There is no shortage of business books out there, so how do you know where to start? Five entrepreneurs site their picks for the best books for startups, with insider information, helpful anecdotes, inspiring real-life stories and more.

**SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

For 30 years the SBDC has worked with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve performance. Check out our success stories.

**BUSINESS COUNSELING**

SBDC counselors offer help at NO COST to existing businesses. Contact us to find out how we can help you flourish.

**INDUSTRY NEWS & TIPS**

**Daymond John: How I Spot Winners**
Learn traits that make for a promising entrepreneur from the Shark Tank star himself.

**Why U.S. Retailers Are Still Vulnerable to Card Fraud**
If you haven’t upgraded to more secure payment systems for credit cards, you’re not alone. Learn about the hurdles companies must overcome to improve security and reduce fraud.

**10 Excellent Online Payment Systems**
Read a review of the top 10 online payment systems available, including seasoned veterans and new up-and-comers.

**TRAINING OPPORTUNITIES**

**First Steps to Starting a Business**
Oct. 21 or Nov. 11
Entrepreneurial Training Program
Winter Dates Coming Soon

BACK ISSUES

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QUESTIONS?
Contact Jason Mueller at muell223@uwm.edu or 414-227-3240.

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