



## ***Counselors to America's Small Business***

*Sponsored by the U.S. Small Business Administration*

### Books to Help People Owning or Starting a Small Business

*The Partnership Book*, Clifford, \$24.95 (1)

*Starting and Operating a Small Business in California*. Jenkins, \$24.95 (1)

*Successful Business Plan: Secrets and Strategies*. Abrams, \$21.95 (1)

*Know Your Market. How to do Low Cost Market Research*. Frigstand, \$19.95 (1)

*Guerilla Marketing*, Levinson, \$11.95 (1)

*Small Time Operator*, Kamaroff, \$14.95 (2)

*How to Write a Business Plan*, McKeever, \$21.95 (2)

*The Partnership Book: How to Write A Partnership Agreement*. Clifford and Warner, \$24.95 (2)

*How to Form Your Own California Corporation*, Mancuso, \$29.95 (2). With Computer disc, \$39.95 (1)

*The Small Business Valuation Book*, Lawrence W. Tuller, \$10.95 (publisher: Bob Adams. Inc.)

*How to Buy a Great Business with No Cash Down*, Arnold Goldstein, 658.16 G57 (3)

*How to Start, Expand, and Sell a Business*. James Comiskey, 658.04 C73 (3)

*How to Register Your Own Trademark*, Mark Warda, O/S 602.7 W21 (3)

- (1) Available at Bookcafe, 1475 41st Avenue, Capitola
- (2) Available from Nolo Press, 1-800-992-6656.
- (3) Available at the Santa Cruz Library.