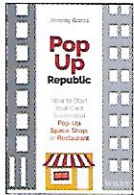


BOOK REVIEWS

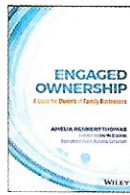


POPUP REPUBLIC
Jeremy Baras
Wiley 2015
\$31.95, ebook \$20.99

When Jeremy Baras saw a pop-up restaurant on the London Eye, he returned to the US and founded PopUp Republic, an online marketing company that promotes pop-up shops, restaurants, spaces and events.

This wide-ranging book forms a launch handbook. From retail shops to restaurants and food trucks to farmers markets, this is a \$50-billion industry. Although certain details are geared to the US, most of this book works for the Australian market and will spark ideas.

With customers moving towards shopping local and still craving experiences, the pop-up concept is just another way traditional business models are being disrupted.



ENGAGED OWNERSHIP
Amelia Renkert-Thomas
Wiley 2016
\$49.95, ebook \$32.99

This book addresses a burning need as more baby boomers retire and transfer ownership of their businesses to their children.

'Core capital' includes financial value, but also human and social capital – relationships and connections, talents, values, entrepreneurial spirit, education and knowledge base, goodwill and good name – enterprise and capital – unique knowhow, societal value of the product or service, and human and financial capital. All this generates a return greater than the sum of its parts.

Amelia Renkert-Thomas cofounded Withers Consulting Group, and her grandfather started Fisher-PriceToys.



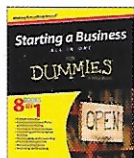
FIXING FEEDBACK
Georgia Murch
Wiley 2016
\$29.95, ebook \$23.99

Valuable feedback requires give-and-take to foster engagement and

productivity. But often we get in our own way by not giving it or handling it poorly when on the receiving end.

Georgia Murch has worked with organisations here and overseas for more than 20 years, consulting, designing and enabling change.

Her work is all about great communication; her style is candid and direct. She deals with the cost of poor communication, and how to take responsibility for how people interpret our words and actions. She explains the iceberg syndrome, where appearance and actions, thoughts, feelings, emotions and beliefs and needs.



STARTING A BUSINESS
Kathleen R Allen et al
Wiley 2015
\$42.95, ebook \$34.99

This 564-page US book amalgamates eight Dummies business books, aimed at helping new business owners. They cover entrepreneurship, business plans and business basics, starting an online business, franchising and home-based businesses, bookkeeping and accounting, financial management, managing employees, and marketing and branding.

Planning looks at business plans, funding, legal structures and franchises, a home-based business and a website. Managing finances deals with setting up books, profit and loss, cashflow, controlling costs and tax. Managing your business tackles hiring, goal-setting, CSR, technology and delegating. Finally, marketing and promotion deals with strategy, image, branding and communication.



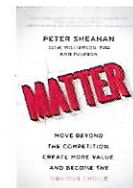
MAGNETIC BRANDING
Zahrina Branding Studios
2016
\$30 + p&h

The message is simple: if you've got it, flaunt it.

As a photographer, Zahrina Robertson captured the best in people through the lens. After harnessing the power of her own personal branding, she now helps others do the same.

This image-laden book offers a wealth of information on setting up your personal brand and using photographs to give the best possible first impression online. That is crucial, as jobs can be won or lost through that first impression.

The specifics on what shots to use on which social platforms won me over, whereas the editing sometimes lets this book down.



MATTER
Peter Sheahan, Julie Williamson, Dom Thurbon
Ebury Press 2016
\$34.99, ebook \$16.99

In this era, authenticity is key. People want to buy from, partner with and work for companies that matter.

With the subtitle 'move beyond the competition, create more value and become the obvious choice', this book shows how to create value for your customers, employees and community.

The authors are innovative thinkers who lead Karrikins Group, a global, growth-oriented consulting firm with the goal of elevating its clients to become the obvious choice, using the tools they explain here.

Case studies of businesses that have found their edge of disruption illustrate this important book. Recommended.