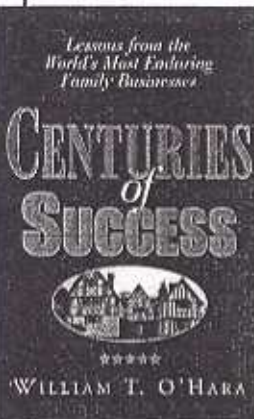


# BUSINESS BOOKSHELF

A look at what we're reading and recommending this month.



## CENTURIES OF SUCCESS

By William T. O'Hara  
(Adams Media, \$24.95)

Family businesses symbolize the entrepreneurial spirit of perseverance and success. Business founders are intently driven by creativity, challenge and the desire to unearth new roads. They want to improve lives by making a difference. For centuries an endless number of family businesses have been established but most have not survived. In the U.S. alone, there are 20 million family businesses. Those that will survive are linked most often by classic overachieving spirit of collaboration and drive to succeed.

This book focuses on 20 of the world's oldest family businesses, including several in North America. O'Hara traveled the world, visiting headquarters, studying business strategies, and interviewing management teams. Some of the companies profiled include:

- Kongo Gumi (founded 578, Japan)
- Beretta (founded 1526, Italy)
- Zildjian (founded 1623, Turkey)
- Molson, Inc. (founded 1786, Canada)

The book is a good read no matter how small or large your business. If you are out to create an everlasting entrepreneurial legacy, this could be the book for you. It's interesting to note that family businesses remain the dominant force in business enterprise. To learn more about the book, visit [www.adamsmedia.com](http://www.adamsmedia.com).

## WIRELESS NETWORKING MADE EASY

By Russell Shaw  
(AMACOM, \$27.95)

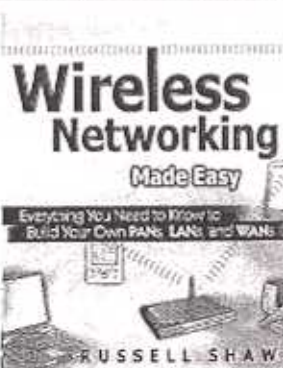
Wireless applications and technologies have made remarkable strides recently, enabling home and office users to easily and affordably connect computers, PDAs, printers, fax machines, and other devices without combating a tangle of wires. Hotels, airports, and even companies like McDonald's and Starbucks are providing "hotspots" enabling users to tap into their tools while on the road. This revolution makes communication and information access easier than ever, but for many, the task of getting started can seem intimidating.

Using simple, clear language, Shaw shows readers how to install, monitor and use the latest wireless systems. The book uses real-life case histories of how businesses and home users can put wireless technologies to work, and explains the various benefits associated with personal, local and wide area wireless networks.

### You'll learn how to:

- choose what type of network to use
- build the network
- determine what equipment is needed
- troubleshoot the system
- become familiar with the Bluetooth standard, NICS (network interface cards), and PCMCIA's (Personal Computer Memory Card International Association).

Russell Shaw is the author of four Internet and computer technology books and writes for several national outlets. He teaches wireless networking courses for the Hewlett-Packard Learning Center ([hplearningcenter.com](http://hplearningcenter.com)) and the Micro Warehouse Learning Center ([mwlearningcenter.com](http://mwlearningcenter.com)) as well as tech courses for DigitalThink, an online learning company based in San Francisco.



## HOW TO SUCCEED AS A LIFESTYLE ENTREPRENEUR

By Gary Schine  
(Dearborn Trade, \$18.95)

Hey, there is success that goes way beyond the bottom line and this book teaches how to get on track to achieve it. If you find yourself struggling with family, business, and a generally unhealthy balance of work and play, this is your book. Don't let your business or career take over the real key priorities in life such as family, friends and personal well-being.

In his book, Schine reveals how self-employment can become a means to an end that allows for freedom, independence and, most of all, control over your own time. The book is a nice mix of practical how-to advice, philosophy and inspirational success stories that will help you take control of your career and reap the rewards you truly value.

As a lifestyle entrepreneur, you can create a business around your passions and a lifestyle that reflects commitments beyond financial success ranging from health, creativity or family, to travel, volunteerism or philanthropy.

The author is a small business consultant who has successfully started and operated several lifestyle businesses. Use the book to learn how to:

- decide whether the realities of running a business are for you
- set up a business that runs on your own terms
- evaluate where traditional business advice does and does not apply to aspiring nontraditional entrepreneurs
- harness and utilize the same powerful business tools used by traditional business people
- market your unique services, no matter how unusual

Get off the treadmill and enjoy every day of your small business life.

HOW TO SUCCEED  
AS A  
*Lifestyle*  
ENTREPRENEUR

How to be a business without  
losing it all your life

GARY SCHINE