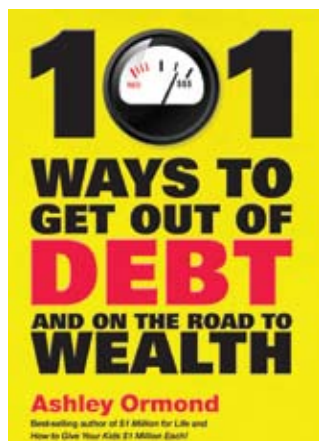


read

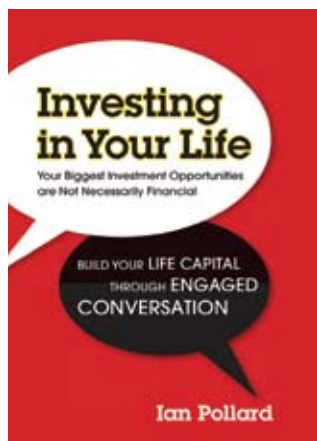


101 WAYS TO GET OUT OF DEBT AND ON THE ROAD TO WEALTH

By Ashley Ormond

Wright Books RRP \$32.95

Got a great business idea and an even greater credit card bill? Most great start-ups are homegrown operations for the first couple of years, but if the household finances aren't under control it is easy to lose sight of the bigger picture. Ormond's book is based in reality – the small steps needed to cut back on debt, from mortgages and credit cards to car loans and investment loans.



INVESTING IN YOUR LIFE

By Ian Pollard

John Wiley and Sons RRP \$39.95

Pollard's premise is simple: apply similar attention to investing in your personal and social capital as you do to financial investments and success will follow. It's an interesting concept to consider your life anew through this paradigm – suddenly looking at your employer or your network and determining whether or not they are an asset or liability. At times reading the book is a tough slog but the return on investment is worth it.

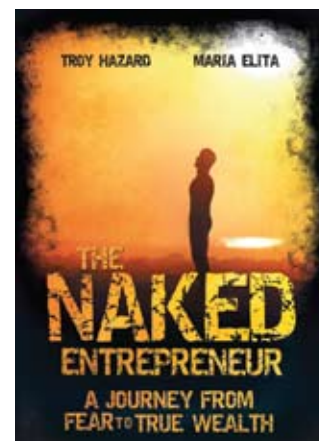


THE AIRPORT ECONOMIST

By Tim Harcourt

Allen & Unwin RRP \$24.95

Taking its name from economist Milton Friedman's infamous 1974 trip to Australia – Friedman gave advice on the best methods to fix the country's economic woes in a press conference at the airport *before* he had even entered the country – Harcourt's book is a whirlwind tour of international economies and markets. There are plenty of inspirational tales and local quirks to encourage any budding entrepreneur thinking of taking their idea global.



THE NAKED ENTREPRENEUR

By Troy Hazard and Maria Elita

Wrightbooks RRP \$29.95

In many ways Jamie Oliver is to blame for encouraging others to take off their clothes in their day jobs. For Hazard and Elita the 'naked truth' is a process of stripping back the layers of a busy professional's life to reveal that it is possible to create and maintain wealth – without losing your soul in the process. This book is written in a novel style and won't be everyone's cup of tea. Then again, sometimes it pays to shake things up a bit.

use

twitter

What is it? In 140 characters or less... Twitter is an online phenomenon where users post status updates in real time from phones, Blackberries and the humble PC. You can use it to build networks and research what the public actually thinks (users were particularly harsh on Gretel Kileen's Logie hosting effort, for example) about your product or service. **Who's on it?** Estimates vary, but more than 25 million have signed up – whether or not they are all still using it is another matter. **It's a waste of time though, isn't it?** Well, yes – you can read such trivial insights as those from Brit musician Lily Allen, who on wrote on April 28 (at 6.55am) "At

the beeb [BBC]... license fee is definitely not being spent on quality toilet paper". **So why bother?** Because it is searchable, accessible and quick. The accessibility means you can read posts from everyone such as Al Gore to the creepy looking guy sitting in the corner – it is an unobtrusive way to develop business networks if used correctly. Twitter's search power also gives an incredibly powerful insight into consumer behaviour – you can get instant (honest) feedback from the public. Well, the public that is connected to Twitter, that is. For more on how to maximise social networking sites such as Twitter, Facebook and LinkedIn see page 48.