

# Media Release

## FOR IMMEDIATE RELEASE

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### The Caledon Business Centre and Caledon Public Library partner to boost business resources

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The Caledon Business Centre (CBC), in partnership with the Caledon Public Library (CPL) is helping local entrepreneurs and businesses start or grow their business by increasing their access to cutting-edge resources.

As a first step, the CBC and the Library have partnered to provide a number of renowned business-focused books to empower Caledon residents and businesses with key information and data.

“These are books that can educate and inspire,” said Colleen Lipp, CEO/Chief Librarian of Caledon Public Library. ““And the great thing is, anyone with a CPL library card can access these resources.”

“Hats off to the Library and our Economic Development staff,” said Mayor Allan Thompson. “There is a lot of entrepreneurial energy and business talent in Caledon, and these books are another way for us as a Town to help propel those dreams and ideas into reality!”

“These are tried-and-tested books in the startup/entrepreneurial world,” said Ben Roberts, Manager, Business Development and Tourism at the Town of Caledon. “Written by successful entrepreneurs, these books are an invaluable tool in the startup/business journey.”

2018 promises to be an exciting year for additional CBC/CPL partnerships. The Caledon Business Centre will be hosting a number of learning workshops/webinars based on these books at Caledon Public Library branches in the coming year.

For registered clients of the Caledon Business Centre, these resources are also available at Town Hall simply by calling 905.584.2272 x. 4286 or emailing [business@caledon.ca](mailto:business@caledon.ca).

To be kept abreast of upcoming events and programs, subscribe to The Business Report e-newsletter at [caledon.ca/businessreport](http://caledon.ca/businessreport) or follow [@yourcaledon](https://twitter.com/yourcaledon) or [@caledonlibrary](https://twitter.com/caledonlibrary) on Twitter.

Current books available through the Caledon Public Library and the Caledon Business Centre:

- *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* by Alexander Osterwalder & Yves Pigneur



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- *Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers* by Geoffrey A. Moore
- *The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business* by Clayton M. Christensen
- *Nail It then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation* by Nathan Furr and Paul Ahlstrom
- *The Four Steps to the Epiphany: Successful Strategies for Products That Win* by Steve Blank
- *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries
- *The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you* by Rob Fitzpatrick
- *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company* by Steve Blank and Bob Dorf

- 30 -

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