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# Local Authors strut their stuff



Left to right: Justine Thomas, Prof Graham Hubbard, Robyn Lommazzo, Zbigniew Michalewicz, Brett Minchington, Tania Basheer, Colin Pearce, Michelle Stanton, Diana Matthew, David Graham, Ashley Knaote-Parke, Rowland McGabhann, Matthew Michalewicz.

SA could soon be branded the business author's state with many of Australia's successful business writers based here.

'in-business' magazine recently launched an online bookstore featuring business-related titles with a difference – most of the books in our collection are by local authors.

In an exclusive event held at the State Library, 'in-business' celebrated its bookstore launch with fourteen local South Australian authors and one from NSW. Never before has there been such a unique gathering of authors in the same room, as captured in the front cover photograph of this issue, to celebrate the efforts of their continued success and the opportune platform 'in-businessBOOKS' provides for local writers.

"'in-business' is South Australia's premier magazine and the success it equates makes it an honour to be associated with 'in-businessBOOKS'," said noted IT entrepreneur and author of *Winning Credibility and Adaptive Business Intelligence*, Matthew Michalewicz.

'in-businessBOOKS' responds to demand in the marketplace to deliver a platform for highlighting and distributing business titles to a wide and diverse audience.

Internet-based e-commerce has paved the way for providing quality, local material to a mass audience. Our local authors' works are now available worldwide.

It can be hard to find distribution for business books through the mainstream press, but they provide new ideas and information about the changing landscape of the business environment.

Business titles offer expert knowledge about relevant issues that affect your business and the information they contain can influence, educate, stimulate and promote creativity among employers and employees.

There are few better means to introduce new attitudes into the boardroom, offer advice, influence management decisions and advance careers.

Internet communication has advanced dramatically, but the tested system of print on pages has sustained the popularity of books.

Books are still the dominant method for writers to broadcast their messages to an audience.

Local South Australian author Matthew Michalewicz believes in the power of books.

"The biggest motivation for writing books is to deliver a message to entrepreneurs and business people alike and the best way to do this is through books," Matt says.

Bookstores are packed with books of all kinds. If you are looking to find a book on a particular topic, you can be certain that someone somewhere has written a book on it.

But finding the right book, finding the credible book, a book with the right message, can be difficult.

"You can write the best book in the world, but if you don't have a platform for people to buy or read the book, it means nothing," Matt says.

"It is crucial to have a format like 'in-business' books to get the right books out to the right audience."

'in-businessBOOKS' makes a conscious effort to feature books that have important things to say, coming from a credible source.

"I have chosen to partner with distributors such as 'in-business' who ensure my book reaches the audience it was intended for and who I can trust to provide every opportunity for the publication to increase distribution," says Brett Minchington, author of *Your Employer Brand*.

"I was encouraged by the objective of 'in-business' to support and promote local authors.

"It's reassuring to work with an organisation that is committed to contributing to the growth and sustainability of South Australian companies through the distribution of a range of quality business books."

'in-businessBOOKS' is dedicated to supporting the authors it promotes and the audience it serves.

Expand your knowledge – make it your business to flick through some pages made in South Australia.

## Our local authors and their books

Authors featured in pic on this page	
Justine Thomas	enRich Kids Fun with Finance Series
Prof Graham Hubbard	The First XI: Winning Organisations in Australia
Robyn Lommazzo	enRich Kids Fun with Finance Series
Zbigniew Michalewicz	Winning Credibility & Adaptive Business Intelligence
Brett Minchington	Your Employer Brand
Tania Basheer	The Energy Tapping Workshop
Colin Pearce	Five Star Service on a One Star Budget, Manage & Lead Without Losing Sleep & Make More Money From Every Sale + many more...
Michelle Stanton	The Timeless World
Diana Matthew	The Money Tree
David Graham	Your Complete Business Guide
Ashley Knaote-Parke	Footprints 2007
Rowland McGabhann	Releasing the Beast Within
Matthew Michalewicz	Winning Credibility & Adaptive Business Intelligence
Authors featured on front cover pic only	
Mervyn Lewis	Reforming China's State-Owned Enterprises and Banks
Michael Burdette (NSW)	Contemplate Your Business Navel

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