

2015 Business Materials Guide

Business Growth

- *Roadside MBA: Back Road Lessons for Entrepreneurs, Executives, and Small Business Owners* by Michael Mazzeo, Paul Oyer, and Scott Schaefer
658 MAZ
- *The Art of War for Small Business: Defeat the Competition and Dominate the Market with the Masterful Strategies of Sun Tzu* by Becky Sheetz-Runkle
658.022 SHE
- *Agile Selling: Getting Up to Speed Quickly in Today's Ever-Changing Sales World* by Jill Konrath
658.85 KON
- *A World Gone Social: How Companies Must Adapt to Survive* by Ted Coine
658.872 COI eBook – MyMediaMall

Communication/Marketing

- *Marketing Above the Noise: Achieve Strategic Advantage with Marketing that Matters* by Linda J. Popky
658.8 POP
- *Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information* by Itamar Simonson & Emanuel Rosen
658.8 SIM
- *The New Rules of Marketing & PR* by David Meerman Scott
658.872 SCO CD 658.872 SCO
- *The Accidental Marketer: Power Tools for People Who Find Themselves in Marketing Roles* by Tom Spitale and Mary Abbazia
eBook – MyMediaMall

Customer Service

- *Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Today's Consumer-Driven World* by Pete Blackshaw
658.812 BLA CD 658.812 BLA
- *Evergreen: Cultivate the Enduring Customer Loyalty that Keeps Your Business Thriving* by Noah Fleming
658.812 FLE
- *Zombie Loyalists: Using Great Service to Create Rabid Fans* by Peter Shankman
658.812 SHA
- *What the Customer Wants You to Know: How Everybody Needs to Think Differently About Sales* by Ram Charan
PLAYAWAY 658.85 CHA

Managing and Motivating Employees

- *The Best Place to Work: The Art and Science of Creating an Extraordinary Workplace* by Ron Friedman
658.3 FRI
- *Under the Hood: Fire Up and Fine-Tune Your Employee Culture* by Stan Slap
658.3 SLA
- *The Discomfort Zone: How Leaders Turn Difficult Conversations into Breakthroughs* by Marcia Reynolds
658.312 REY
- *The 5 Languages of Appreciation in the Workplace: Empowering Organizations by Encouraging People*
by Gary D. Chapman
658.314 CHA CD 658.314 CHA
- *The 7 Habits for Managers: Managing Yourself, Leading Others, Unleashing Potential* by Stephen R. Covey
CD 658.4 COV PLAYAWAY 658.4 COV

Legal and Business Reference

- *Legal Guide for Starting & Running a Small Business*
346.73 LEG 2015
- *The Wall Street Journal Complete Small Business Guidebook* by Colleen DeBaise
658.022 DEB eBook – MyMediaMall
- *It's Your Business: 183 Essential Tips that will Transform Your Small Business* by J.J. Ramberg
658.022 RAM CD 658.022 RAM
- *HR for Small Business: An Essential Guide for Managers, Human Resources Professionals, and Small Business Owners* by Charles H. Fleischer
658.3 FLE

Time Management

- *Getting Things Done: The Art of Stress-Free Productivity* by David Allen
646.7 ALL
- *Driven to Distraction at Work: How to Focus and Be More Productive* by Edward M. Hallowell
650.1 HAL
- *Getting to It: Accomplishing the Important, Handling the Urgent, and Removing the Unnecessary*
by Jones Loflin and Todd Musig
650.11 LOF
- *Work Simply: Embracing the Power of Your Personal Productivity Style* by Carson Tate
650.11 TAT eBook – MyMediaMall