

# Local authors write on varied business topics

■ Four new books by South Floridians offer unique information, observations and insights on diverse aspects of business.

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Self-published books used to be second-class, down-market offerings or exercises in self-aggrandizement and promotion. With the proliferation of personal computers and laser printers a few years back, the desktop publishing phenomenon served as a catalyst for more writers and wannabees to join the fray.

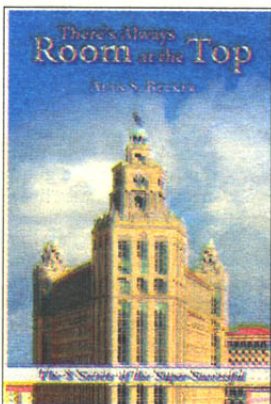
Many authors who first took this route subsequently sold books, became successful and signed with major publishers. There are now a number of quite respectable companies that will print books, arrange distribution and perform other publishing services, lowering the barriers to entry for unpublished writers.

In the music business, it's an axiom that all bands started out as "local" bands. The same might apply to local writers.

Here are recent offerings by several South Florida authors, including the most recent by one who has written many books for "real" publishers.

*There's Always Room at the Top: The 8 Secrets of the Super-Successful.* Alan Becker. Booksurge. 162 pages. \$16.99.

Becker is an attorney who found his own success, but he understands that it's not an exclusive franchise. Using his experiences and observations as a base, he adds insights and opinions from a number of diverse luminaries, including former Secretary of State Madeleine Albright, Gov. Jeb Bush, entrepreneur Wayne Huizenga, novelist Brad Meltzer, former governor and Senator Bob Graham and others as they discuss their "eight secrets of the super-successful." Becker summarizes and reinforces the lessons by offering his own instructions and admonitions. All of it is



very sensible, though unsurprising. But in an age where common sense is in diminishing supply, it might prove to be quite useful and valuable.

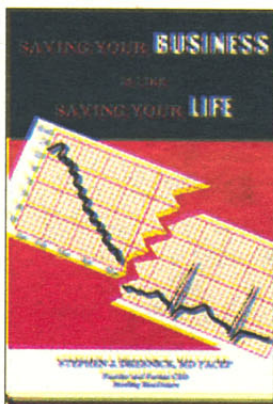
*Saving Your Business Is Like Saving Your Life.* Stephen J. Dresnick, MD FACP. Authorhouse. 146 pages. \$17.95.

Dresnick is a physician who applied his medical training to problems he encountered in the business world and achieved positive results, but who would expect otherwise? Overall, the attributes and techniques of each seem transferable, though the specifics would naturally differ. But since medicine has become such a huge and profitable industry, it would be wise, indeed, to pay attention to anyone who has been successful in both fields.

Dresnick's no threat as a prose stylist and the editing standards in his book, like those in most other self-published works, are a bit looser than in conventionally produced works. Nonetheless the author projects an affable and sympathetic persona. He offers a few choice opinions, as well, that are refreshingly tact-free and undiplomatic, lending requisite credibility to his book, at least in my skeptical view.

*USBP.* Oscar Vasquez. Llumina Press. 645 pages. \$50.95.

Though I've lived and



worked in South Florida for several decades, my Spanish is mostly limited to menu listings and inquiries for the location of a bathroom. So it was to the great amusement of a Hispanic colleague when I randomly recited selections from this exhaustive compendium of phrases used in business and other transactions, in English and Spanish.

It's a very big book, and as much as the author is to be commended for its thoroughness, one wonders if he expects the bilingually-needy to schlep this weighty volume with them as they venture

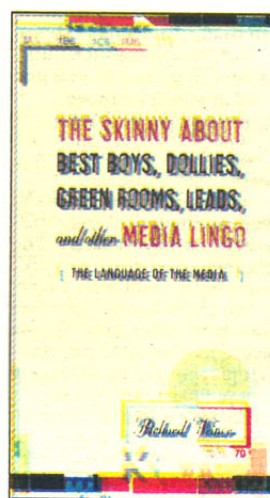


through this diverse world.

*The Skinny about Best Boys, Dollies, Green Rooms, Leads and Other Media Lingo: The Language of the Media.* Richard Weiner. Random House. 304 pages. \$14.95.

Every profession has its jargon, and if you're at all fascinated by colorful terms like graf, uplink, nodder, oater, MEGO, hooper, gobo, elevator pitch, fishout, dweeb, crix, cleffer, boffola, airplay and A&R, this book is for you.

Weiner, a veteran author and consultant from Miami Beach, has a keen ear, a sharp



eye and a quick wit, and the stories behind each term make for fascinating and enlightening reading.

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