

***Dear subscriber,
The October 2006 newsletter of the Namm Business Center at
Carnegie Library of Pittsburgh – Squirrel Hill is available below.
We hope our information and services can be of value to you, your
friends and colleagues.***

Wednesday Business Programs for October 2006

Wednesday, October 18, 2006; 10:15 AM - 11:00 AM

Franchising: hear about the pros and cons of buying a franchise. Learn how to evaluate a franchise before taking the plunge.

Presented by John Tubridy, President, Franchise Network of Pittsburgh

Wednesday, October 25, 2006; 10:15 AM – 12:00 PM

From lacking to lucrative: tips and features of thriving websites. Learn how to design, maintain and advertise your website so that it increases revenue for your enterprise.

Presented by Sam Shaaban, CEO, NuReIm, Inc.

Also don't miss the business programs at Carnegie Library of Pittsburgh, Downtown & Business:

www.carnegielibrary.org/locations/downtown/programs.cfm

Database of the Month:

Check out the **Wall Street Journal's** nifty free entrepreneurial site called **Startup Journal** www.startupjournal.com Scroll down to the special feature: **SmallTalk Q & A**. Get answers to important business questions including costs of optimizing a web site, finding clients for a new business, getting the right information from a franchise seller, surviving a cash crunch and avoiding pitfalls when partnering with a friend.

Selected New Business Books in Squirrel Hill:

You can reserve titles at: <http://catalog.einetwork.net/search>

Business consulting. A guide to how it works and how to make it work by Gilbert Toppin and Fiona Czerniawska, 2005.

Business for beginners. From research and business plans to money, marketing and the law by Frances McGuckin, 2005.

Business writer's handbook by Gerald J. Alred, 2006.

Competition demystified. A radically simplified approach to business strategy by Bruce Greenwald and Judd Kahn, 2005.

Creating wealth. Retire in ten years using Allen's seven principles of wealth by Robert G. Allen, 2006.

Flipping properties. Generate instant cash profits in real estate by William Bronchick and Robert Dahlstrom, 2006.

House poor. Pumped-up prices, rising rates, and mortgages on steroids by June Fletcher, 2006.

House thinking. A room-by-room look at how we live by Winifred Gallagher, 2006.

If at first you don't succeed... The eight patterns of highly effective entrepreneurs by Brent Bowers, 2006.

Innovation. The five disciplines for creating what customers want by Curtis R. Carlson and William W. Wilmot, 2006.

Kiss, bow, or shake hands. The bestselling guide to doing business in more than 60 countries by Terri Morrison and Wayne A. Conaway, 2006.

Knowledge and the wealth of nations. A story of economic discovery by David Warsh, 2006.

The 2% solution. Fixing America's problems in ways liberals and conservatives can love by Matt Miller, 2005.

Landlord's survival guide. How to successfully manage rental property as a new or part-time real estate investor by Jeffrey Taylor, 2006.

Master your money type. Using your financial personality to create a life of wealth and freedom by Jordan E. Goodman, 2006.

Money without matrimony. The unmarried couple's guide to financial security by Sheryl Garrett, 2005.

Only guide to a winning bond strategy you'll ever need by Larry E. Swedroe, 2006.

Small is the new big and 183 other riffs, rants, and remarkable business ideas by Seth Godin, 2006.

Taking minutes of meetings by Joanna Gutmann, 2006.

The money in you. Discover your financial personality and the live the millionaire's life by Julie Stav, 2006.

What happy companies know. How the new science of happiness can change your company for the better by Dan Baker, Cathy Greenberg and Collins Hemingway, 2006.

Your money and your man. how you and prince charming can spend well and live rich by Michelle Singletary, 2006.

Zero to zillionaire. Eight foolproof steps to financial peace of mind by Chellie Campbell, 2006.

SCORE counselors are available with excellent advice for anyone starting a business or expanding one, 10 am – 3 pm, Mondays in Squirrel Hill and Thursdays at Downtown & Business (612 Smithfield St.)

**We welcome your comments and questions submitted to:
squirrelhill@carnegielibrary.org**

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Hours:

Mon-Wed, 10-7

Thu-Sat, 10-5

Sun, 1-5

"You have to learn the rules of the game. And then you have to play better than anyone else." Albert Einstein