

BusinessWeek SmallBiz

www.businessweek.com/smallbiz June/July 2008

SMALLBIZ ONLINE



Ducey: From Cold Stone Creamery to iMemories, which turns old media into DVDs

BUSINESSWEEK.COM'S SMALLBIZ channel, at businessweek.com/smallbiz, is a one-stop, problem-solving destination for people who run their own companies and those who want to start them. Check out some of the channel's latest features:

MAKING THE MOST OF A SECOND ACT

Cold Stone Creamery ex-CEO Doug Ducey left the ice cream chain after it merged with fast-food operator Kahala. In our latest Entrepreneur's Journal, he explains the bittersweet process that led to his new venture.

businessweek.com/go/sb/journal

DO REPUTATION MANAGEMENT SERVICES WORK?

A new industry promises to help counter negative search results on the Web. Is it

worth hiring one of these fixers to make nasty comments go away? Plus: A conversation with search guru John Battelle.

businessweek.com/go/sb/reputation

THE ESCALATOR PITCH

Veteran entrepreneurs and financiers understand the need for succinct pitches. Enter the Twitpitch—it's not what you think. Plus: See how business owners responded.

businessweek.com/go/sb/pitch

SHOULD YOU PAY YOUR STUDENT INTERN?

It's a thorny issue, particularly for small employers. But understanding the law and shifting policies at colleges can aid the decision. Plus: Participate in our Debate Room on the topic.

businessweek.com/go/sb/studentintern

interact

SMART ANSWERS



Send questions to Karen E. Klein for practical suggestions from industry experts in her twice-weekly column.

businessweek.com/go/sb/smart-answers

THE NEW ENTREPRENEUR BLOG

Check in regularly for posts from the SmallBiz team on the news, trends, and ideas that matter to business owners.

businessweek.com/go/sb/blog