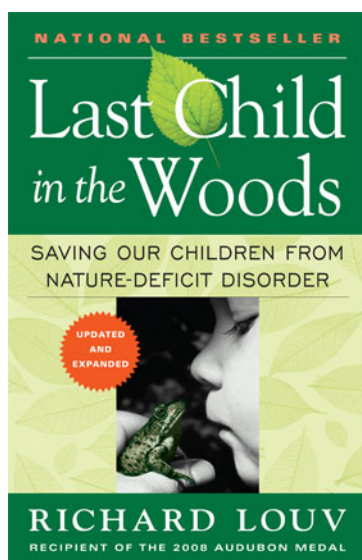


5 Niche Books That Sparked New Business Ideas

Nature, Novels & Mythology Book The next time you browse through a business book be aware that the genre' is not the only kind of information source that may hold answers if you are looking for new ideas. Potential entrepreneurs have used novels, even the Bible, for direction, inspiration and creative ideas of various kinds.

Take the Following Examples



1. After reading the work of journalist Richard Louv's *Last Child in the Woods*, Erin Kenny, a preschool teacher and former attorney, decided to start a unique outdoor kindergarten school in Washington state. Her program is based on the principles of environmentalism that Louv advocates.

Sources:

ABC News

Richard Louv <http://richardlouv.com/books/last-child/>

www.childrenandnature.org CedarSong Nature School.org

<http://cedarsongnatureschool.org/>

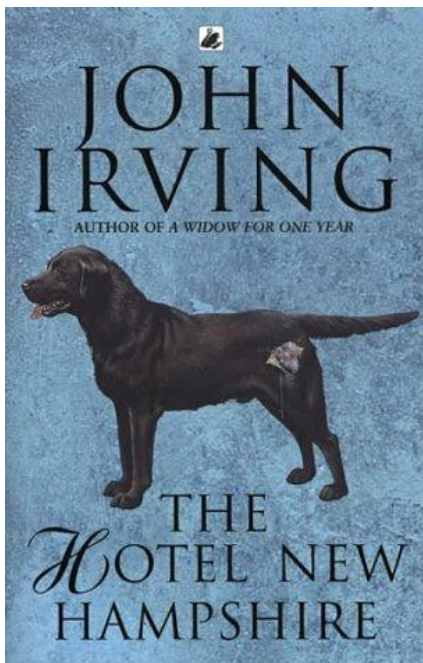
But a book helped to give her a life-changing renewed sense of direction. One that helped to formulate the mission behind the start-up she later co-founded: Lynda.com. *Summerhill: A Radical Approach to Child Rearing* by A.S. Neill, 1984 was the title. At the heart of the book's message was a new approach to education. The premise of the book included allowing students to choose what they wanted to learn.

Sources:

The Lynda.com story "Lynda's profile". www.Lynda.com

Abebooks.com

<http://www.abebooks.com/Summerhill-Radical-Approach-Child-Rearing->



4. John Irving's novel *Hotel New Hampshire* featured the metaphor of a "smart bear" and the symbolism would later inspire the name for a software company start-up by founder Jason Cohen.

Source: A Smart Bear Blog
<http://blog.asmartbear.com/pick-company-name-brand.html>



5. Perhaps the most famous example of how a non-business book

can inspire a creative or entrepreneurial project is illustrated by the movie *Star Wars*. Filmmaker George Lucas credits the reading of Joseph Campbell's blend of mythology and psychology *The Hero with a Thousand Faces* for his creation of stellar stories.

Sources:

George Lucas Discusses Directing *Star Wars: Oprah's Next Chapter* You Tube http://www.youtube.com/watch?v=uHVvfHXuj_s
Joseph Campbell Foundation <http://www.jcf.org/>

Conclusion In each case, readers explored subject matter that sparked curiosity and left a lasting impression. And insight gained would later be used in the entrepreneurial arena. While Joseph Campbell's book is widely regarded as inspirational.

Note: While some titles are out of print ,you may be able to locate the books through a public or academic library or independent bookseller.