

RESOURCE LIBRARY TITLES

CATEGORY	TITLE	AUTHOR	PUBLISHER	ISBN	COPYRIGHT
BioTechnology	A Survey of Business Incubators in Appalachia	Jim Greenwood	Greenwood Consulting		2005
BioTechnology	Biopharmaceutical Industry Contributions to State and U.S. Economies	DeVol, Wong, Bedroussian, Wallace, Ki, Murphy, Koepp	Milken Institute		2004
BioTechnology	Biotech.101:What You Need to Know in a Few Minutes	Peggy Lemaux	University of California, Berkeley		2004
BioTechnology	Building State Economics by Promoting Univ.-Industry Technology Transfer	Louis G. Tornatzky, Ph.D			2000
BioTechnology	Cluster-Based Workforce Development A Community Coll. Approach	Regional Technology Strategies Inc.			2003
BioTechnology	Communication, Collaboration& Technology:Back to the Future	Ray Ozzie	Peter O'Kelly		2003
BioTechnology	Critical Success Factors for KnowledgeBased industrial Clusters in Wisconsin	Mone, Torinus Jr., Blanchard, Sheehy, Shepley			2000
BioTechnology	High-Tech Clusters in North Carolina	Edward J. Feser, Ph.D. & Henry Renski	Office of ED UNC Chapel Hill		2000
BioTechnology	Impacting Wisconsin's Economic Development thru Entrepreneurship	Erica Kauten UW-Extension	SBDC Milwaukee Wis.		2002
BioTechnology	Incubating For Success:Growing Biotech. Businesses	Forward by John Battle Esq. MP	Biotech.Mentoring & Incubator Challenge		
BioTechnology	Incubators Revisited Technology Incubation in theTampa BayRegion	Department of Planning and Management Tampa Florida			2002
BioTechnology	National Benchmarking Analysis of Tech. Business Incubator Perf. and Prac.	US Dept. of Commerce	The NBIA		2002
BioTechnology	NC Entrepreneurship Education and Training Programs	NC Rural Economic Development Center	NC Rural EDC		2004
BioTechnology	NC's Innovation Capacity and the Economy	Robert McMahan, Ph.D	Board of Science and Technology		2005
BioTechnology	Principles of Biotechnology	David F. Betsch	NCR Extension Publications		
BioTechnology	Role of Social Capital in Building Healthy Communities	JoAnne Scheider	Annie E. Casey Foundation		2004
BioTechnology	Signs of Life:The Growth of Biotech. Centers in the U.S	Joesph Cortight and Heike Mayer	The Brookings Instit. Ctr and Met. Policy		
BioTechnology	Success Factors in Technology-Based Entrepreneurship	John T Preston	MIT Entrepreneurship Center		2001
BioTechnology	Tapping America's Potential The Education for Innovation Initiative	Business Rountable, Washington DC			2005

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BioTechnology	The Art of Economic Development Community Colleges for Creative Economies	Stuart Rosenfeld	Regional Technologies Inc.		2005
BioTechnology	The Assessment of Tenn. Community College Roles in Business Incub. Dev.	Garry Grau			2001
BioTechnology	The Entrepreneur's Guide to a Biotech Startup	Peter Kolchinsky, Phd	NCCCS BioNetWork		2004
BioTechnology	The New Economic Development Role of the Community College	Kevin J. Dougherty & Marianne F. Bakia	Alfred P. Sloan Foundation		1999
BioTechnology	The Primer A Biotechnology Guide for Non Scientists	Cathleen Davies	BioBusiness Ctr AB Tech		
BioTechnology	Window on the Workplace 2003 Training Needs Assessment		NC Biotgechnology Center		2004
Communications	The Articulate Executive	Granville N. Toogood	McGraw Hill	0-07-065090-X	1996
Communications	The Power of the Pitch	Gary Hankins	Dearborn Trade	0-7931-9439-3	2005
Customer Service	Positively Outrageous Service	T. Scott Gross	Dearborn Trade	0-7931-8823-7	2004
Customer Service	Service Magic	Ron Zemke, Chip Bell	Dearborn Trade	0-7931-6467-2	2003
Customer Service	When Customers Talk	T. Scott Gross	Dearborn Trade	0-7931-9519-5	2005
Customer Service	Why Service Stinks	T. Scott Gross	Dearborn Trade	0-7931-769-81-6	2004
Entrepreneurship	Franchising 101	Ann Dugan	Dearborn Trade	1-57410-097-1	1998
Entrepreneurship	How to Buy A Business	R. Joseph, A. Nekoranec, C. Steffens	Dearborn Trade	0-7931-0450-5	1993
Entrepreneurship	Owning and Managing a Bar or Tavern	Roy S. Alonzo	Upstart Publishing	0-936594-67-9	1995
Entrepreneurship	Smart Steps to Smart Choices	David H. Bangs	Upstart Publishing	1-57410-021-1	1996
Entrepreneurship	Strategic Partnerships	Robert L. Wallace	Dearborn Trade	0-7931-8828-8	2004
Entrepreneurship	The Complete Guide to Consulting Contracts	Herman Holtz	Upstart Publishing	1-57410-070-X	1997
Entrepreneurship	The New Restaurant Entrepreneur	Kep Sweeney	Dearborn Trade	0-7931-8567-X	2004
Entrepreneurship	You Need to Be a Little Crazy	Barry J. Moltz	Dearborn Trade	0-7931-8018-X	2003
Entrepreneurship	Your first Year in Network Marketing	Mark Yarnell, Rene Reid Yarnell	Three Rivers Press	978-0-7615-1219-6	2008
Financial Management	A Strategic Plan for Growing the Economy Statewide Through BioTechnology	NC BioTechnology Center	NC Biotechnology Center		2004
Financial Management	Accounting for Dummies	John A Tracy	For Dummies - Wiley	0-7645-7836-7	2005
Financial Management	Accounting With Peachtree Complete 2005	Carol Yacht	Thomson South-Western	0-538-44207-7	
Financial Management	Almanac of Business & Financial Ratios	Leo Troy	CCH Inc.	0-7355-4784-X	2005
Financial Management	Bridging the Valley of Death: Transitioning from Public to Private Sector Financing	L.M. Murphy and P.L. Edwards	National Renewable Energy Lab		2003
Financial Management	Capital Formation and the Commercialization Process	Bionetwork BioBusiness Center	Bionetwork BioBusiness Center		2005
Financial Management	Capital Opportunities for Small Businesses	SBTDC	SBTDC		2003
Financial Management	Freakonomics	Steven D. Levitt, Stephen J. Dubner	Morrow	0-06-073132-X	2005

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Financial Management	Fund Raising	Thomas E. Broce	University of Oklahoma Press	0-8061-1988-8	1986
Financial Management	Growing New Businesses w/Seed and Venture Capital	Robert G. Heard & John Sibert	National Governors' Association		2000
Financial Management	Helping Small Businesses Commercialize Technology	NC Dept of Commerce	NC Dept of Commerce		2005
Financial Management	Intellectual Property Basics	Miller, Mark and Jackson Walker			2005
Financial Management	Keeping the Books	Linda Pinson	Dearborn Trade	0-7931-7929-7	2004
Financial Management	Primer on Early Stage Financing	Joseph P. Hildebrandt, Esq.Foley Lardner			2002
Financial Management	Primer on How to Offer and Sell Securities	Joseph P. Hildebrandt, Esq.Foley & Lardner			2002
Financial Management	Primer on Intellectual Property	Harry C. Engstrom Esq. Jay P. Hendrickson	Foley and Lardner		2002
Financial Management	Primer on Selection of a Business Entity	Joseph P. Hildebrandt, Esq.Foley Lardner			2001
Financial Management	QuickBooks Pro 2004 and 2005: Quick Course 1		Labyrinth	1-59136-072-2	2005
Financial Management	QuickBooks Pro 2004 and 2005: Quick Course 2		Labyrinth	1-59136-073-0	2005
Financial Management	Small Business Innovation Res. Program Policy Directive	SBA's Office of Technology	SBA		
Financial Management	Strategies for Lev.Intell.Prop.through Lic.,Joint Vent. All.	Andrew J. Sherman, Esq.	Netpreneur Distinguished		2001
Financial Management	Technology Commercialization: An Overview	Bionetwork BioBusiness Center	Bionetwork BioBusiness Ctr.		2006
Financial Management	The Accounting Game	Darrell Mullis and Judith Orloff	Sourcebooks, Inc.	1-57071-396-0	1998
Financial Management	The Art and Science of obtainig Venture or Angel Investor Capital	J. Corey Pierce	4eStrategy LLC		1995-2003
Financial Management	The Primer For Angel Investment in Canada	National Angel Organization			2004
Financial Management	usiness Angel Investing Groups Growing in North America	Ewing Marion Kauffman Foundation			2002
Financial Management	What No One Ever Tells You About Financing	Jan Norman	Dearborn Trade	1-4195-0277-8	2005
HR	1001 Ways to Energize Employees	Bob Nelson	Workman Publishing	0-7611-0160-8	1997
HR	Smart Staffing	Wayne Outlaw	Upstart Publishing	1-57410-095-5	1998
Legal	Incorporate Your Business	Robert A. Cooke	Wiley	0-471-66952-0	2005
Legal	The Corporate Forms Kit	Ted Nicholas	Dearborn Trade	1-57410-057-2	1996
Legal	The Upstart Small Business Legal Guide	Robert Friedman	Upstart Publishing	1-57410-092-0	1998
Management	12 Choices . . . That Lead to Your Success	David Cottrell	CornerStone Leadership Institute	0-9762528-1-3	2005

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Management	Ben & Jerry's Double-Dip	Ben Cohen & Jerry Greenfield	Fireside	0-684-83855-9	1997
Management	Ben & Jerry's: The Inside Scoop	Fred Lager	Crown	0-517-88370-8	1994
Management	Blown to Bits	Philip Evans, Thomas Worster	Harvard Business School Press	0-87584-877-X	2000
Management	Food for Thought	Philip J. Romano	Dearborn Trade	1-4195-0008-2	2005
Management	Getting Them To Give A Damn	Eric Chester	Dearborn Trade	1-4195-0458-4	2005
Management	Good to Great	Jim Collins	Harper Business	0-06-662099-6	2001
Management	It Only Takes One	John Emmerling	Simon & Schuster	0-671-72641-2	1991
Management	Keep or Sell Your Business	Mike Cohn	Dearborn Trade	1-57410-139-0	2001
Management	Leadership Chronicles of a Corporate Sage	Susan J. Bethanis	Dearborn Trade	0-7931-8603-X	2004
Management	Leadership Sopranos Style	Deborah Himsel	Dearborn Trade	0-7931-8150	2004
Management	Lessons From the Hive	Charles Decker	Dearborn Trade	0-7931-9186-6	2004
Management	Lightning in a Bottle	David Baum	Dearborn Trade	0-7931-3595-8	2000
Management	Making Diversity Work	Sondra Thiederman	Dearborn Trade	0-7931-7763-4	2003
Management	Radical Change Radical Results	Kate Ludeman, Eddie Erlandson	Dearborn Trade	0-7931-7363-9	2003
Management	Running a Juice Stand	Don Schoening	Self Published	0-9766481-0-5	2005
Management	The Communication Catalyst	M. Connolly & R. Rianoshek	Dearborn Trade	0-7931-4904-5	2002
Management	The Engaging Leader	Ed Gubman	Dearborn Trade	0-7931-6514	2003
Management	The Essential New Manager's Kit	Florence Stone	Dearborn Trade	0-7931-7841-X	2004
Management	The Forgotten Half of Change	Luc DeBrabandere	Dearborn Trade	1-4195-0275-1	2005
Management	The Magic of Thinking Big	David J. Schwartz	Simon & Schuster	0-671-64678-8	1987
Management	The Mentoring Advantage	Florence Stone	Dearborn Trade	0-7931-8692-7	2004
Management	The Power of Six Sigma	Subir Chowdhury	Dearborn Trade	0-7931-4434-5	2001
Management	The Radical Leap	Steve Farber	Dearborn Trade	0-7931-8568-8	2004
Management	The Rise of the Creative Class	Richard Florida	Basic Books	0-465-02476-9	2002
Management	The Soul of an Organization	Richard S. Gallagher	Dearborn Trade	0-7931-5780-3	2003
Management	True Leaders	Bette Price, George Ritcheske	Dearborn Trade	0-7931-4826-X	2001
Management	What's Your Corporate IQ	Jim Underwood	Dearborn Trade	0-7931-8573-4	2004
Management	Micro Trends	Mark J. Penn	Twelve	0-446-58096-1	2008
Management	True North	Bill George	Jossey-Bass	978-0-7879-8751-0	2008
Management	Execution	Larry Bossidy & Ram Charan	Crown Business	0-609-61057-0	2008
Management	Leading Change	John P. Kotter	Harvard Business School Press	0-87584-747-1	2008
Marketing	Marketing Your Own Business	Jan Norman	Dearborn Trade	0-7931-8572-6	2004
Marketing	Ageless Marketing	David B. Wolfe	Dearborn Trade	0-7931-7755-3	2003
Marketing	Brandscendence	Kevin A. Clark	Dearborn Trade	0-7931-8303-0	2004
Marketing	Creating Customer Evangelists	Ben McConnell, Jackie Huba	Dearborn Trade	0-7931-5561-4	2003

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Marketing	How To Sell More Stuff	Steve Smith	Dearborn Trade	0-7931-9331-1	2005
Marketing	Kidnapped	Daniel S. Acuff, Robert H. Reihner	Dearborn Trade	1-4195-0503-3	2005
Marketing	Legendary Brands	Laurence Vincent	Dearborn Trade	0-7931-5560-6	2002
Marketing	Let Them Eat Cake	Pamela N. Danziger	Dearborn Trade	0-7931-9307-9	2005
Marketing	Light Their Fire	S. Drake, M. Gulman, S Roberts	Dearborn Trade	1-4195-0252-2	2005
Marketing	Marketing To The Campus Crowd	David A. Morrison	Dearborn Trade	07931-8600-5	2004
Marketing	Marketing To Women	Martha Barletta	Dearborn Trade	0-7931-5963-6	2003
Marketing	Permission-Based E-Mail Marketing That Works	Kim MacPherson	Dearborn Trade	0-7931-4295-4	2001
Marketing	Success Secrets of the Online Marketing Superstars	Mitch Meyerson	Dearborn Trade	1-4195-0501-7	2005
Marketing	The Art of Client Service	Robert Solomom	Dearborn Trade	0-7931-6799-X	2003
Marketing	The Consistent Consumer	K. Beller, S. Weiss, L. Patler	Dearborn Trade	1-4195-0273-5	2005
Marketing	The Great Tween Buying Machine	D. Siegel, T. Coffey, G. Livingston	Dearborn Trade	0-7931-8599-8	2004
Marketing	The Market Planning Guide	David H. Bangs	Dearborn Trade	0-7931-5971-7	2002
Marketing	Trillion Dollar Mom\$	Maria T. Bailey, Blonnie W. Ulman	Dearborn Trade	1-4195-0457-6	2005
Marketing	Who Are "They" Anyway?	BJ Gallagher, Steve Ventura	Dearborn Trade	0-7931-8829-6	2004
Marketing	Why People Buy Things They Don't Need	Pamela N. Danziger	Dearborn Trade	0-7931-8602-1	2004
Sales	Beyond Selling Value	Mark Shonka, Dan Losch	Dearborn Trade	0-7931-5470-7	2002
Sales	Creating the #1 Sales Force	Jim Kasper	Dearborn Trade	1-4195-0274-3	2005
Sales	From Contact to Contract	Dianna Booher	Dearborn Trade	0-7931-6800-7	2003
Sales	Heat Up Your Cold Calls	George R. Walther	Dearborn Trade	1-4195-0276-X	2005
Sales	How Winners Sell	Dave Stein	Dearborn Trade	0-7931-8569-6	2002
Sales	Power Selling	George Ludwig	Dearborn Trade	0-7931-8571-8	2004
Sales	Proven Proposal Strategies to Win More Business	Herman Holtz	Upstart Publishing	1-57410-088-2	1998
Sales	ROI Selling	Michael J. Nick, Kurt M. Koenig	Dearborn Trade	0-7931-8799-0	2004
Sales	Sales Don't Just Happen	Stephan Schiffman	Dearborn Trade	0-7931-5463-4	2002
Sales	Strategic Negotiation	Brian J. Dietmeyer	Dearborn Trade	07931-8304-9	2004
Sales	Strategies That Win Sales	Mark Marone, Selestee Lunsford	Dearborn Trade	0-7931-8860-1	2005
Sales	The e-bay Millionaire	Amy Joiner	John Wiley & Sons, Inc.	0-741-71216-7	2005
Sales	The Prime Solution	Jeff Thull	Dearborn Trade	0-7931-9522-5	2005
Sales	Ziglar On Selling	Zig Ziglar	Oliver Nelson	0-8407-9131-3	1991
Start-up	101 Small Business Ideas for Under \$5000	Corey Sandler, Janice Keefe	Wiley	0-471-69287-5	2005
Start-up	Buy Your Own Business With Other People's Money	Robert A. Cooke	Wiley	0-471-69498-3	
Start-up	From Kitchen to Market	Stephen F. Hall	Dearborn Trade	0-7931-9997-2	2005
Start-up	High Tech Start Up	John L. Nesheim	Free Press	0-684-84170-X	2000
Start-up	If You're Clueless About Starting Your Own Business	Seth Godin	Dearborn Trade	1-57410-093-9	1998

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Start-up	Owning and Managing a Bed & Breakfast	Lisa Angowski Rogak	Dearborn Trade	0-936894-65-2	1995
Start-up	Owning and Managing a Restaurant	Roy S. Alonzo	Upstart Publishing	0-936894-89-X	1996
Start-up	Starting a New Business?	Chris Murphy	iUniverse, Inc.	0-595-40037-X	2006
Start-up	Starting and Operating a Small Business (Copy 1)	Steve Mariotti	Pearson Prentice Hall	0-13-119767-3	2007
Start-up	Starting and Operating a Small Business (Copy 2)	Steve Mariotti	Pearson Prentice Hall	0-13-119767-3	2007
Start-up	Steps to Small Business Start-Up, 5th Ed.	Linda Pinson, Jerry Jinnett	Dearborn Trade	0-7931-7927-0	2003
Start-up	Successful Business Research	Thonda Adams	The Planning Shop	0-9740801-3-6	2006
Start-up	The Anatomy of a Business Plan	Linda Pinson	Dearborn Trade	0-7931-9192-0	2005
Start-up	The Business Planning Guide	David H. Bangs	Dearborn Trade	0-7931-5409-X	2002
Start-up	The Business Start-Up Kit	Steven D. Strauss	Dearborn Trade	0-7931-6027-8	2003
Start-up	The Restaurant Planning Guide	Peter Rainsford, David H. Bangs	Dearborn Trade	1-57410-026-2	2001
Start-up	The Restaurant Start Up Guide	Peter Rainsford, David H. Bangs	Dearborn Trade	1-57410-137-4	2001
Start-up	What No One Ever Tells You About Starting	Jan Norman	Dearborn Trade	0-7931-8596-3	2004