

*Dear subscriber,
The March 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 March 2008

Wednesday, March 19, 2008

Trust and wills: Compare the benefits and find out which form is best for you.

Eric Blazer, PNC Financial Services

Wednesday, March 26, 2008

Simple steps to take the *work* out of networking. Learn about opportunities that can build productive relationships.

By Bonnie Budzowski, InCredible Messages, LP, President.

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

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

Database of the Month:

Standard & Poor's Industry Surveys is a database now available in the library.

The name of the database is **Standard & Poor's NetAdvantage**

www.carnegielibrary.org/research/databases/#business

This database has detailed analyses on 60 major industries, from advertising & food products to household goods and transportation. Each report includes a snapshot of the current status of the industry, its weaknesses and strengths, trends & prospects, key industry ratios, and comparative financial analyses on the companies within the industry (they are all publicly-traded companies). A special feature is the advice on how to analyze a prototype company within the industry. This covers business strategy, the target market, management expertise, and a detailed window into the financials. This is a valuable database for small business startups whose line of business is affected by these major industries. It can also be of interest to investors focused on specific companies for their portfolio.

Selected New Business Books in Squirrel Hill:

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

[Basic black. The essential guide for getting ahead at work \(and in life\) by Cathie Black, 2007](#)

[Financial planning for the utterly confused by Joel Lerner, 2008.](#)

[Getting started in options by Michael C. Thomsett, 2007.](#)

[Girl's guide to building a million-dollar business by Susan Wilson Solowic, 2008.](#)

[Home business tax deductions. Keep what you earn by Stephen Fishman, 2007.](#)

[Judgement. How winning leaders make great calls by Noel M. Tichy and Warren G. Bennis, 2007.](#)

[Leases & rental agreements by Marcia Stewart, Ralph Warner and Janet Portman, 2007.](#)

[Navigating the financial blogosphere. How to benefit from free information on the Internet by Russell Bailyn, 2007.](#)

[Rigged. The true story of an ivy league kid who changed the world of oil, from Wall Street to Dubai BY Ben Mezrich, 2007.](#)

[Stocks for the long run by Jeremy L. Siegel, 2008.](#)

[Strengths finder 2.0 Now, discover your strengths by Tom Rath, 2007.](#)

[Unmarketable: brandalism, copyfighting, mocketing, and the erosion of integrity by Anne Elizabeth Moore, 2007.](#)

[What to do when your money is funny. Real solutions to financial challenges by Lee Jenkins, 2007.](#)

[Yes, you can get a financial life. Your lifetime guide to financial planning by Ben Stein and Phil DeMuth, 2007.](#)

[You will make money in your sleep. The story of Dana Giacchetto, financial advisor to the star by Emily White, 2007.](#)

SCORE counselors are available with excellent advice for anyone starting a business or expanding one, 10 am – 2 pm, the first Monday of every month in Squirrel Hill and the third Thursday of every month 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