

*Dear subscriber,
The May 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 Program for May 2008

Wednesday, May 14, 2008; 10:15 AM – 11:00 AM

Discover the competitive advantage of being a minority- or woman-owned business. Learn about government contracts and assistance available for you!

Presented by Christina Jumba, Director, Diversity Business Resource Center.

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

http://www.carnegielibrary.org/events/eventlist.cfm?location_id=23&mode=location

Database of the Month:

One of the most important parts of your enterprise is the marketing strategy you use to project your product or service into the buying mode of the potential customer. KnowThis.com <http://www.knowthis.com/> offers advice, checklists and illustrative stories for effective marketing strategies.

Selected New Business Books in Squirrel Hill:

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

[45 things you do that drive your boss crazy : and how to avoid them by Anita Bruzzese, 2007.](#)

[Bad Samaritans. The myth of free trade and the secret history of capitalism by Ha-Joon Chang, 2008.](#)

[Easy money. How to simplify your finances and get what you want out of life by Liz Pulliam Weston, 2007.](#)

[Expecting money. The essential financial plan for new and growing families by Erica Sandberg, 2008.](#)

[Hedge funds demystified by Scott Frush, 2007.](#)

Isn't it their turn to pick up the check? Dealing with all the trickiest money problems between family and friends – from serial borrowers to serious cheapskates by Jeanne Fleming and Leonard Schwarz, 2008.

It's not a glass ceiling, it's a sticky floor by Rebecca Shambaugh, 2008.

It's not about the coffee. Leadership principles from a life at Starbucks by Howard Behar, 2007.

Meatball sundae. Is your marketing out of sync by Seth Godin, 2007.

Seducing the boys club. Uncensored tactics from a woman at the top by Nina DiSesa, 2008.

Sell, keep, or toss? How to downsize a home, settle an estate and appraise personal property by Harry L. Rinker, 2007.

The breakthrough company. How everyday companies become extraordinary performers by Keith R. McFarland, 2008.

The mind of the market. Compassionate apes, competitive human and other tales from evolutionary economics by Michael Shermer, 2008

The perfect scent. A year inside the perfume industry in Paris and New York by Chandler Burr, 2008.

The true cost of happiness. The real story behind managing your money by Stacey Tisdale and Paula Boyer Kennedy, 2007.

The ultimate book of business letters. Customize your letters, memos, e-mails and presentations with the enclosed CD-ROM by Cheryl Kimball and Joni Van Gelder, 2007.

The ultimate cheapskates road map to true riches. A practical (and fun) guide to enjoying life more by spending less by Jeff Yeager, 2008.

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.) 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, 10-7

Thu-Sat, 10-5

Sun, 1-5