

“My First Pot of Gold: An American Business Handbook for Chinese Immigrants” Released

A new book which teaches new immigrants how to start a successful business in the United States, *My First Pot of Gold: An American Business Handbook for Chinese Immigrants*, is born. The book contains very rich content and covers many different subjects. Covering such topics as business planning, marketing, business regulations, capital and management, this book teaches immigrant entrepreneurs how to overcome many common mistakes and provide them with the tools to launch and grow a successful business and earn their first dollar or “gold.”

This book’s author, Karina Wong is former Deputy Director at Chinatown Manpower Project and Director of the Business Outreach Center. “After teaching entrepreneurial classes and counseling immigrant entrepreneurs, I found there were many books in English on business start-up but none in Chinese. Also, I began to see similar themes in the issues that entrepreneurs in the community were facing,” explains Ms. Wong. Written with Chinese culture and people in mind, *My First Pot of Gold* is a unique publication in both English and Chinese that contains step-by-step instructions for implementing basic American business concepts.

For entrepreneurs seeking practical advice, *My First Pot of Gold* takes a story-telling approach that offers simple answers to business problems. The book provides case studies and solutions for common problems that entrepreneurs are likely to encounter on a daily basis. *My First Pot of Gold* also includes stories of real Chinese entrepreneurs who have gained success in the United States, a list of local resources, a business plan template and many other features.

Ms. Wong based *My First Pot of Gold* on her own experience working with entrepreneurs, along with input from professional lawyers, accountants, bankers and successful business owners. Not only has Ms. Wong worked with local Chinatown businesses, she has also worked at J.P. Morgan Chase as an investment banker advising Fortune 500 businesses in corporate finance. Ms. Wong earned a B.S in Business and a B.A. in Spanish from Indiana University, and is currently studying for her Master’s degree at the London School of Economics.



2006 年 7 月 28 日 星期五 (農曆 七月初四)

新聞焦點

‘第一桶金：華裔在美經商秘籍’出版

〔本報訊〕一本指導新移民在美國創業的新書‘第一桶金：華裔在美經商秘籍’問世。該書內容豐富，涵蓋面廣，從商業計劃、市場行銷、商業規章、融資貸款、生意管理等多個角度教授移民創業者如何避免在美國走彎路，確保正確啟動和經營，賺取‘第一桶金’。

該書作者黃潔芝是前會人力中心副主任、商業輔助中心主任，她談及此書的創意時說：‘在教授移創業培訓班以及為移民創業者提供諮詢的過程中，我發現有很多創業指南書籍，卻找不到一本用中文書寫的。同時，我在工作中還逐漸發現，華裔移民創業者面對著很多共同的困難和挑戰。’‘第一桶金’就是為這些華裔創業者寫的。該書獨樹一幟，用中英文雙語書寫，向移民創業者耐心傳授在美經商不可不知的基本商業概念、以及如何使用。

對於那些苦於找不到一本全面實用的創業指南的創業者來說，‘第一桶金’可以說是一場及時雨。該書簡潔易懂，將生動的創業故事融匯於課本始終，並大量使用個案分析，為創業中遇到的各種問題提供簡易行的解決方式。同時，該書還附有大量真實的、華裔在美國成功的創業的故事，以及商業計劃模板、創業輔助機構列表等諸多實用資源。

在寫‘第一桶金’的過程中，黃潔芝大量使用了自己幫助和輔導移創業者的經歷，並獲得了多位專業律師、會計師、銀行官員以及成功業主的熱心幫助和指點。黃潔芝不僅擁有豐富的在華裔商業社區的工作經歷，她還曾在摩根大通投資銀行任職，為財富五百強公司提供公司財務方面的。黃潔芝持有印第安那大學商業管理和西班牙語雙學士學位，現就讀於倫敦經濟學院、攻讀碩士學位。

‘第一桶金’由PACHIRA ENTERPRISES出版。該書專門針對華裔移民創業者寫，為其提供大量的、現實可行的經商創業秘訣。該書將於八月十日公開出售。欲了解詳情及提前定購，請登陸該書專門網站：www.myfirstpotofgold.com。

本月新聞索引

七月份新聞索引

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今日氣象

紐約 73° ~ 87°



紐澤西 70° ~ 80°



史丹佛 67° ~ 83°



農民曆

古時：辰未戌

凶時：卯午申

新新聞



‘第一桶金：華裔在美經商秘籍’作者黃潔芝。...(詳全文)