



Maine SBDC ~ E-Bulletin

Essential News for Entrepreneurs

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Small
business meets social
media- an
introduction to help
you get started.

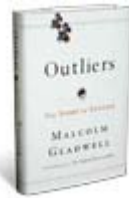


5 Super Summer Reads

#1 Regardless of your product or service, wouldn't you want the competition to be irrelevant? Providing the reader with a systematic approach to creating uncontested market space is why [Blue Ocean Strategy](#) is an international best-seller. A summer must-read from certified business counselor and AVCOG center director Greg Gould.

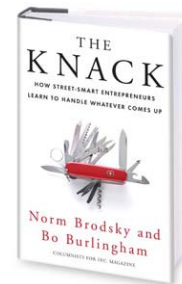


#2 Many Maine SBDC counselors are

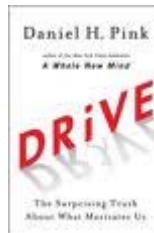


currently reading and recommend [Outliers: The Story of Success](#) by Malcolm Gladwell, a New York Times best-seller. Gladwell asks and answers the question: "What makes high-achievers different?" Not to be missed.

#3 Norm Brodsky and Bo Burlington's [The Knack: How Street Smart Entrepreneurs Learn to Handle Whatever Comes Up](#) focuses on big-picture practicalities for the budding business.



#4 Perfect for managers at all levels is



[Drive: The Surprising Truth About What Motivates Us](#). *Inc. Magazine* cites Daniel Pink's latest as "an engaging look at how we work" and re-examines the carrot-and-stick style of employee motivation.

#5 Jason Fried and David Hanson do not pull

any punches in their latest work. [REWORK](#) offers hundreds of ways to approach work in the modern age, dispelling old business platitudes.

