

National and International Directories

Dun and Bradstreet Million Dollar Directory
Mergent Moody Manuals
Standard Directory of Advertisers
Encyclopedia of Associations
Value Line Investment Survey
Martindale Hubbell Corporate Law Directory
Thomas Register

Newspapers and Magazines

The print copies of over 75 business related titles including:

Wall Street Journal
Barrons
Wall Street Transcript
Forbes
Harvard Business Review
Business Week

American Business Disc (CD-ROM)

Electronic directory of over 11 million public and private companies. Allows searching using different criteria such as company name, type of business, number of employees and addresses.

Business Video Collection

Videocassettes in VHS format which address a wide variety of topics such as communications, management development, motivation, office skills, and starting a business.

Special Services

Online Searching

Online database searching by reference staff. Call 832-6173 to arrange a search with a librarian.

Ask a Librarian

From the library homepage (www.apl.org), submit questions via e-mail. Library reference staff will e-mail replies within one or two working days.

Library Tours & Instruction

Customized library tours and instruction for business owners and their staffs. Instruction is tailored to fit your business information needs. Call 832-6176 to arrange a tour and workshop.

Business Pathfinders

Lists of books, pamphlets and videos on special business topics prepared by the reference staff.

Prepared by the Reference Services Staff
12/00

Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

**A p p l e t o n P u b l i c
L i b r a r y**

225 N. Oneida Street
Appleton, WI 54911
www.apl.org
920-832-6173

Just for Business Just in Time



*Resources
Available from the
Appleton Public Library*

Business Resources

The Appleton Public Library has a wealth of information for new businesses, small businesses, employers and employees. These business resources are available at work, at home, and at the library.

Home or Work (Electronic)

From the library
webpage
www.apl.org



Magazines & Newspapers

EBSCOhost Magazines *Business Source Elite*

Provided through the State of Wisconsin, the BadgerLink project contains full text from 1,050 journals covering business, management, economics, banking, finance, and accounting. A dictionary of financial terms is linked directly to words in the text.

Business Periodicals (Infotrac) *General Business File International*

Access to trade publications, newspapers, journals and broker research reports, with full text, including images.

Business and Company Resource Center (Infotrac)

Brings together company profiles, brand information, rankings, investment reports and company histories, with full text and images.

ProQuest Newspapers

Indexing and full text for over 40 regional and national newspapers. The national newspapers database covers 27 newspapers, including the *New York Times*, *Wall Street Journal*, and *Washington Post*, along with other important U.S., international and minority-interest papers.

Wisconsin Newsstand

Full-text coverage of Wisconsin newspapers including the *Milwaukee Journal-Sentinel*, and selected coverage of other regional resources such as *Marketplace Magazine* and the *Northeastern Wisconsin Business Review*.

NEWCat Online Catalog

The web catalog for libraries in northeastern Wisconsin. Books and videos on business topics from over 50 libraries can be sent to the Appleton Public Library for checkout.

Post-Crescent Index

A selective index to articles on local events from the *Post-Crescent*. Covers political as well as business news. Full text of articles is available at the library on microfilm.

QuickRef www.apl.org/quick/

Provides links to the best web sites for finding information. All sites have been reviewed and selected by the library reference staff.

At the Library (Print)

Business Collection

Located on the 2nd floor. A convenient area for research on companies, human resource issues, stocks, brand names, industry trends and other business related topics.



Nonfiction Collection

The business section of the nonfiction collection contains books in these subject areas:

658	General Management
658.022	Starting a Business
658.1	Business Financing
658.3	Personnel Management
658.4	Executive Management
658.5	Production
658.8	Marketing
659	Advertising

Wisconsin and Local Directories

Wisconsin Business Directory
R 330.9775 Wis

Organizing a Wisconsin Business Corporation
R 346.06622 Bou

Fox Cities Chamber of Commerce and Industry Membership Directory
R 670 Fox

Wisconsin Manufacturers Directory
R 670 Wis