

FOR IMMEDIATE RELEASE:

**New Book on Small Business Offers Entrepreneurs Critical Advice in Trying  
Economic Times**

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STANDISH, ME, October 1, 2008– In the current economic downturn, many small business owners are asking what they can do to survive the storm. Businessman and author Owen Jay Murphy, MBA, should be thanked for his timely new book, *The Business of Small Business* in which he offers proven advice on how to survive and prosper in the marketplace. Avoiding business jargon and buzzwords, and instead focusing on the fundamentals of good entrepreneurship, *The Business of Small Business* is packed with practical lessons from the marketplace that even Adam Smith would appreciate.

"Murphy has captured the complexities of business in plain and simple language. His chapters, the 'Nine Secrets of Success' and 'Competing with the Giants' should be read and frequently referred to by all small business owners," says Dr. Ray M. Valadez, Professor of Economics & International Business at Pepperdine University. Chapters on controlling costs, formulating business plans and even when to sell your company are equally valuable. Entrepreneurs looking for valuable insights need look no further. *The Business of Small Business* is available online from Tower Publishing, at [www.towerpub.com](http://www.towerpub.com), or at your local bookseller.

**About the Author:** Owen Jay Murphy, MBA, author of *The Business of Small Business* and *International Project Management*, has over twenty-five years of business experience running both large and small corporate operations.

**About the Publisher:** Tower Publishing, founded in 1772, offers a wide range of business, legal and educational publications of regional and national focus. Recent publications of note include: *From Crash to Courtroom: Collision Reconstruction for Lawyers and Law Enforcement*, *Kids First: What Kids Want Grown-Ups to Know About Separation and Divorce* and *Maine Civil Remedies*.