

newbooks

Audiobooks

- Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything / Guy Kawasaki (CD 658.11 KAW)
Escape from Cubicle Nation: From Corporate Prisoner to Thriving Entrepreneur / Pamela Slim (CD 658.11 SLI)
Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage / Daniel Esty (CD 658.4083 EST)
How the Mighty Fall: And Why Some Companies Never Give in / Jim Collins (CD 658.16 COL)
Linchpin: Are You Indispensable? / Seth Godin (CD 650.1 GOD)
Little Red Book of Sales Answers: 99.5 Real Life Answers That Make Sense, Make Sales, and Make Money / Jeffrey Gitomer (CD 658.85 GIT)
Profits Aren't Everything: They're the Only Thing: No-Nonsense Rules from the Ultimate Contrarian and Small Business Guru / George Cloutier (CD 658.022 CLO)
Re-Imagine! Business Excellence in a Disruptive Age / Tom Peters (CD 658 PET)

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- Duke Street Business Center Classes



Circulating Books

- Advanced Google AdWords / Brad Geddes (659.144 GED)
All Customers Are Irrational: Understanding What They Think, What They Feel, and What Keeps Them Coming Back / William J Cusick (658.8342 CUS)
Behind the Cloud: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company-And Revolutionized an Industry / Marc Benioff (658.8 BEN)
Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide / John Jantsch (658.8 JAN)
The E-Myth Enterprise: How to Turn a Great Idea into a Thriving Business / Michael Gerber (658.022 GER)
Entrepreneur Journeys: Bootstrapping, Weapon of Mass Reconstruction / Sramana Mitra (658.041 MIT)
Know What You Don't Know: How Great Leaders Prevent Problems Before They Happen / Michael Roberto (658.4036 ROB)
The Little Big Things: 163 Ways to Pursue Excellence / Tom Peters (658.409 PET)
The Little Blue Book of Marketing: Build a Killer Plan in Less Than a Day / Paul Kurnit (658.802 KUR)
The Most Successful Small Business in the World: the Ten Principles / Michael Gerber (658.022 GER)
Networking Like a Pro: Turning Contacts Into Connections / Ivan Misner (650.13 MIS)
Retail Superstars: Inside the 25 Best Independent Stores in America / George Whalin (381.11 WHA)
Scrappy Startups: How 15 Ordinary Women Turned Their Unique Ideas Into Profitable Businesses / Melanie Keveles (658.11082 KEV)
Success Made Simple: An Inside Look at Why Amish Businesses Thrive / Erik Wesner (658.409 WES)

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calendar of events



The following classes, presented by Rhonda Kleiman, Economic Development Manager, **will be held at the Library System office in Greenfield Corporate Center at 1866 Colonial Village Lane, Suite 107.** For more information, contact Rhonda at 717-207-0500 x1225 or kleiman@lancasterlibraries.org

Thursday, August 19 8:30am-10:30am
Winning New Business: A Toolkit for Advertising and Marketing Agencies

Advertising and marketing agencies always need access to good background information to prepare for their new business pitches. This seminar will show you how to go about researching information on your potential client and other players in their industry through industry overview and trends, current market conditions, target market demographics and media resources. Learn how electronic and print resources available through the Library System and the Duke Street Business Center can be tailored to suit your specific needs. Rhonda Kleiman brings her 12 years of experience and insight as a Senior Information Specialist in the Information Center at the American Association of Advertising Agencies to this seminar.

Thursday, September 16 8:30am-10:30am
Geodemographic Tools for Target Marketing

Come see for yourself what two powerful electronic resources, Simply Map and Local Market Audience Analyst, can do to help you determine target markets for your business. Simply Map enables you to overlay demographic data, consumer spending, lifestyle data, and points of interest data on a map down to an area as small as a census block or tract. Local Market Audience Analyst is psychographic (lifestyle) data for designated market areas and counties. The features and capabilities of these tools will be demonstrated using a variety of practical examples. These tools can be used by businesses of all types, both for and not-for profit. Whether marketing to consumers or businesses, you are sure to find many practical applications.

Competitive Intelligence Certification Program

Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County, presents this five-part series in partnership with the Lancaster Chamber of Commerce & Industry. The program, designed for small to mid-size companies, teaches the basics of instituting a competitive intelligence capability within your company. This powerful professional development program teaches the skills necessary to become a capable user of competitive intelligence for business advantage. This program is ideal for business owners, analysts, marketers and executives. Competitive intelligence is more than just data gathering – it's all about using the information in strategic ways to move the company forward. The program consists of five modules, each three hours in length, with hands-on participation. Classes are held in the training room at the Library System office. Included in the class fee are a binder filled with useful materials and additional resources for each module, and a book, "The Secret Language of Competitive Intelligence" by Leonard M. Fuld. Other "perks" include permission for graduates to audit future programs as a refresher, and a quarterly e-newsletter on competitive intelligence resources. Please note that this course is being presented as a series and will not be offered as single sessions at this time. The cost of the series is \$495 for Chamber members and \$695 for nonmembers. For a full description of the seminar series, visit www.lancastermarketedge.com. For additional information, contact Rhonda Kleiman at kleiman@lancasterlibraries.org, phone 717-207-0500 x1225. To register for the fall series, contact Sarah Stevens at the Lancaster Chamber of Commerce, sstevens@lcci.com, phone 717-397-3531 x172 or online at <http://www.lancasterchamber.com>

Thursday, October 7 8:30-11:30am – Session One
Introduction to Competitive Intelligence; Scope of Program; Creating Company Lists

Thursday, October 14 8:30-11:30am – Session Two
Company & Industry Information

Thursday, October 28 8:30-11:30am – Session Three
Financial Information; International Information

Thursday, November 4 8:30-11:30am – Session Four
Trade & Regional Business Journals, Magazines and Newspapers

Thursday, November 11 8:30-11:30am – Session Five
Government Information; Social Media; Trend Information; Wrap-up

Twitterville: How Businesses Can Thrive in the New Global Neighborhood / Shel Israel (658.872 ISR)
Ultimate Guide to Google Ad Words / Perry Marshall (659.144 MAR)
Ultimate Guide to Pay-Per-Click Advertising / Richard Stokes (659.144 STO)
When Growth Stalls: How It Happens, Why You're Stuck, and What to Do about It / Steve McKee (658.022 MCK)

DVDs

Billion-dollar lessons: what you can learn from business failures / Chunka Mui (DVD 658.4012 BIL)
Building a winning team / Jon Gordon (DVD 658.402 BUI)
Creating Winning Social Media Strategies / Charlene Li (DVD 303.4833 CRE)
Judging Talent / Frank Flynn (DVD 658.311 JUD)

online **business book club**

Do you find that you don't have enough time to keep up with reading the latest business books? If not, then join the club – Dear Reader.com, that is. Check out Dear Reader at www.lancasterlibraries.org. It's as easy as clicking on the Online Book Club logo and joining the book clubs of your choice, including the business book club. Once you sign up, you will receive a daily email with a 5-minute selection from one book each week, Monday-Friday. These selections add up to 2-3 chapters each week. It's a great way to sample all those books on your list. Here is a selection of featured books through October 2010.

Week of August 9

Maestro: A Surprising Story About Leading by Listening by Roger Nierenberg (This year's keynote speaker at Lancaster Chamber of Commerce annual dinner)
ISBN: 9781591842880

Week of August 16

Social Networking for Business by Rawn Shah
ISBN: 9780132357791

Week of August 23

Showing Up for Life by Bill Gates, Sr.
ISBN: 9780385527019

Week of September 13

Working for You Isn't Working for Me by Katherine Crowley & Kathi Elster
ISBN: 9781591843306

Week of September 27

Fordlandia by Greg Grandin
ISBN: 9780805082364

Week of October 4

Inspire! By Jim Champy
ISBN: 9780131361881

Week of October 11

The Checklist Manifesto by Atul Gawande
ISBN: 9780805091748



The following free programs, to be held at the **Lancaster Public Library**, 125 N. Duke St., Lancaster, are available to the business and non-profit communities. All of the events listed for this quarter are available at **no fee**. Since seating is often limited, **please register as soon as possible for programs that are of interest.**

Thursday July 22 3:30-4:30pm

Foundation Directory Online Refresher

As a Foundation Center Cooperating Collection site, we offer free access to the professional version of the **Foundation Directory Online** database. If you have not used this tool recently (or attended our "Just for Nonprofits" class within the past year), join us to review the changes and enhancements that have been added to this resource that will facilitate your search for nonprofit foundation funding.

Presenter-Diane Pawling, DSBC Business Reference Librarian • **Registration Deadline-July 19, 2010**

Tuesday August 10 3:00-4:30pm

Business Database Review

Searching for information on a particular company or trends in a specific industry? Join us and learn about the authoritative business databases available to you free with your Lancaster County public library card. (*Many of these resources are available to you online from your home or office*).

Presenter-Diane Pawling, DSBC Business Reference Librarian • **Registration Deadline-August 6, 2010**



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**Wednesday September 22 1:30-3:00pm
Grant Proposal Writing 101 for Nonprofits**

This class is designed to explain the basics of writing a grant proposal to those who have little or no experience in the grant writing process. We will discuss the total process and the main elements of a grant proposal—focusing on 501(c)(3) nonprofit organization proposals intended for a foundation or corporation.

Presenter—Diane Pawling, DSBC Business Reference Librarian • Registration Deadline—September 18, 2010

**Monday September 27 3:00-4:30pm
Preparing Targeted Company Lists**

Whether you are looking for marketing leads for your business, corporate contributors to your nonprofit or a listing of potential employers in a particular industry and geographic area, we have the resources to assist you. Focusing on two of the library's licensed company databases—**ReferenceUSA** and **Harris Selectory Online**, this class will show you what type of data is available and how to most efficiently use these resources to save you time and achieve your objective.

Presenter-Diane Pawling, DSBC Business Reference

WE NEED YOUR HELP

We are in the process of updating our newsletter mailing list. While we make every effort to track address changes, it is not always possible. If you have changed jobs or your company has moved, and you wish to continue to receive the newsletter, please let us know. If you no longer want to receive the newsletter, we'd like to know that too so that we can remove your name from our list. We will be supplementing this print newsletter with an electronic newsletter in the fall. Contact Rhonda Kleiman at kleiman@lancasterlibraries.org or 717-207-0500 x1225 with any changes you wish to make.

**Wednesday September 29 10:30am-12:00pm
Introduction to Corporate Giving**

Join us for an introduction to the world of corporate support for nonprofits and to the effective utilization of the Foundation Center's resources on corporate giving. We'll answer such questions as:

- What are the motivations behind corporate giving?
- How do companies support nonprofit organizations?
- How can I match my organization's needs with the interests of a corporation?

**Presenter- Katrina Brown, Reference Librarian, Foundation Center, Washington D.C.
Registration Deadline—September 27, 2010**



A SERVICE OF THE

**Duke Street
Business Center
Introduction to
Corporate Giving
Wednesday,
September 29, 2010**
See inside for details.

1866 Colonial Village Lane, Suite 107
Lancaster, PA 17601
(717) 207-0500

