



Small Business Resources

Appleton Public Library
Business Bibliography # 1

Adult Nonfiction Collection

- 343.052 **The Tax Savvy for Small Business: Year-round Tax Advice for Small Business.**
Dai Frederick W. Daily. 2007
- 346.0488 **Trademark: Legal Care for Your Business & Product Name.** Stephen Elias. 2007
Eli
- 346.0652 **The Law (in Plain English) for Small Business.** Leonard D. DuBoff. 2007
DuB
- 346.0652 **The Weekend Small Business Start-up Kit.** Mark Warda. 2007
War
- 346.73 **Streetwise Incorporating Your Business: From Legal Issues to Tax Concerns, All
Cag You Need To Establish and Protect Your Business.** Michele Cagan. 2007
- 657.2 **Keeping the Books: Basic Recordkeeping and Accounting for the Successful Small
Pin Business.** Linda Pinson. 2007
- 658.022 **Common Sense Business: Starting, Operating, and Growing Your Small Business--
Got In Any Economy.** Steven Gottry. 2005
- 658.022 **The Ugly Truth About Small Business: 50 Never-saw-it-coming Things That Can
Kin Go Wrong — and What You Can Do About It.** Ruth King. 2005.
- 658.022 **Managing Business Growth: Get a Grip On the Numbers That Count.**
Moh Angie Mohr. 2005
- 658.022 **Small Business in Paradise: Working for Yourself in a Place You Love.** Michael
Mol Molinski. 2007
- 658.022 **Small Business for Dummies.** Eric Tyson. 2008
Tys
- 658.041 **Start Your Own Business: The Only Startup Book You'll Ever Need.** 2007
Sta
- 658.11 **Microsoft Small Business Kit.** Joanna L. Krotz. 2005
Kro

- 658.11
Kur **Startups That Work: The 10 Critical Factors That Will Make or Break a New Company.** Joel Kurtzman. 2005
- 658.11
Sti **Wow! I'm in Business: A Crash Course in Business Basics.** Richard Stim. 2008
- 658.1141
Kir **Start & Run a Creative Services Business.** Susan Kirkland. 2005
- 658.15224
Bur **Financing Your Small Business.** James E. Burk. 2006
- 658.15242
Por **Negotiate the Best Lease for Your Business.** Janet Portman. 2005
- 658.4012
Mor **The Complete Idiot's Guide to Business Plans.** Gwen Moran. 2005
- 658.4012
Sut **The ABC's of Writing Winning Business Plans: How to Prepare a Business Plan That Others Want to Read-- and Invest In.** Garrett Sutton. 2005
- 658.8
Phi **Marketing Without Advertising.** Michael Phillips. 2008
- 658.8
Ste **Ultimate Small Business Marketing Guide: 1500 Great Marketing Tricks That Will Drive Your Business Through the Roof.** James Stephenson. 2007
- 658.872
Arn **E-mail Marketing for Dummies.** John Arnold. 2008
- 658.872
Dir **Direct Marketing in Action: Cutting-edge Strategies for Finding and Keeping the Best Customers.** 2007
- 658.872
Dus **The Mobile Marketing Handbook: A Step-by-step Guide to Creating Dynamic Mobile Marketing Campaigns.** Kim D. Dushinski. 2009
- 658.872
Sco **The New Rules of Marketing and PR: How To Use News Releases, Blogs, Podcasts, Viral Marketing and Online Media To Reach Your Buyers Directly.** David Meerman Scott. 2007
- 658.15224
Moh **Financing Your Business: Get a Grip On Finding the Money.** Angie Mohr. 2005
- 659.2
Fly **Blog Rules: A Business Guide to Managing Policy, Public Relations, and Legal Issues.** Nancy Flynn. 2006

Business Reference Collection

- R
051
Sta **The Standard Periodical Directory.**
A listing by subject of over 56,000 U.S. and Canadian publications. Includes a large number of trade journals.
- WR
338
Got **Got Moo-la?: Where To Go for Business Assistance in Wisconsin.**
Compiled by the Wisconsin Dept. of Agriculture, Trade, and Consumer Protection, Division of Agri-Business.
- WR
346.06622
Bou **Organizing a Wisconsin Business Corporation.** Joseph W. Boucher.
Articles, bylaws, and other forms.
- R
658.022
Sma **Small Business Sourcebook.** (2 volumes)
A guide to the information services and sources provided to 100 types of small business by associations, consultants, educational programs, franchisers, government agencies, reference works, statisticians, suppliers, trade shows, and venture capital firms.
- R
658.8
Ame **The American Marketplace: Demographics and Spending Patterns.** Provides demographic data and spending patterns arranged by education, health, housing, income, labor force and living arrangements.
- R
658.8
Sur **Survey of Buying Power.**
Provides marketing and forecasting information for the new or expanding business.

Audiovisual

- 608
Inv (DVD) **I've Got a Great Idea: How to Make Your Brainstorm Bankable.** 2003
- 658.022
Sti
(book on disc) **Nolo's Crash Course In Small Business Basics: How to run a Business -- From Opening Tax Day.** Richard Stim. 2008
- 658.11
Chr
(book on disc) **The Entrepreneur Starter Kit Expert Insights into Small Business Success!**
Lyn Christian. 2006
- 658.1592
Bus (DVD) **Business Management. 1, Small Business Financial Strategies.** 2007
- 658.40355
Chr (cassette) **Seeing What's Next?: Using the Theories of Innovation to Predict Industry Change.** Clayton M. Christensen. 2004
- 658.409
Wel (cassette) **Winning.** Jack Welch. 2005

Electronic Resources

Associations Unlimited

A resource for information on associations and professional societies that contains more than 152,000 detailed listings for organizations all over the world, with a scope that covers everything from a local Chamber of Commerce to the American Medical Association and beyond. In addition, IRS information on over 300,000 nonprofit organizations has been added to Associations Unlimited, making it the world's largest, most detailed and searchable database available on nonprofit information.

Business & Company Resource Center

A fully integrated resource bringing together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. Search this database to find detailed company and industry news and information.

Corporate ResourceNet (through EBSCOhost)

Designed to meet the diverse information needs of today's companies, this database contains full text articles from nearly 1,200 quality magazines and journals.

Legal Forms

Offers a wide selection of state-specific (and multi-state) legal forms across the most popular legal areas (real estate contracts, wills, pre-marital agreements, bankruptcy, divorce, landlord tenant and many others). Also included is an attorney state directory and a legal dictionary.

Reference USA

This is an Internet-based reference service with detailed information on 13 million businesses which is searchable by NAICS, geography, sales volume, and number of employees.

Regional Business News (through EBSCOhost)

This database provides comprehensive full text coverage for regional business publications and incorporates coverage of 75 business journals, newspapers and newswires from all metropolitan and rural areas within the United States. This database is updated on a daily basis.

Magazines/Newspapers

Entrepreneur

Insight

Inc.

Marketplace Magazine

Business News

Internet Sites

Franchise Handbook

www.franchisehandbook.com

Small Business Administration

www.sba.gov

Small Business Development Center

www.uwsbdc.org

State of Wisconsin: Build Your Business

www.wisconsin.gov/state/byb

U.S. Business Advisor

www.business.gov

Wisconsin Department of Commerce

www.commerce.state.wi.us

Wisconsin Department of Financial Institutions

www.wdfi.org

Organizations

Small Business Administration /409 Third Street SW/Washington, DC 20416/202-205-660/1-800-827-5722

SBA Regional Office /500 West Madison Street /Citicorp Center, Suite 1240/Chicago, IL 60661-2511/312-353-0357

SBA Wisconsin District Office /Suite 400, 310 W. Wisconsin Avenue/Milwaukee, WI 53203/414-297-3941

Department of Commerce /201 West Washington Ave./P.O. Box 7970/Madison, WI 53707-7970/608-266-1018



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

Appleton Public Library ♦ 225 N. Oneida Street ♦ Appleton, WI 54911 ♦ www.apl.org

Reference/Information (920) 832-6173

3/91 1/93 8/95 8/01 6/02 6/06 2/09