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owners say another round of stimulus from Congress may be too little too late. Photo: Adam Younker for The Wall Street Journal

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Because starting a small business is not only a huge financial risk but also a complete lifestyle change, anyone who wants to be his or her own boss needs to approach entrepreneurship thoughtfully and with careful planning. That ' s why there is no better resource than The Wall Street Journal Complete Small Business Guidebook, a practical guide for turning your entrepreneurial dreams into a successful company, from America ' s most trusted source of financial advice. It answers would-be business owners ' biggest question—how do I fund my

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venture?—then explains the mechanics of building, running and growing a profitable business. You ' ll learn:

- How to write a winning business plan
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- Ways to keep your stress in check while maintaining a work/life balance
- How to manage your time, including taking vacations and dealing with sick days
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- Marketing and management basics
- When angel investors or venture capital might be an appropriate way to grow
- How to execute your exit strategy

Running the show may not always be easy, but the rewards can be tremendous. You may be on the job 24/7, but you have the freedom to call the shots, to hire whomever you want, to work when you want and to take your business as far as you want to go.

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Several times a year, The Wall Street Journal publishes Special Reports entitled Breakaway: A Focus on Small Business. This ongoing feature is one of the most popular in both the print and interactive versions of the Journal. With 25 million small businesses in the United States employing more than half of all non-public workers, generating most of the gross domestic product, and creating most of the new jobs in our booming economy, it's no wonder that interest in small business is very high. Here, in Breakaway: Small Business, is the very best of the best Special Reports. Here is the best of the popular column Here's the Problem..., the business case-study version of Can This Marriage Be Saved, in which a problem affecting a particular small business is analyzed and recommendations are offered by two or more experts. Here is the best of the in-depth profiles of America's

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fastest-growing small businesses, such as Gazoontite.com, which grew from 4 employees, one store, and 800 square feet of storage to 120 employees, four stores, an 8,000 square-foot warehouse, and \$1.2 million in sales in less than a year. Here, as well, are articles that educate small business owners about how to avoid a family feud in a family business; how to identify the six categories of investors; how to create the right IRAs for yourself and your employees; how to set up a home office that won't take over your home; how to defend your patents; and many other crucial tips. Collected and presented here for the first time in e-book format, Breakaway: Small Business is a searchable, portable, and hugely valuable resource for any small business owner -- or, indeed, any businessperson -- from the award-winning staff of The Wall Street Journal.

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Why small business is not the basis of American prosperity, not the foundation of American democracy, and not the champion of job creation. In this provocative book, Robert Atkinson and Michael Lind argue that small business is not, as is widely claimed, the basis of American prosperity. Small business is not responsible for most of the country's job creation and innovation. American democracy does not depend on the existence of brave bands of self-employed citizens. Small businesses are not systematically discriminated against by government policy makers. Rather, Atkinson and Lind argue, small businesses are not the font of jobs, because most small businesses fail. The only kind of small firm that contributes to technological innovation is the technological start-up, and its success depends on scaling up. The idea that self-employed citizens are the foundation of

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democracy is a relic of Jeffersonian dreams of an agrarian society. And governments, motivated by a confused mix of populist and free market ideology, in fact go out of their way to promote small business. Every modern president has sung the praises of small business, and every modern president, according to Atkinson and Lind, has been wrong. Pointing to the advantages of scale for job creation, productivity, innovation, and virtually all other economic benefits, Atkinson and Lind argue for a “size neutral” policy approach both in the United States and around the world that would encourage growth rather than enshrine an anachronism. If we overthrow the “small is beautiful” ideology, we will be able to recognize large firms as the engines of progress and prosperity that they are.

Several times a year, The Wall Street Journal

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publishes Special Reports about e-commerce and technology. With this segment of the economy generating billions of dollars in revenue and market capitalization, it's no wonder that this is one of the most popular features of both the print and interactive versions of the Journal. Here, in E-Commerce, is the best of these Special Reports. Here are articles that profile the challenges facing "old-economy" businesses like car manufacturers as they go online, and uncover the Internet's dirty little secret: porn, the most profitable industry on the Web. Here are explorations of the many new business models for working on the Web, from "eating your own dog food" to show customers how well your technology works, to ensuring that customer service reigns supreme even in the New Economy -- and articles that highlight how even in a digital world, things like pricing structures and the difficulties of starting a business

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remain constant. Here are interviews with e-commerce pioneers, like the founders of Yahoo!, as well as articles that tell the tales of those who have taken the e-commerce plunge, like Merrill Lynch CEO David H. Komansky and Curran Catalog founder Jeff Curran. And a series of stories shows "How Technology Has Changed the Way We..." do just about everything, from staying in touch to doing homework to having babies. Collected and presented here for the first time in e-book format, E-Commerce is a searchable, portable, and valuable resource from the award-winning staff of The Wall Street Journal.

A tale about big business, an imploding dynasty, a mogul at war, and a deal that epitomized an era of change While working at the Wall Street Journal, Sarah Ellison won praise for covering the \$5 billion acquisition that transformed the pride of Dow Jones and

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the estimable but eccentric Bancroft family into the jewel of Rupert Murdoch ' s kingdom. Here she expands that story, using her knowledge of the paper and its people to go deep inside the landmark transaction, as no outsider has or can, and also far beyond it, into the rocky transition when Murdoch ' s crew tussled with old Journal hands and geared up for battle with the New York Times. With access to all the players, Ellison moves from newsrooms to estates and shows Murdoch, finally, for who he is—maneuvering, firing, undoing all that the Bancrofts had protected. Her superlative account transforms news of the deal into a timeless chronicle of American life and power.

The Wall Street Journal Guide to the 50 Economic Indicators that Really Matter is a must-have guide for investors. Dow Jones columnist Simon Constable and respected

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financial historian Robert E. Wright offer valuable tips and insight to help investors forecast and exploit sea changes in the global macroeconomic climate. Unlike other investment handbooks, Constable and Wright ' s guide explores the not widely known economic indicators that the smartest investors watch closely in order to beat the stock market—from “ Big Macs ” to “ Zombie Banks. ” Not only valuable and informative, *The Wall Street Journal Guide to the 50 Economic Indicators that Really Matter* is also wonderfully irreverent and endlessly entertaining, making it the most fun to read investors ' guide on the market.

The story of the man who transformed *The Wall Street Journal* and modern media In 1929, Barney Kilgore, fresh from college in small-town Indiana, took a sleepy, near bankrupt New York financial paper—*The*

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Wall Street Journal—and turned it into a thriving national newspaper that eventually was worth \$5 billion to Rupert Murdoch. Kilgore then invented a national weekly newspaper that was a precursor of many trends we see playing out in journalism now. Tofel brings this story of a little-known pioneer to life using many previously uncollected newspaper writings by Kilgore and a treasure trove of letters between Kilgore and his father, all of which detail the invention of much of what we like best about modern newspapers. By focusing on the man, his journalism, his foresight, and his business acumen, *Restless Genius* also sheds new light on the Depression and the New Deal. At a time when traditional newspapers are under increasing threat, Barney Kilgore's story offers lessons that need constant retelling.

Offers advice on estate-planning, identifies

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key documents, and explains the technical jargon.

From America ' s most authoritative source: the quintessential primer on understanding and managing your money Money courses through just about every corner of our lives and has an impact on the way we live today and how we ' ll be able to live in the future. Understanding your money, and getting it to work for you, has never been more important than it is today, as more and more of us are called upon to manage every aspect of our financial lives, from managing day-to-day living expenses to planning a college savings fund and, ultimately, retirement. From The Wall Street Journal, the most trusted name in financial and money matters, this indispensable book takes the mystery out of personal finance. Start with the basics, learn how they work, and you ' ll become a better steward of your

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own money, today and in the future.

Consider *The Wall Street Journal Complete Personal Finance Guidebook* your cheat sheet to the finances of your life. This book will help you:

- Understand the nuts and bolts of managing your money: banking, investing, borrowing, insurance, credit cards, taxes, and more
- Establish realistic budgets and savings plans
- Develop an investment strategy that makes sense for you
- Make the right financial decisions about real estate
- Plan for retirement intelligently

Also available—the companion to this guidebook: *The Wall Street Journal Personal Finance Workbook*, by Jeff D. Opdyke

Get your financial life in order with help from *The Wall Street Journal*. Look for:

- *The Wall Street Journal Complete Money and Investing Guidebook*
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One of The Wall Street Journal's Best Non fiction Books of 2011. From modest beginnings as a tea shop in New York, the Great Atlantic & Pacific Tea Company became the largest retailer in the world. It was a juggernaut, the first retailer to sell \$1 billion in goods, the owner of nearly sixteen thousand stores and dozens of factories and warehouses. But its explosive growth made it a mortal threat to hundreds of thousands of mom-and-pop grocery stores. Main Street fought back tooth and nail, enlisting the state and federal governments to stop price discounting, tax chain stores, and require manufacturers to sell to mom and pop at the same prices granted to giant retailers. In a remarkable court case, the federal government pressed criminal charges against the Great A&P for selling food too cheaply- and won. The Great A&P and the Struggle for Small Business in America is the story of

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a stunningly successful company that forever changed how Americans shop and what Americans eat. It is a brilliant business history, the story of how George and John Hartford took over their father's business and reshaped it again and again, turning it into a vertically integrated behemoth that paved the way for every big-box retailer to come. George demanded a rock-solid balance sheet; John was the marketer-entrepreneur who led A&P through seven decades of rapid changes. Together, they built the modern consumer economy by turning the archaic retail industry into a highly efficient system for distributing food at low cost.

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