



### Library Hours

Mon. & Thurs. Noon - 8:00 p.m.

Tues. & Wed. 10:00 a.m. - 6:00 p.m.

Fri. & Sat. 9:00 a.m. - 5:00 p.m.

Circulation (817) 514-5864

Children's Desk (817) 514-5866

Reference (817) 514-5865

## Watauga Public Library

# BUSINESS MANAGEMENT TOOLS

*Information Resources to Help  
you Grow and Manage Your  
Small or Medium-Sized Business*

## Watauga Public Library

7109 Whitley Road  
Watauga, TX 76148  
Phone: (817) 514-5865

Phone: (817) 514-5865  
Fax: (817) 581-3910  
Http://www.cowtx.org

**Tel: (817) 514-5865**

# Business Management Resources

## Customer Service

Blanchard, Kenneth H. Customer Mania! Ready to Serve. Simon & Schuster Media, 2004. ACD 658.8 BLA

Lundin, Stephen C. Fish! A Remarkable Way to Boost Morale and Improve Results. Hyperion, 2000. 658.8 LUN

Willingham, Ron. Integrity Service: Treat Your Customers Right, Watch Your Business Grow. Free Press, 2005. 658.8 WIL



## Business Procedures

Fleischer, Charles H. Employer's Rights: Your Legal Handbook from Hiring to Termination and Everything in Between. Sphinx, 2004. 344.7301 FLE

Lindsell-Roberts, Sheryl. Strategic Business Letters and E-mail. Houghton Mifflin, 2004. 651.7 LIN

Morrison, Terri. Dun & Bradstreet's Guide to Doing Business Around the World. Revised Edition, Prentice Hall, 2001. 658.848 MOR

Schaefer, Stephen C. Financial Accounting. Fourth Edition. Prentice Hall, 2001. 657 SCH

Woods, John A. Streetwise Business Letters: 2,500 Professionally Written Letters that Will Bring Success to Your Business. Adams, 1999. 651.75 WOO

## Business Plans

Blanchard, Kenneth. Full Steam Ahead: Unleash the Power of Vision in Your Company and Your Life. Simon & Schuster Audio, 2003. 4 compact discs. ACD 650.1 BLA

Business Plans Handbook: a Compilation of Actual Business Plans Developed for Small Businesses Throughout North America. Gale, 2008. REF 658.4012 BUS

Bangs, David H. Business Plans Made Easy: It's not as Hard as You Think. 3rd Edition. Entrepreneur Press, 2005. 658.4012 BANGS

McKeever, Mike. How to Write a Business Plan. Eighth ed. Nolo Press, 2007. 658.15 MCK

## Databases

EBSCO Regional Business News and Enhanced Business Search ( through TexShare)

TexShare Databases provide access to reliable databases, from newspapers and journals to business and literature. TexShare online databases include business, news, economics, health, literature, ethnic issues, e-books and more. They help meet information demands for students, lifelong learners, business people, consumers, and others. Also, leading journals in marketing, management, accounting and finance are available. Access is online at WPL and through the remote access Library catalog at www.cowtx.org. Ask for details at the Reference Desk.

Reference USA is available for use in the Library. Detailed information on more than 12 million U.S. businesses compiled from phone books, annual reports, 10-Ks and other SEC information, government data, etc. and verified by phone calls to the businesses.

## Crisis Management



Blanchard, Kenneth H. The One-Minute Apology: A Powerful Way to Make Things Better. Compact disc. Harper Audio, 2003. ACD 658.4 BLA

Mitroff, Ian I. Why Some Companies Emerge Stronger and Better From a Crisis. AMA, 2005. 658.4 MIT

Witt, James Lee. Stronger in the Broken Places: Nine Lessons for Turning Crisis into Triumph. Times Books, 2002. 658.4 WIT

## Management

Anderson, Chris. The Long Tail: Why the Future of Business is Selling Less for More. Hyperion, 2006. ACD 338.0973 AND

Blanchard, Kenneth. Mission Possible: Becoming a World-Class Organization While There's Still Time. McGraw Hill, 1997. 658.4 BLA

Buckingham, Marcus. The One Thing You Need to Know: About Great Managing, Great Leading and Sustained Individual Success. Simon & Schuster Audio, 2006. ACD 658.409 BUC

Drucker, Peter. The Essential Drucker. Harper Business, 2001. 658 DRU

Drucker, Peter. Managing in the Next Society. St. Martin's, 2002. 658 DRU, ACD 658 DRU

Edersheim, Elizabeth Haas. The Definitive Drucker. McGraw-Hill, 2007. 658 EDE

Goleman, Daniel. Primal Leadership: Realizing the Power of Emotional Intelligence. Harvard Business School Press, 2002; 2006. 658.4 GOL, ACD 658.4 GOL

Heller, Robert. Roads to Success. Dorling Kindersley Pub., 2001. 658 HEL

Lencioni, Patrick. The Five Dysfunctions of a Team: A Leadership Fable. Random House Media, 2006. 658.4 LEN, ACD 658.4 LEN

Lundin, Stephen C. Fish! Sticks: A Remarkable Way to Adapt to Changing Times and Keep Your Work Fresh. Hyperion, 2003. ACD 658.4 LUN

Singer, Blair. ABC's of Building a Business Team that Wins: The Invisible Code of Honor that Takes Ordinary People and Turns Them into a Championship Team. Time Warner Audiobooks, 2006. ACD 658.4 SIN

Yokoyama, John. When Fish Fly: Lessons for Creating a Vital and Energized Workplace. Hyperion, 2004. 658.3 YOK, ACD 658.314 YOK

## Marketing

Beckwith, Harry. What Clients Love: A Field Guide to Growing Your Business. Little, Brown & Co., 2003. 658.8 BEC

Bly, Robert W. Fool-Proof Marketing: 15 Winning Methods for Selling Any Product or Service in Any Economy. John Wiley & Sons, 2003. 658.8 BLY

Frankel, Alex. Wordcraft: The Art of Turning Little Words into Big Business. Crown, 2004. 658.8 FRA

Hiam, Alexander. Marketing for Dummies. Second Edition. John Wiley & Sons, 2004. 658.8 HIA

Makower, Joel. Strategies for the Green Economy. McGraw-Hill, 2009. 658.4083 MAKOWER

Morrison, Terri. Kiss, Bow or Shake Hands: Europe: How to Do Business in 25 European Countries. Adams Media, 2007. 395.5 MOR

Wibbels, Andy. Blogwild! How Everyone Can Harness the Power of the Internet's Most Explosive Marketing Tool. Portfolio, 2006. 658.8 WIB



## Magazines and Newspapers

Business Week  
Commercial Recorder  
Fortune  
Wall Street Journal

Business magazines are also available through Tex-Share online databases such as Masterfile, EBSCO Enhanced Business Search and Business Regional News.

## Computer Resources at the Library

Computers are available at the Library for office applications, including Microsoft Office and Internet. A networked color printer will allow printing for 10 cents per page. Users must register at the Reference Desk. Availability on all computers is on a first-come, first-served basis. Time will be limited if others are waiting.

## Resources of Other Libraries Available to You

The Watauga Public Library is part of a consortium with six area libraries. Watauga residents may use the collections of these Metropac libraries: Fort Worth, Benbrook, Burleson, Haltom City, Keller and Richland Hills. The combined collections of these participating libraries represent over two million items. The joint catalog may be accessed from home by clicking on the link provided at [www.cowtx.org](http://www.cowtx.org) on the City web site. Watauga residents may use the collections of all of these libraries at no charge.

### **Watauga Public Library**

7109 Whitley Road  
Watauga, TX 76148

Phone: (817) 514-5865  
Fax: (817) 581-3910  
[Http://www.cowtx.org](http://www.cowtx.org)