideas and strategies to build diversity awareness and specific skills at all levels: personal, interpersonal, and organizational. Examine the approaches that have worked (and failed) in leading companies. Whether you're making the initial commitment...or spreading the word that "diversity is good business"...these tools will help you reap the potential of workforce diversity now and into the next century.

**B3425-VIOLENCE GOES TO WORK**--An Employer Guide  
Mountain States Employers Council, Inc. & Nicoletti-Flater Associates

This guide deals with the increasing phenomenon of violence in the workplace. The primary focus is on the identification and prevention procedures employers can use to reduce the risk of threats, destruction of company property, and actual physical altercations.

**B3440 – WE CAN'T KEEP MEETING LIKE THIS!**

A Guide to Effective Meetings,  
By Jane L. Justis

**B3445-WHEN LIFE KICKS KICK BACK SURVIVAL LESSONS FOR PERSONAL CRISIS & LIFE'S CHALLENGES**

Tamara Hall

This incredible true story is a page-turner, unlike most books of this type-filled with appealing characters, fresh ideas, humorous dialogue, and life-changing lessons. This book provides strategies for not only surviving the game of life, but becoming a champion of it. The ten lessons she shares are a road map to a new and confident future. This powerful piece of writing will make a significant contribution to your life.

**B3450 – WHO MOVED MY CHEESE**

Spencer Johnson, MD

This is a simple parable that reveals profound truths about change. It is an amusing and enlightening story of four characters that live in a "Maze" and look for "Cheese" to nourish them and make them happy.

**B3475-THE NEW WORKFORCE- FIVE SWEEPING TRENDS THAT WILL SHAPE YOUR COMPANY'S FUTURE**

Harriet Hankin

Major new trends such as increasing diversity, longer life expectancies, the Baby Boom "Echo," employees demanding greater trust and higher purpose in their work environment, and new household types including same-sex partners, and "Mr. Moms" are forcing organizations to reconsider their human resources strategies. The "New Workforce" outlines the implications of these crucial new developments, considering issues such as recruitment, retention, compensation, work schedules, benefits, retirement, and many others. It asks important questions including: what should the mandatory retirement age be? how flexible should companies be about schedules and off-site work made possible by technology? What new types of compensation should we consider? and what can we do to ensure good communication among five generations working together?

**B3500- WRONGFUL DISCHARGE AND EMPLOYMENT PRACTICES MANUAL**

2nd Edition, Richard J. Simmons, Attorney @ Sheppard, Mullin, Ritcher & Hampton LLP

The manual responds to the significant developments in the unfair dismissal area. I provide employers' guidance regarding the legal standards applied to evaluate their decisions. It is intended to provide a concise and practical review of considerations applicable to disciplinary action, as well as an explanation of many of the common pitfalls that have caused recurring problems for employers.



**B3510-THE WHY OF WORK: HOW GREAT LEADERS BUILD ABUNDANT ORGANIZATIONS THAT WIN**

Dave Ulrich & Wendy Ulrich

According to studies, we all work for the same thing--and it's not just money. It's meaning. Through our work, we seek a sense of purpose, contribution, connection, value, and hope. Digging down to the meaning of work taps our resilience in hard times and our passion in good times. By following these step-by-step guidelines, you will set off a chain reaction of positive and enduring effects. Employees who find meaning in their work are more competent, committed, and eager to contribute and their contribution will result in increased customer commitment, which delivers a winning performance on the bottom line.