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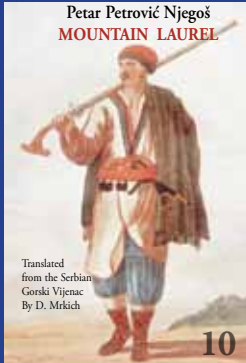


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CLIFF R. LIVINGSTONE

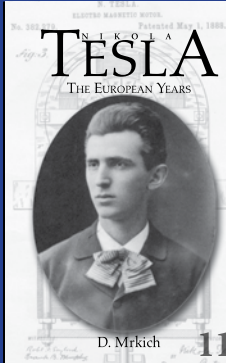
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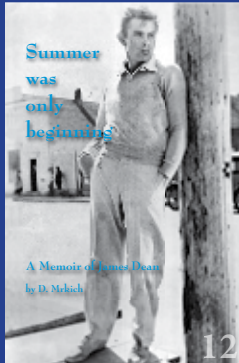
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# The Entrepreneurial Effect:

Practical Ideas from  
Your Own Virtual Board of Advisors

Foreword by  
Terry Matthews



Selected by James Bowen



Invenire Books

## The Entrepreneurial Effect: Practical Ideas from Your Own Virtual Board of Advisors

Every budding entrepreneur seems to imagine a series of “lunch dates” with the most successful entrepreneurs in technology and business. What skills are needed to be successful in starting, growing and managing technology-based business in the 21st century? What does the Ottawa area – Silicon Valley north– need to effect a critical base of tech entrepreneurs? Every business seems to have some technology base and every entrepreneur needs the skills, knowledge and experience detailed in these lessons from the most successful business people.

Lessons include management, marketing, planning, people, sales, technology, public relations, financing, outsourcing, alliances, risk management, and many others.

When you want to be the best, learn from the best. This book is your opportunity with 32 of the best lessons in entrepreneurship.

Contributors: Terry Matthews, Tamas Michel Koplyay, Jean-Pierre Levy-Mangin, Li Li, Denny Doyle, James Bowen, Ray Novokowsky, Eli Fathi, Sorin Cohn-Sfetcu, Rob Ashe, Adam Chowanec, Deborah Weinstein, Ken Wigglesworth, Dave Curley, Andrew Moffat, Margo Crawford, Peter Sommerer, Patrick DiPietro, Nathan Rudyk, Tony Bailetti, Brian Hurley, Jeffrey Dale, Lance Laking, Bernard Herscovich, Mike Gassewitz, Bernie Ashe, Donna Price, Debi Rosati, Antoine Paquin, Irving Ebert & Bruce Lazenby 

### Selected ideas from this book:

**Terry Matthews:** *This book has “compiled the thoughts of people that I have known and worked with for many years. I have learned to respect and trust their views and experience. I regard this book as a highly useful collection of some of the shrewdest nuggets of hard-won wisdom available anywhere.”*

*“Changes, crises and challenging times – all bring opportunities with them. An entrepreneur sees these moments as the time to take a risk!”*

**Peter Sommerer:** *Change changes everything. The # 1 rule: there are no rules.*

**Deborah Weinstein:** *Do not build a company by the goal of your exit plan, but build a successful company and an appropriate exit path will happen.*

**Denny Doyle:** *“During the eighteen years that I was with Digital, I got pretty well everything I asked for in terms of resources and in every case, it was because I packaged the request in the form of a business plan.”*

ISBN 978-0-88970-133-5, Quality Paperback, 6x9” with illustrations & tables

September 2009  \$27.95

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about terms, resellers & other books from Commoners

The story of the woman who, as deputy minister at Canada Revenue, implemented Canada's Goods & Services Tax (the GST).

*"One of the two best deputy ministers in town..." Glen Shortliffe, Clerk of the Privy Council (then the head of the Canadian federal civil service)*



## Profession Public Servant

This book sets out a former deputy minister's take on the "burden of office" of the role and on the difficulties of staying out of one ditch – excessive concern with safeguarding a few key principles – without sliding into another – being too anxious to please or too tempted to put personal interests first. The story emphasizes the constructive contribution of experience and imagination, especially when it is enriched by on-the-job reflection. 📖

Ruth Hubbard is a practitioner, advisor, explorer and published writer about governance and management challenges, especially in the public and not-for-profit sectors. She served for more than a decade as a federal deputy minister, during implementation of Canada's value-added tax as well, later, as Master of the Royal Canadian Mint and President of the Public Service Commission. Currently a senior fellow at *The Centre on Governance* and the *Graduate School of Public and International Affairs* at the University of Ottawa, she is a senior partner in Invenire.

### Selected ideas from this book:

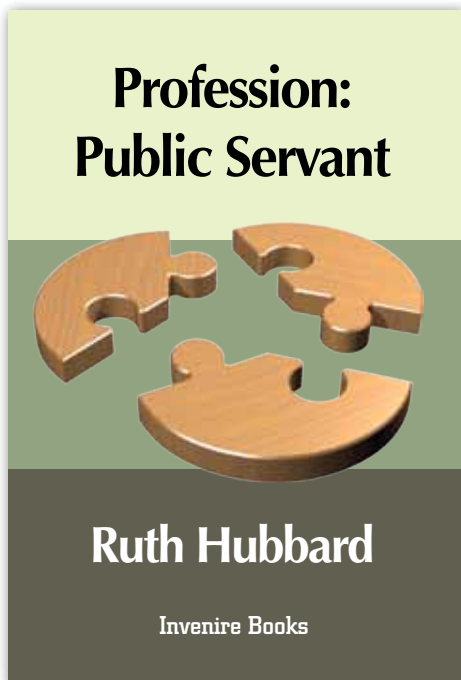
To become a professional (contrasted with public service as a career or a job), one must uphold some key principles: safeguarding the fabric of society, speaking truth to power, loyalty to the public interest, and keeping the public trust on behalf of citizens.

A constant challenging of assumptions, reframing problems, and testing of ideas is essential to work at the level of deputy minister (DM), those who manage a Canadian federal government department, directly under the political masters, the responsible Minister.

**Profession: Public Servant, by Ruth Hubbard, Quality paperback, 2009, 6x9, 138pp, ISBN 978-0-88970-130-4 📖 \$17.95**

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Usual terms for booksellers and accredited resellers. Library purchase orders accepted by mail, fax or email. Individual orders should be prepaid by charge card or cheque. Purchases are fully guaranteed. Tel: 613.523.2444 Fax 613.260.0401





**Robin Higham** has spent many years abroad as a Canadian diplomat in Africa, Asia, Europe and the US. Viewing Canada through the eyes of others, he has always been fascinated by the contrast between how we appear from abroad and how we feel about ourselves. He has convened several Canada-EU conferences which explore the many implications of the arrival amongst us of culturally and ethnically diverse immigrant newcomers. Since retiring from the Foreign Service, Robin has been attached to the University of Ottawa as Senior Fellow. He is a Partner-Director of Invenire.

## Who do we think we are?

is a readable and entertaining shortcourse for ordinary citizens, non-experts who want to participate in the national conversations about the challenges and opportunities generated by the arrival

in Canada of so many newcomers.

The characters in these twelve contrived discussions discover a uniquely Canadian *modus-vivendi* that keeps us negotiating and accommodating rather than deciding and excluding. They propose an updating of the model in order to keep the file on the identity question open and active and to ensure continued debate about who we think we are. Can we hold it all together while they talk about it?

### Selected ideas from this book:

📖 Good conversation should never be hurried and when it is about designing or defining a nation, it is particularly important that debate be allowed to move along at its own pace. One key notion that you will encounter throughout these discussions is a reminder that democracy is a never-ending negotiation... or, as the characters frequently remind each other, the file never closes. ...

📖 The virtual citizens that you meet in “Who do we think we are?” contend that one of the really unique characteristics of Canadians is their national “passion for bronze”. But despite our “mediocre” efforts, the UN says we’re the best country to live in!

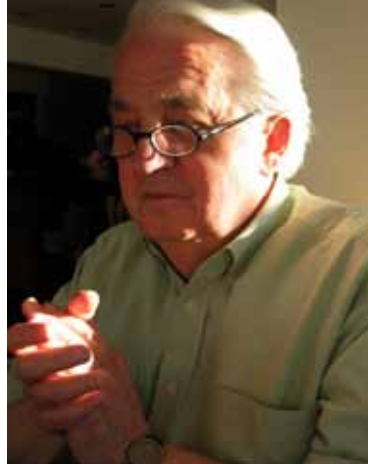
📖 How sustainable is the community of Canadians in the face of ever-increasing demands for accommodating “non-compliant” newcomers?

📖 Making it obligatory for host citizens to accommodate newcomers “unreasonably”, can be just as perilous to peaceful coexistence as obliging newcomers to “unreasonably” assimilate into the prevailing host identity profile.



**Who do we think we are: Canada’s reasonable (and less reasonable) accommodation debates**, by Robin Higham, Quality paperback, 2009, 6x9” 160pp, with illustrations by Isabelle Melançon  
ISBN 978-0-88970-132-8 📖 \$19.95

**Gilles Paquet** has published a large number of books and scholarly articles on governance. He has been Dean of the Faculty of Graduate Studies and Research at Carleton University and Dean of the School of Management at the University of Ottawa. Currently, he is Professor Emeritus, associated with the Centre on Governance and the Graduate School of Public and International Affairs at the University of Ottawa. He is a senior partner in Invenire and is editor-in-chief of the publication [www.optimumonline.ca](http://www.optimumonline.ca), specializing in governance issues.



*“Scheming virtuously is an invitation to subversion, but also a somewhat personal account of the displacement of the dominant governing regime (Big-G centralized government) by small-g collaborative governance, in a world where power, resources are shared. In this new world, the citizen’s burden of office is clear: to be a producer*

*of governance. Scheming virtuously is the order of the day – active engagement, imaginative problem-reframing, astute organizational design, and effective action within the bounds of the appreciative systems in good currency and beyond.”*

## **Scheming virtuously:** the road to collaborative governance



**Gilles Paquet**

Invenire Books

### **Selected ideas from this book:**

📖 The introduction provides some explanation of the reasons why the conventional ways of thinking are not as useful as they used to be, why a different way of thinking is required, and what the foundations of this new way of thinking are. The key notions of process, design, and reflexivity are showcased.

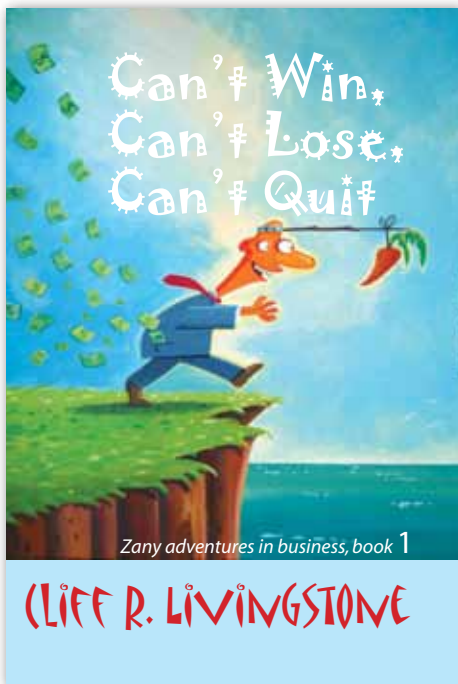
📖 Paquet underlines two preliminary steps taken in the 1970s to use systems thinking in the analysis of the socio-economy as instituted process: (a) a shift of policy analyses from a focus on goals and control to a focus on intelligence and innovation; and (b) the probing of the socio-economy as instituted process through an analysis of sub-processes (demography, production and exchange,

finance, state, distribution of income and wealth, and ecology of groups and their motives).

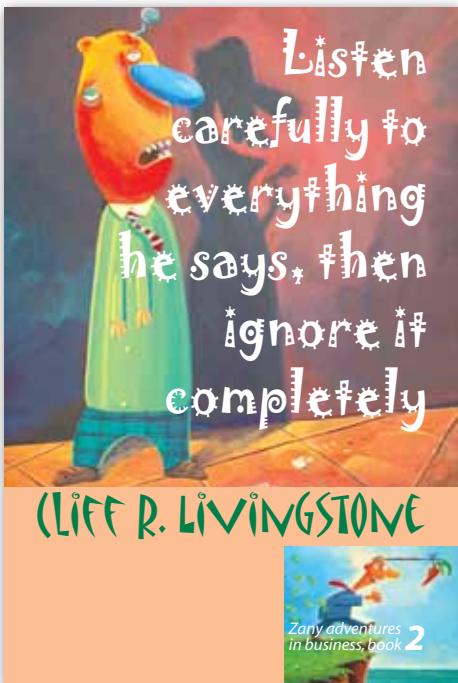
📖 He discusses critically some of the key assumptions of the old way of thinking: the omnipresence of state centrality and the myth of shared values; the occlusion of the solidarity sector as an alternative to state and market; and the fixation on the elusive notion of leadership as a result of the assumption that someone has to be in charge.

📖 Three illustrations of how a collaborative governance approach might be used: the design of federalism as social technology, an informational approach to regulation, and the centrality of moral contracts in the redesign of the federal public service.

**Scheming virtuously: the road to collaborative governance by Gilles Paquet, Quality paperback, 2009, 6 x9” 300pp, ISBN 978-0-88970-131-1 📖 \$27.95**



*"Funniest business stories in Canada. Cliff is either the Baron Munchausen of Canadian business or the best storyteller of the genre... you decide!"*



## Can't win, can't lose, can't quit

What can you say about a guy who has sold flowers from coast to coast in bars, has developed anti-virus and word processing software, tells stories of meeting some of the biggest names in music, politics and business, yet lived on "cornflake sandwiches" while writing this amazing series of books?

He's turned down the McDonald's franchise for Canada—twice, and once had the Athabaska oil sands leases in his possession. Owner of a multi-million dollar website, yet he can't turn any of this into a fortune, big or small. He has turned these and dozens of other amazing stories into this book for your reading enjoyment.

Book 1 describes how his family should have owned Vancouver, adventures in the stereo equipment biz, the "slice and dice" theory of business and others too funny to believe.

The author is one of two identical twins whose zany, eccentric lives make for a galloping romp through Canadian history. They both live in Ottawa.

**Can't Win, Can't Lose, Can't Quit: zany adventures in business** by Cliff Livingstone Quality paperback 2008, 5½ x 8½, 192pp, ISBN 978-0-88970-124-3 **\$16.95**

Book 2 in the "CliffR" mini-series has a lifetime of funny stories about chasing the brass ring in business, from music to software to flowers to websites. Stories about John Lennon, Rochdale, selling flowers in a biker bar, being faster than the Snowbirds, NABU, and selling speakers to the future hearing impaired. You get to meet more interesting characters from the CliffR reality such as Coupon John and Ottawa's Max Keeping.

Seventy stories of adventures in Canadian business. Or one long adventure in "close but missed" opportunities, brushes with fame and fortune, humourously described in short, true, autobiographical stories.

*"You can open this book anywhere and enjoy reading Cliff's funny stories."*

*"Business humour with metaphysical whimsy."*

**Listen carefully to everything he says, then ignore it completely** by Cliff Livingstone, Quality paperback, 2008, 5½ x 8½, 208pp, ISBN 978-0-88970-124-3 **\$16.95**

# The Karmic Car Cycles

Book 4 chronicles a myriad of wacky and head shaking “bin there, did it, wished I hadn’t” type Karmic “Innie” and “Outie” misadventures involving machines of the automobile persuasion. See if you relate to these hapless perhaps stories of Karma, cars and cops. No cops and few vehicles were injured in the making of this book.

*The Karmic Car Cycles* is an unbelievable real-life romp of hilarious car misadventures. Having led one of the wackiest, most unusual, and unlikely lives on the planet, the author tumbles through these Karmic Car adventures at the rate of about ten laughs a minute.


Mr. Livingstone proposes that his car misadventures all occurred because he had a Karmic Car Cycle going on. He then builds his case though a series of uproariously funny “vignettes” that work in their own right over and above the narrative. *The Karmic Car Cycles* offers universal appeal to anyone who has owned, loved or hated a car.

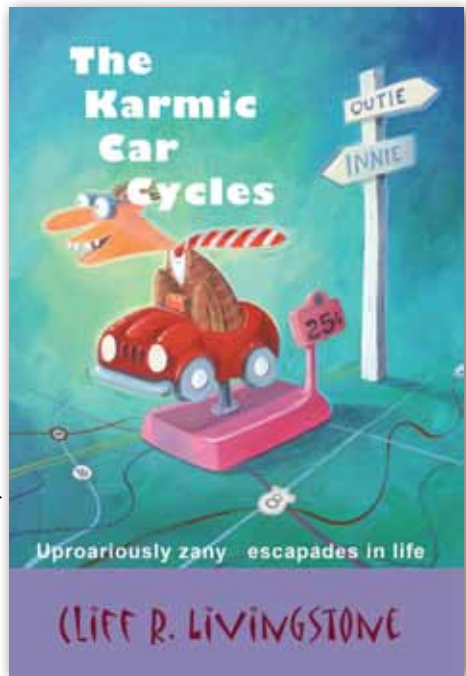
**The Karmic Car Cycles** by Cliff Livingstone, Quality paperback 2009, 5½ x 8½, 192pp, ISBN 978-0-88970-129-8  **\$16.95**

*“Never a dull moment in these autobiographic, woulda, shoulda, coulda stories!”*

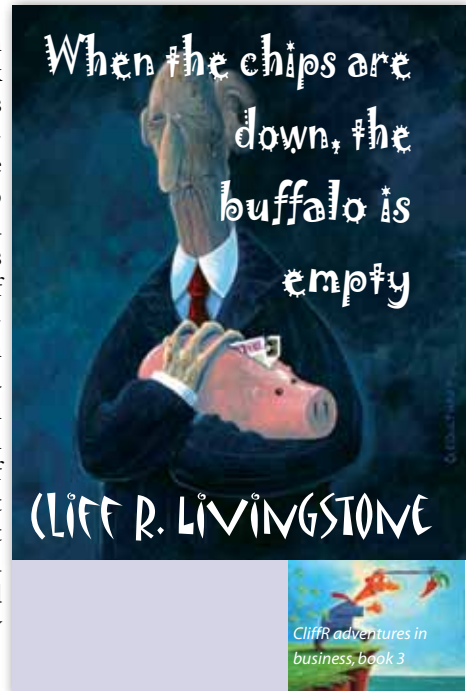
**Book 3:** The CliffR Project comprises a memoir in these volumes which run contiguously from book to book like a mini-series on television. The books chronicle Livingstone’s missed business opportunities, unbelievable foibles with the fates, and close brushes with fame and fortune which live up to the billing as a non-stop romp morning, noon, and night... Livingstone’s journey – from child of the 60s to philosopher of the 90s takes us from one coast of North America to the other, from the wilds of British Columbia to the “Born To Be Wild” days of San Francisco, from selling flowers on mainstreet in a Montana mining town to selling mining stocks on Howe Street in Vancouver’s financial Mecca, from hard rock mining to hard rock music. Author Cliff Livingstone has been a dilettante entrepreneur most of his life, always touching the hem of the garment of success but never succeeding in grasping the gold ring. In the latter sixties he helped form the rock band *Mother Tucker’s Yellow Duck* which was musically more than twenty years ahead of its time.

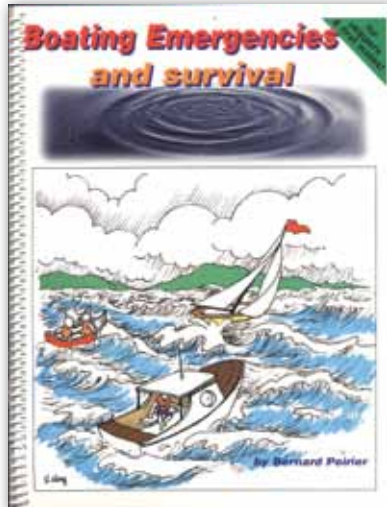
**When the chips are down, the buffalo is empty** by Cliff

Livingstone, Quality paperback, 2009, 5½ x 8½, 192pp, ISBN 978-0-88970-126-7  **\$16.95**



*“Boy, can this guy write... makes me want to put my quill back in the goose!”*  
– a reader





## Boating Emergencies and Survival by Bernard Poirier


Boating accidents/drowning is the 3rd leading cause of accidental death in Canada. 83% of those who die are men. The content was developed to reduce this and tested with over 17 years of instructing boat safety with Canadian boating associations. Author Poirier presents a non-sexist approach to boating safety, trip planning, fire, crew overboard, first aid, weather, powerboats and sailing. Includes boating rules, tools, needs. Special water-resistant varnished pages designed for use on a boat in an emergency. Men's Health Series **EAN: 9780889700970**

**Spiral bound, 8½ x 11", ISBN 0-88970-097-4  \$14.95**

**"Political Thoughts of an Ordinary Canadian"** is the common man's guide to origins of Canada's constitutional problems and where our "social union" is going. It is structured as imaginary conversations between two friends, a Scots-Canadian and a French Canadian. Together, they explore

**Bernard Poirier**, a native Ottawa, was born into a military family and raised in the shadows of Québec City's historic Citadel. He holds degrees in the liberal arts, political science and law as well as a commission in the military. He applied his love of logistics and legal research serving two Ministers of the Federal Crown as Executive Assistant and then as Special Advisor on Privacy and Special Investigations with the Solicitor General's Office.

He spent twelve years with the Canadian Construction Association as Legal Advisor and was the first Executive Director of the Canadian Association of Chiefs of Police. He provided training logistics to the Canadian Astronaut Program and concluded his active career as Emergency Preparedness Officer for the National Research Council.

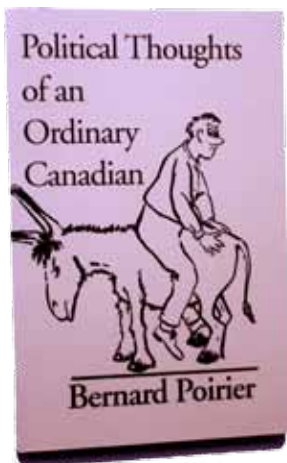
A semi-retired "professional" volunteer with expertise in the field of aquatics and emergency preparedness, he helps at the Canadian Red Cross. 

## Child Support, Divorce, Custody, Access & Government Policies by W.G. Cheriton

This book is used as reference by politicians and policy-makers as a counterbalance to wild and unsubstantiated claims by ideological advocacy researchers. This book contains the first gender-based analysis of who pays child support by income and by sex, based on 1995 tax data, the most complete analysis of child support, custody, access and divorce policy area.

**ISBN: 0-88970-101-6 Quality paperback 74 pp. 5½"x8½" 1998 \$14.95**

**EAN: 9780889701014**



**Quality paperback 128 pp. 5½"x8½" 1998 \$18.95**

social unrest, the constitution, party politics, religion, and much more. Why the discontent? The two friends discuss regionalization, the judiciary, national defence, history of confederation, the mechanics of government. A profound and thoughtful book.

**EAN: 9780889701045  
ISBN: 0-88970-104-0**

*Are Family Courts biased?*

# CHILD

*How effective are State collections?*

# SUPPORT,

*Does support reduce child poverty?*

# DIVORCE,

*Do guidelines make support consistent?*

# CUSTODY,

*Do kids need both parents?*

# ACCESS &

*What is the best interest of the child?*

# GOVERNMENT POLICIES

**A gender-based analysis W.G. Cheriton**



# Loving Law

a call for a spiritual reform  
of family law and the legal profession

Dr. L. Fanaian, LLB/LLM/Ph.D.



*"Proactive law rather than reactive family law"*

*"Family law is too much about law and not enough about family." – Dr. Fanaian*

**Lagha Fanaian, Ph.D.** is an Ottawa family law lawyer. He is also a former professor of law. Some of the content of his book is based on a profound Bahai'i faith and some is based on his experiences in family law courts. He is separated and has two adult children. He held a seminar in the fall 2008, with the University of Ottawa Faculty of Law, about family law reform.



## Loving Law: a call for spiritual reform of family law and the legal profession, by Dr. Lagha Fanaian

Family is the most important institution in society. Families produce children, our future. In divorce, parents are going through the most stressful time in their lives, when they are vulnerable. Adversarial family law exploits that vulnerability for profit and careerism. Perverse incentives favour sole custody and encourage conflict, false accusations and procedural tricks. Society is not sustainable with the legal profession plundering the vulnerable. Lawyers themselves burn out from moral and emotional conflicts. The solution is a loving family law: compassionate, collaborative and mediative.

Legal professionals, politicians and family advocates should heed this passionate call for reform of law and practice. ❤️


*"The notion of less litigation and more direct involvement of mother and dad in finding a workable solution is a refreshingly novel and workable concept. Mr Fanaian clearly understands that resolution of child rearing issues is a human, not a gender issue. ...this book is a welcome primer for divorce laws based upon love of children..."*—The Honourable Roger Gallaway, co-chair, Joint Senate-Commons Committee on Child Custody and Access

*"Every divorcing parent should read this plea for a collaborative, problem-solving approach to family law."* G.C., FatherCraft Canada

Readers intending to marry, are married, or who are experiencing problems in their married life, or are divorcing can benefit from "Loving Law". Judges and politicians concerned about the family law system can also benefit from this book. ❤️

In divorce, parents are going through the most stressful time in their lives, when they are vulnerable. Adversarial family law exploits that vulnerability for profit and careerism. Perverse incentives for sole custody encourage conflict, false accusations and procedural tricks. Society is not sustainable with the legal profession plundering the vulnerable. Lawyers burn out from the moral and emotional conflicts. The solution is a loving family law: compassionate, collaborative and mediative.

**Paperback: ISBN 978-0-88970-118-0 128 pages, Sept 2008 5½x8½"**

 **\$16.95**

**Hardcover: ISBN: 978-0-88970-127-4  \$39.95**

Petar Petrović Njegoš  
**MOUNTAIN LAUREL**



Translated  
from the Serbian  
Gorski Vijenac  
By D. Mrkich

**Petar II Petrović Njegoš**, Prince-Bishop (Vladika) of Montenegro from 1830 to 1851, is the Serbian national poet. In Yugoslavia, his principal works, *Mountain Laurel*, *Stephen the Pretender* and *The Light of the Microcosm*, are widely read, performed and quoted — especially *Mountain Laurel*, his best work.

*Mountain Laurel* is an epic drama set in the bitter wilderness of Montenegro, where towards the close of the 17th century, four or five clans – Serbs who survived the destruction of their medieval kingdom – struggle to escape subjugation and to keep alive the spark of freedom and ferment of their nationhood.

It is a heroic, almost Homeric, society and in this harsh environment, men are warriors and their life is measured only by their manliness and glory in battle. In such circumstances, weaker Serbs supporting the invading Turks are given short shrift. *Mountain Laurel* describes the agonizing decision of the Serbs of the day to massacre traitors in their midst. But *Mountain Laurel* is more than an epic drama or a heroic poem; it is a treasure house of folk wisdom, rough humour, a search for life with honour and an ode

to national survival. This fourth edition commemorating the 150th anniversary of the death of Njegoš includes a chart of the royal lineage of the Njegoš family, a map of Montenegro of the time, selected reproductions of the manuscript and the first Serbian printing, Njegoš' will, plus an introduction by Nobel Laureate Ivo Andrić.

**ISBN 978- 0-88970-109-1-Quality Paperback 100 pages, with illustrations. 2005 Edition**  **\$16.95**

**EAN: 9780889701090**

KOSOVO

# KOSOVO



*The Song of the Serbs*

by

D. Mrkich

D. MRKICH


## **Kosovo: The Song of the Serbs, by D. Mrkich**

Recreated here for the first time in any language as one unified, book length poem, the central theme of Kosovo is the Serbs' defeat at the hands of the Turks in historic battle on Kosovo Field, June 15, 1389 (June 28 by modern calendar).

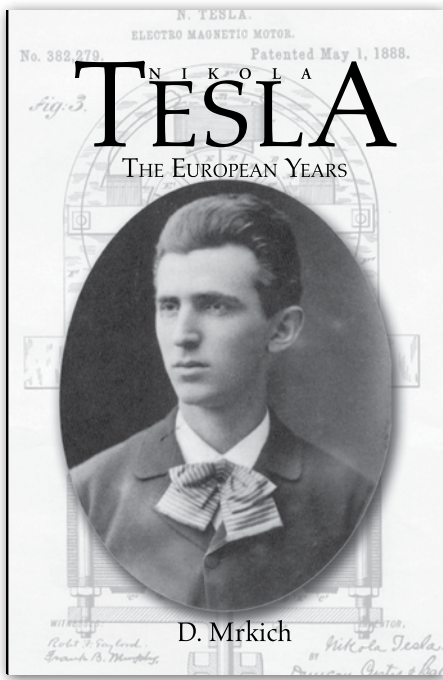
Following the catastrophe at Kosovo, the Serbs created a body of folk poetry which focussed on the significant, Kosovo-related personalities and events, interpreting them according to the consequences and ultimate effect these had on posterity.

Here poetry and history meet and become part of the national character, thought, speech, conscience — a collective experience of an entire people. A good companion to "Mountain Laurel."

**Quality paperback, 5½ x 8½, 246 pp, 26 illus., 1998**

**ISBN: 0-88970-075-3**  **\$24.95**

**EAN: 9780889700758**



## Tesla: The European Years

D. Mrkich takes a fresh look at the early life and times of Nikola Tesla (1856-1943), the inventor of alternating current, the Tesla Coil, induction motors, radio (in 1943, the U.S. Supreme Court overturned Marconi's patent in favour of Tesla), steam turbine, fluorescent light, remote-control, and numerous other inventions in the generation and transmission of electric power.

This book describes Tesla's genius, his attachment to his Serbian roots, and why he left Europe for America at the age of 28. **EAN: 9780889701137**

**ISBN: 0-88970-113-X Quality paperback, 5½ x 8½, 157 pp, with illustrations and photographs. 📖 \$24.95**

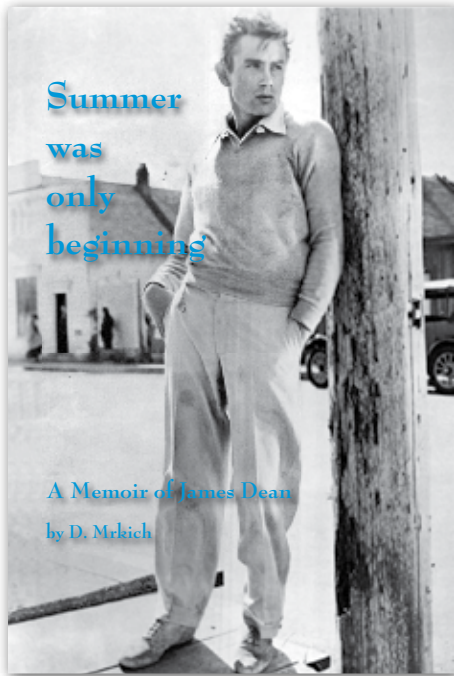
*"As a young boy, my mother brought me to visit the very tall, very elderly Nikola Tesla in his Hotel New Yorker suite. To me it was more important that he was my granduncle than one of the greatest inventors of all time, the man who helped launch the world into the modern technological era through his seminal discoveries in electricity and radio.*

*"The extraordinary research of this book updates and corrects a much neglected part of Tesla's life — his European years, and provides a record of his early struggles which prefigure his later achievements — following his emigration to the United States." — William H. Terbo, Executive Secretary, Tesla Memorial Society Inc., [www.teslamemorialsociety.org](http://www.teslamemorialsociety.org)*

*"D. Mrkich belongs with the select few international experts in the life of Nikola Tesla, particularly in the period of his European years." — Marija Sesić, Director, The Nikola Tesla Museum*



**D. Mrkich** was born in Yugoslavia, went to the same school as Nicola Testla and came to Canada at the age of 19. He lived in Ottawa, with his wife and three children. He worked for Canada's Department of Foreign Affairs. He has travelled extensively and has lived in a number of countries. Other books by D. Mrkich include *The White Spectre*, *Beneath the Wall of China*, *Kosovo*, and a translation of Njegos's *Mountain Laurel*, *Tesla from Lika to Niagara*, *Passengers to Points North* (Commoners, \$14.95), *Of Times and Places* (Commoners, \$16.95), *No Morning can Restore What We Have Forfeited* (Commoners, \$12.95) and *The Manuscript and other Plays* (Commoners, \$16.95)



## Summer was only Beginning A Memoir of James Dean

This is the first Canadian book about James Dean (1931-1955), legend and movie icon, the star of such films as *East of Eden*, *Rebel Without a Cause*, and *Giant*. It explores James Dean's background in his hometown of Fairmount, Indiana – which could be the hometown of any celebrity – how it had influenced him, reacted to his fame, used him.

Extensive photos and illustrations including Dean's army draft form and later death certificate.

Canadian author D. Mrkich presents Dean primarily through Dean's own words. But Mrkich has also talked to James Dean's relatives and neighbours, a number of whom had not been interviewed before. This is a taut and original book, a personal and affectionate tribute to an extraordinary, complex man and his lasting influence. *Men's Culture & History Series*

ISBN 0-88970-100-8 paperbound 5½ x8½"  \$14.95


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**Wilma Stollman, R.N. M.S.W.** was a marriage and family counsellor with many years of experience at the Family Service Centre of Ottawa in working with stepfamilies. She has a particular interest in the area of separation and remarriage counselling developed by working with individuals and couples going through the process of developing a stepfamily.



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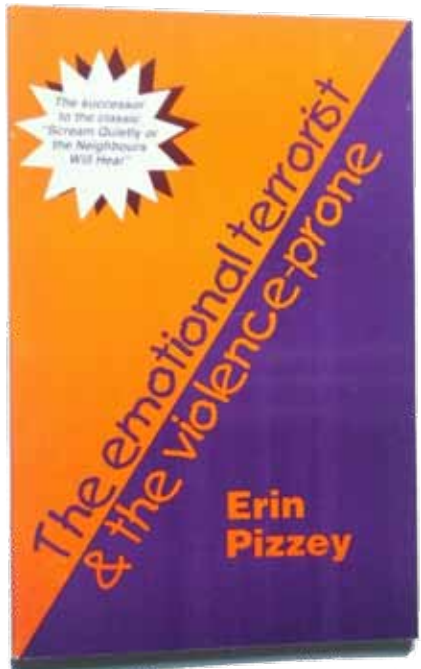
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