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SMALL BUSINESS REPORT

Tips That Count: 460 Helpful Lists

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Lists are a quick and easy way to access information. That's why the new "Streetwise Small Business Book of Lists" might be a welcome addition to your business library. Here's a short list of the reasons that you may find the book helpful.

1. Time- and money-saving ideas: The subtitle sums it up, "Hundreds of Lists to Help You Reduce Costs, Increase Revenues, and Boost Your Profits."

The book's 460 lists cover topics such as how to speed up your cash flow, common hiring mistakes, top insurance issues and risky tax deductions for the self-employed. Eight chapters identify important issues in almost all kinds of businesses, including starting up, finding and keeping employees, getting and handling money, traveling and making smart choices for effective technology, sales efforts and marketing.

2. An experienced author: Gene Marks spent nine years in the entrepreneurial services division of international consulting company KMPG before starting Marks Group, an 11-person consulting firm based in Bala Cynwyd, Pa., that provides software and information technology services to small and medium-sized companies.

Marks wrote "The Complete Idiot's Guide to Successful Outsourcing" and "Outfoxing the Small Business Owner: Crafty Techniques for Creating a Profitable Relationship." He is also editor of "Small Business Desk Reference." Marks hit upon the idea of using lists as an efficient way to answer the myriad questions that face small-business owners, including himself.

Marks said he knocked out about 1,200 questions within a week and then hired a dozen graduate business students from nearby St. Joseph's University to find the experts and compile the answers in lists.

Marks' favorite list? "Key Reports to Use to Run a Business" on Page 235.

"It embodies exactly what the book brings to its readers," he said.
"Concise and useful information that immediately impacts how a small-business owner makes decisions."

3. Contact information: The source for each list is given, including how to reach the expert. Among the 300 experts are consultants, authors, business groups and government agencies such the Internal Revenue Service and the Small Business Administration.

4. Affordable: \$19.95 (cheaper at online booksellers) for 661 pages of information you can use every day to improve your business.

5. Value-added feature: Sign up at <http://www.smallbizlists.net> and receive a free list each month. Plus, you'll probably to get the news first when Marks comes out with his next book, which will include the several hundred other lists that didn't make it into this one.

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