

NEW BUSINESS BOOKS  
AT THE AHEARN BUSINESS CENTER  
DECEMBER 2009

Cable, Philip R., *Make Movies that Make Money! The Low-Budget Filmmaker's Guide to Commercial Success*, McFarland & Company, Inc., Jefferson, North Carolina and London, England, 2009. 791.4302 CABL

Chapman, Sam with Bridget Sharkey, *The No-Gossip Zone. A Non-Nonsense Guide to a Healthy, High Performing Work Environment*, Sourcebooks, Inc., Naperville, Illinois, 2009. 658.38 CHAP

Firestein, Peter, *Crisis of Character: Building Corporate Reputation in the Age of Skepticism*, Union Square Press (an imprint of Sterling Publishing Company, Inc., New York, U.S.A. and London, England, 2009. 658.408 FIRESTEIN

Hogan, Kevin, *The Secret Language of Business. How to Read Anyone in 3 Seconds or Less*, John Wiley & Sons, Inc., Hoboken, New Jersey. 153.69 HOGA

Joel, Mitch, *Six Pixels of Separation. Everyone is Connected. Connect Your Business to Everyone*, Business Plus, New York, New York; Boston, Massachusetts, 2009 658.72 JOEL

Kaputa, Catherine, *The Female Brand. Using the Female Mindset to Succeed in Business*, Davies-Black an imprint of Nicholas Brealey, London, England; Boston, Massachusetts, U.S.A., 2009. 658.409 KAPU

Silverstein, Michael J. and Sayre, Kate, *Women Want More. How to Capture Your Share of the World's Largest, Fastest-Growing Market*, Harper Business, an imprint of Harper-Collins Publishers, New York, New York, 2009. 658.834 SILVERSTEIN

Trump, Donald, *Think Like a Champion. An Informal Education in Business Life*, Vanguard Press, New York, New York, 2009. 650.1 TRUMP.

Pearce, Lynn M., Project Editor, *Business Plans Handbook. A Compilation of Business Plans Developed by Individuals Throughout North America*, Gale/Cengage Learning, Detroit, New York, San Francisco, New Haven, Conn., Waterville, Maine, London, England, 2009.