

Dear subscriber,
The November 2008 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 November 2008

You are starting a business but you have no website. Learn how to choose a website designer that is right for you. Ask the questions that identify a designer who is capable of understanding your business objectives and strategic goals. Define what it will take to deliver a website that fulfills your expectations and will generate revenue. Presented by Robert Faletti, co-founder, Blue Archer, Wednesday, November 12 @ 10:15 AM.

Learn about key databases essential for a winning business plan. Get marketing ideas in trade journal databases & competitor listings in company directories. Presented by Dorothy Kabakeris, Senior Librarian, Carnegie Library of Pittsburgh – Squirrel Hill. Wednesday, November 19 @ 10:15 AM.

Special program on Thursday, November 20 @ 1:00 PM.
Hear Devra L. Davis, Ph.D., MPH, celebrated local National Book Award Finalist, Director of the world's first Center for Environmental Oncology at the University of Pittsburgh Cancer Institute, and one of America's leading environmental health researchers, talk about her new must-read book [The Secret History of the War on Cancer](#). Learn the gripping story of how corporate America may be more interested in "treating" cancer than in "preventing" it. Find out what you can do to reduce your exposure to carcinogens! Dr. Davis will have a book signing afterwards.

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

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

Database of the Month:

Carnegie Library of Pittsburgh offers information about the current financial crisis; websites with advice and commentary about what to do now and books that try to explain how it all happened:

<http://carnegielibrary.org/research/currenttopics/topics/financialcrisis.html>

Selected New Business Books in Squirrel Hill:

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

[Dangerous business. The risks of globalization for America by Pat Choate, 2008.](#)

[Escape from corporate America. A practical guide to creating the career of your dreams by Pamela Skilling, 2008.](#)

[Greening your business. The hands-on guide to creating a successful and sustainable business by Daniel Sitarz, 2008.](#)

[Guerrilla P.R. 2.0 Wage an effective publicity campaign without going broke by Michael Levine, 2008.](#)

[Interview Magic. Job interview secrets from America's career and life coach by Susan Britton Whitcomb, 2008.](#)

[Kiplinger's practical guide to your money, 2008.](#)

[Mortgages for dummies by Eric Tyson, 2008.](#)

[Obamanomics. How bottom-up economic prosperity will replace trickle-down economics by John R. Talbott, 2008.](#)

[On my own two feet. A modern girl's guide to personal finance by Manisha Thakor and Sharon Kedar, 2007.](#)

[Planet Google : one company's audacious plan to organize everything we know by Randall Stross, 2008.](#)

[Portable MBA in entrepreneurship edited by William D. Bygrave and Andrew Zacharakis, 2004. \(has excellent chapters on all aspects of starting & running a business\)](#)

[The 29% solution : 52 weekly networking success strategies by Ivan R. Misner and Michelle Donovan, 2008.](#)

[The smart cookies' guide to making more dough. How five young women got smart, formed a money group, and took control of their finances, 2008.](#)

[Water. The final resource: how the politics of water will impact on the world by William Houston and Robin Griffiths, 2008.](#)

[Working longer. The solution to the retirement income challenge by Alicia H. Munnell and Steven A. Sass, 2008.](#)

SCORE advisors, Counselors to America's Small Business, are available with excellent free advice for anyone starting a business or expanding one, 10:00 AM – 2:00 PM, the first Monday of every month in Squirrel Hill and the third Thursday of every month at Carnegie Library of Pittsburgh, Downtown & Business (612 Smithfield St., Phone: 412-281-7141) You can contact SCORE directly for free business counseling at www.scorepittsburgh.com (phone: 412-395-6560, ext. 130)

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

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Hours:

Mon - Wed, 10: 00 AM – 7:00 PM

Thu - Sat, 10:00 AM – 5:00 PM

Sun, 1:00 PM – 5:00 PM