

“My First Pot of Gold” Karina Wong Publishes New Book in August

-- Reporting from New York, Billy Chan

Former Deputy Executive Director and Director of Business Outreach Center at Chinatown Manpower Project, Karina Wong spent one and a half years to finish her first book, *My First Pot of Gold: An American Business Handbook for Chinese Immigrants*. Yesterday, July 25, she hosted a party to announce the official release of her new book. She said, nowadays there are not many books that fulfill the needs of immigrant entrepreneurs. She hopes that through this book she can educate these entrepreneurs about the different business aspects they need to know in order to make their “first pot of gold.”

During the process of writing the book, 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. She said, “After teaching entrepreneurial classes and counseling immigrant entrepreneurs, I found there were many books in English on business start-up but none in Chinese.” Because of that she hopes by addressing the different aspects of business, she will help entrepreneurs identify detailed yet simple solutions for common problems that entrepreneurs are likely to encounter on a daily basis.

My First Pot of Gold analyzes the individual characteristics of real entrepreneurs and combines them with telling their true success stories. It also includes a business plan and a list of practical resources. In September, she will attend London School of Economics for her Master’s degree.

Ms. Wong commented that if the new book is well-received, she will write a second book. *My First pot of Gold* will be released on August 10 in all the major bookstores. For more details, go to www.myfirstpotofgold.com.

Picture caption:

Karina Wong introduces her new book yesterday at the press conference. (My First Pot of Gold.)

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黃潔芝昨日在發布會上介紹新作《第一桶金：華裔在美經商秘籍》。

「第一桶金」 黃潔芝新作 8 月發售

本報記者陳嘉輝紐約報道

曾任華埠人力中心副主任、商業輔助中心主任的黃潔芝，利用1年半的時間，完成首本著作《第一桶金：華裔在美經商秘籍》，昨(25日)舉行新書發布會。她表示，現時坊間針對在美移民創業的中文書籍不多，希望透過新作能夠提醒他們值得注意的事項，賺取「第一桶金」。

據介紹，黃潔芝在著作的過程中，使用大量在幫助和輔導移民創業者的經驗，並綜合多名專業律師、會計師、銀行界人士以及成功華人商家的意見。她說：「在教授移民創業培訓班期間，發現坊間有很多創業指南叢書，但中文版本卻不算多。」因此她希望透過深入淺出的分析，為有意創業的華裔移民點出可能面對的困難和挑戰以及其解決方法。

《第一桶金：華裔在美經商秘籍》以生動的創業故事，匯集大量個案分析，附有多個真實的華裔在美成功創業的故事以及商業計劃模板、創業輔助機構列表等實用資源。在今年9月，黃潔芝即將赴英倫倫敦商學院攻讀碩士課程。她笑言，假如新書反應良好，未來或會再「添食」推出第二冊。

《第一桶金：華裔在美經商秘籍》將於今年8月10日在各大書局公開發售。詳情可瀏覽網站 www.myfirstpotofgold.com。