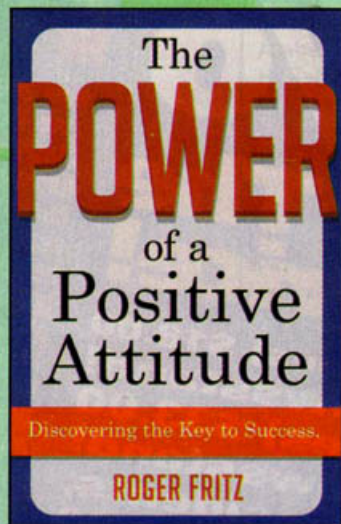
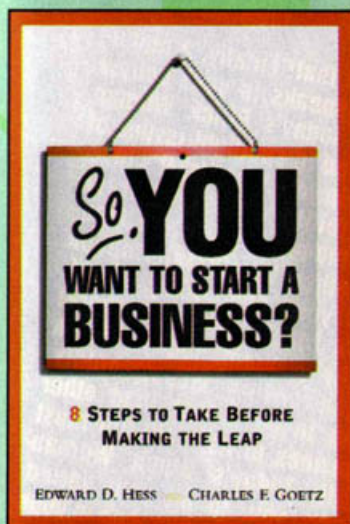


# book review

## COMING ATTRACTIONS...

Whether it's in the business world or in the game of life, attitude is not only a reflection of the person, but follows one wherever you go. Author Roger Fritz has devoted his entire career to helping people overcome the obstacles by simply changing their outlook on life, as illustrated by his self-help manual, *The Power of a Positive Attitude* (AMACOM, \$15 U.S., hardcover, 118 pages). In his book, Fritz shows readers how to develop a deeper understanding of the effects of their attitude, and how it influences not just their personality, but also the results that they can achieve. His core lesson is that restructuring your attitude can affect others, whether it's in the workplace, social setting or at home. An invaluable life manual that will empower readers to face many of life's challenges...Moving on from attitudes, being a minority hire in Corporate America is still a very unpredictable and tricky minefield to navigate. People will relate to having done everything correctly in their climb up the corporate ladder, only to find themselves stuck in career limbo. Fortunately, author

Keith R. Wyche, with an assist from co-author Sonya Alleyne, shares his experiences with readers in his book, *Good Is Not Enough: And Other Unwritten Rules for Minority Professionals* (Portfolio, \$24.95, U.S.; \$27.50, Canada, hardcover, 242 pages). Readers will gain insights from prominent minority executives in Corporate America, all of who, along with the author, reveal many of the unwritten rules that are key to surviving the pitfalls that face minority workers. The authors stress that it takes much more than working hard and having the right degrees to succeed. They show that in Corporate America, a personal strategy is crucial for negotiating workplace challenges to achieve greatness...In the United States more than five million businesses are started each year, but more than 70 percent of new businesses fail. Authors and entrepreneurs Edward D. Hess and Charles F. Goetz share insider information in their book *So, You Want To Start A Business? 8 Steps to Take Before Making the Leap* (FT Press, \$18.99, paperback, 185 pages). Unlike so many



other books on the art of entrepreneurship, this book puts the focus on key operational issues that are often associated with consistent profitability. Readers will learn how to identify the right opportunities and customers, design winning products and services, set the right prices, overcome customer inertia, find and keep good employees, increase management growth, and avoid the common mistakes that results in businesses dying. Drawing on real-life experiences, case studies and cutting-edge research, the book is a timely guide for entrepreneurs to apply the correct strategies to make their business dreams and goals come true...Finally, everyone wants that dream job that will make them happy. A veteran radio show host devoted to helping people find work that they love, author Maureen Anderson often invites listeners to hear firsthand accounts from people who enjoy their work and live without regret. These stories come to life in her book *The Career Clinic: Eight Simple Rules for Finding Work You Love* (AMACOM, \$15, U.S.; \$16.95, Canada, paperback, 224 pages). Inside, readers will find plenty of practical advice and guidance on how to make the leap from the usual 9-to-5 routine to having a love affair with their career. From a husband-and-wife team who made the leap of faith to launching a bookstore to a secretary who became the famous editor of a magazine, the book offers nothing but useful advice and encouragement to those hoping to achieve happiness and prosperity in both their professional and personal lives. ■

BY SHEILA PATTERSON

