

# Business publications

The following list of publications is a good starting point for people wishing to know more about up-skilling, starting a business, and buying or selling a business ...



0800 42 49 46

## Books

<b>Accounting for Small business</b>		
A New Zealand Handbook – Sari Hodgson	Tandem Press 2000	\$24.95
<b>A Passion for Life – Young New Zealanders Doing Business</b>		
Rebecca Wilson & Bronwyn Evans	Shoal Press 2002	\$29.95
<b>A Smarter Home Business – a NZ handbook</b>		
Tina Johnstone & Catherine Whitaker-Hynd	Tandem Press 2003	\$29.95
<b>BIZ Business Steps - A practical guidebook for Small Business</b>		
biz business information	Available through biz business information	Free
<b>Buying &amp; Selling A Business</b>		
Keith McIlroy	Shoal Press 1999	\$24.95
<b>Entrepreneurs at Work – Successful New Zealand Business Ventures</b>		
Alan Cameron & Claire Massey	Pearson Education 2002	\$39.95
<b>(New Zealand) Exporter &amp; Importer Handbook</b>		
Only available from Profile Publishing	0800 800 939	\$34.95
<b>Inventors Guide to Success</b>		
James & Wells	Print House 2000	\$24.95
<b>MAKE IT BIG – How to make money from your million dollar idea</b>		
Alicia Beverely	Allen & Unwin	\$35.00
<b>Marketing for Success</b>		
Glen Senior & Ian McBride	A WorkSmart book, Enterprise Publications	\$29.95
<b>Revitalise Your Business</b>		
Geoffrey Moss	Astro Print 2002	\$29.95
<b>Small Business Survival Tactics</b>		
Glen Senior & Ian McBride	A WorkSmart book, Enterprise Publications & The Small Business Company 2000	\$29.95
<b>Tax in New Zealand</b>		
A Practical Guide for Small Businesses, Investors and the Self Employed – Martin Hawes	Shoal Press 1999	\$24.95
<b>The 7 Key Principles of Successful Small Business Marketing</b>		
Roger Brooksbank	The Dunmore Press 1999	\$24.95
<b>The New Zealand Small Business Guide (3rd Edition)</b>		
Richard Higham & Sara Williams	Penguin Books 2001	\$29.95
<b>The Small Business Book (New Edition)</b>		
Leith Oliver & John English	Bridget Williams Books 2002	\$39.95

## Magazines

<b>NZBusiness – The magazine for innovators &amp; entrepreneurs</b>		
Profile Publishing P.O. Box 5544, Auckland	Available booksellers (monthly)	\$5.95
Ph: 09 630 8940 Fax: 09 630 1046	Annual subscription rate \$54.45 (11 issues)	\$54.45

## Audio/Video

<b>How to start a business (tape)</b>		
Ryder Lewis & Associates	127 Queens Drive, Lower Hutt	\$43.90
	Ph: 04 939 4156 ryder-lewis@clear.net.nz	

\* Prices indicated for the publications listed above may vary.