

IT'S YOUR BUSINESS

JJ Ramberg, with Lisa Everson & Frank Silverstein

READ BY JJ RAMBERG

Wouldn't it be great to have a quick and fast-paced guide to help you lift your business to the next level? That's precisely what you'll discover in... IT'S YOUR BUSINESS.

Based on MSNBC's long-running series *Your Business* with JJ Ramberg, this collection of hard-earned practical advice is culled from the thousands of successful small business owners and entrepreneurs who have appeared on Ramberg's show.

With advice from Ramberg and stories from dozens of successful start-ups, this right-to-the-point audiobook covers everything from finding funding to making the right hires to getting the word out about your company to building a loyal customer base and much, much more. And of course, all the advice is strictly geared toward the small business owner.

Knowing that you have no time to waste, Ramberg presents simple and effective guidance that can be put to use right away. In short, this audiobook is indispensable for every small business owner, from a family-owned store to a venture capitalist-backed start-up.

JJ RAMBERG is the host of MSNBC's *Your Business* and the founder of GoodSearch.com, a Yahoo-powered search engine that donates to charity with each search. She is a graduate of Duke University and received her MBA from Stanford University.

LISA EVERSON joined MSNBC in 2006 to help launch *Your Business*, producing dozens of stories and interviewing countless entrepreneurs for the program. Prior to that, she was a producer of long-form programming at ABC News. Lisa has a BA in History and Political Science from Stony Brook University.

FRANK SILVERSTEIN has been a producer at MSNBC's *Your Business* since its launch in 2006. His news career began at ABC's *20/20* and since then he has produced newsmagazine stories at CBS, CNN, and CNBC. Frank has a BA from Yale, an MA from Columbia, and he lives with his wife and daughter in Hastings-on-Hudson, NY.



Running Time: Approx. 5 Hours • Unabridged

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