

9: GENERAL BUSINESS INFORMATION RESOURCES

Periodicals, Library Resources, Selected Business Organizations, Helpful Reading

Periodicals

Adweek.....	www.adweek.com	800-722-6658
American Demographics Magazine	www.adage.com	888-288-5900
Black Enterprise	www.blackenterprise.com	800-727-7777
Business Ethics.....	http://www.business-ethics.com	612-879-0695
Business Week.....	www.businessweek.com	888-878-5151
Entrepreneur	www.entrepreneurmag.com	800-274-6229
Entrepreneur's Business Start-Ups	www.bizstartups.com	800-274-6229
Forbes	www.forbes.com	800-888-9896
Harvard Business Review	www.hbsp.harvard.edu	800-988-0886
Home Business Magazine	www.homebusinessmag.com	714-968-0331
INC Magazine	www.inc.com	800-234-0999
Kiplinger's Personal Finance.....	www.kiplinger.com/magazine ...	888-419-0424
Minority Business Entrepreneur	http://www.mbemag.com	310-540-9398
Money Magazine.....	money.cnn.com	800-633-9970
Red Herring	http://www.redherring.com	650-428-2900
Small Business Opportunities	http://www.sbomag.com	212-807-7100
Wall Street Journal	www.wsj.com	800-568-7625

Library Resources for Entrepreneurial Companies

US Global Outlook	Background information and trends by industry.
Directory of Associations	Descriptions and addresses of trade groups.
Ayer's Guide to Publications	Directory of newspapers, trade journals, magazines divided by industry.
SRDS Guides	Guides to newspapers, trade publications, radio and television stations and mailing list companies. Gives rates, readership information.
Million Dollar Directory	Lists of businesses by industry and geography. Shows address, telephone number, number of employees, sales figures.
Thomas Register	Directory of manufacturers listed by product or service. Good way to find competitors.
Standard Industrial Classification Code (SIC) Directory	Describes businesses and tells the numeric code assigned by federal government for that industry.
Yellow Pages	Look up your competitors. Notice what categories they advertise in. Note the size of their ads and products.
Statistical Abstract of United States	Includes statistics about business by state, industry, and metro area.
Almanac of Financial Ratios Robert Morris & Assoc. Ratios	Breaks down financial statements by SIC code to indicate key ratios for your business.
Directory of Corporate Affiliations	Lists parent companies and subsidiaries for US businesses.
State Manufacturers Directory	Detailed listings of manufacturers by state.
Rand McNally Commercial Atlas & Market Guide	Includes maps and buying power by US county.
Handbook of Labor Statistics	Provides employment statistics by state and industry.
Black's Law Dictionary	Guide to simple legal questions.
Annual reports, Form 10-K, Credit Reports	Background information on competitors.
Pfeiffer/Josey Bass books	Pfeiffer and Josey Bass publish books about managing business by industry.

Library Resources for Entrepreneurial Companies—Online Services

To access these databases, visit a major library in your county. A librarian will assist you in locating the sources for the material. Dialog and NewsNet are good sources.

Company Intelligence	From the print version of <i>Ward's Business Directory</i> . This has private company information for hard-to-find companies.
Cendata	Data from the census and surveys, press releases, product information—all from the Bureau of Census or US Department of Commerce.
Disclosure	In-depth financial information for companies that trade stock on NYSE, AMS, NASDAQ and other markets.
Public Opinion Online	Information from the Roper Center for Public Opinion Research.
Federal Register	Full text of the daily publication from the US government; information about regulations and legal notices issued by federal government.
ABI/Inform	Summaries of articles in 1,000 business journals.
Findex	Describes all available market research reports published by numerous companies and sold commercially.
Trade & Industry Index	Broad international coverage of business topics including companies, industries, products and markets.
American Business Directory	Database of 14 million US businesses including company name, industry, geography, phone, address, fax, credit rating, key executives, sales and employment data.
Forecasts	Statistical abstracts of industry, market, economic forecasts. Good place to look for projections for specific products, aggregate industries, leading indicators, government expenditures and market data.
Magazine Database	Indexes 450 popular national magazines.
National Newspaper Index	Front-to-back indexing of <i>Christian Science Monitor</i> , <i>Los Angeles Times</i> , <i>The New York Times</i> , <i>The Wall Street Journals</i> and <i>The Washington Post</i> .
Prompt	Multi-industry database with information about companies, products, markets and applied technologies for manufacturing and service industries.
US Forecasts	Abstracts of published forecast data from trade journals, business and financial publications, key newspapers, government reports and special studies.

Frost & Sullivan Marketing Intelligence	Research reports that provide in-depth market studies and industry analyses for technical markets.
Business & Industry	Database covering 600 trade and business publications for a wide variety of industries.
Business Dateline	Full text articles of 350 local and regional business publications.
Datamonitor Market Research	Full text reports on banking, communications, technology, cosmetics, electrical goods, food and drink, health care, industrial, insurance, multi-media, pharmaceutical and telecommunications.
Freedonia Market Research	Reports and market research about chemicals, plastics, advanced materials, packaging, paper, textiles, the environment, health care, construction, household goods, industrial components, security systems and equipment, electronics, communications and transportation.
Moody's Corporate News & Profiles	Descriptive and financial information including business news about publicly traded companies.
Papers	Database of articles in 65 major newspapers.
PAIS International	Index to public policy literature affecting business.
Forecasts	Newsletter about business and demographics.
American Marketplace	Newsletter with new statistical data issued by the Census Bureau and other government agencies.
Industries in Transition	Newsletter that identifies markets in which radical changes are taking place.
People Trends	Newsletter about people management, employment, health and medical benefits, pensions and insurance benefits, training and development and societal and social patterns.

Using the Internet...

Use a search engine such as Yahoo! or Google, and come up with keywords that are appropriate to your search parameters.

Ask Your Librarian...

For help finding databases of trademarks, copyrights, and patents; and specific databases for your industry.

Selected Business Organizations

American Small Business Association (ASBA)

*American Small Businesses Association
206 E College St, Ste 201
Grapevine TX 76051
Phone: 800-942-2722
<http://www.asbaonline.org>*

ASBA is primarily organized to support legislation favorable to the small business enterprise, and organizes its members to collectively oppose unfavorable legislation. The organization keeps its thousands of members informed of upcoming legislation affecting small business. It also conducts business education programs and has a limited scholarship program.

National Association for the Self-Employed (NASE)

*P.O. Box 612067
DFW Airport
Dallas TX 75261-2067
Phone: 1-800-232-NASE
<http://www.nase.org>*

Founded in 1981, NASE boasts thousands of members who are primarily small business owners with few or no employees. The association helps its members obtain competitive employee benefits (health, accident and disability insurance), discounts on office equipment, telephone service, travel, car and truck leases, and provides a toll-free small business advice hotline.

National Association of Manufacturers (NAM)

*1331 Pennsylvania Ave., NW
Washington DC 20004-1790
Phone: 202-637-3082 or 800-248-6NAH
E-mail: manufacturing@nam.org
<http://www.nam.org>*

The National Association of Manufacturers is the nation's largest industrial trade association, representing small and large manufacturers in every industrial sector and in all 50 states. Headquartered in Washington, D.C., the NAM has 10 additional offices across the country. Its mission is to advocate for the interests of manufacturers, and to increase understanding among policy-makers, the media, and the general public of manufacturing's importance to America's economic strength..

National Business Association (NBA)

*PO Box 700728
Dallas TX 75370
Phone: 800-456-0440 or 972-458-0900
Fax: 972-960-9149
E-mail: info@nationalbusiness.org
<http://nationalbusiness.org>*

The NBA consists of self-employed owners of small businesses. The association promotes growth and development in the small business environment, and aids its members in obtaining government small business and education loans. It makes available insurance policies, software (in conjunction with the SBA) and information on career, educational and scholarship programs. It also makes available printing grants to government agencies involved in small business assistance.

National Federation of Independent Business (NFIB)

*Phone: 1-800-NFIB-NOW
<http://www.nfib.org>*

More than 600,000 small and independent businesses are represented by this largest of the small business organizations. NFIB's primary focus is on lobbying efforts at the local, state and federal level; but it also disseminates educational information on free enterprise, entrepreneurship and small business issues. One of the best organizations to provide surveys on economic trends and members' opinions, it sends several bi-monthly publications to its members including *Capitol Coverage*, *IB Mandate*, *NFIB Mandate*, *NFIB Legislative Priorities*, *How Congress Voted* and *Congressional Action Report*.

National Small Business Association (NSBA)

*1156 15th Street NW, Suite 1100
Washington DC 20005
Phone: 202-293-8830
E-mail: nsbu@nsbu.org
<http://www.nsba.biz/>*

Founded in 1937, the NSBA is a membership-based association of business owners that presents small business's point of view to all levels of government and Congress. The NSBA also develops programs of national policy that concern small business, and has several member organizations throughout the country that work on a regional basis.

Service Corps of Retired Executives Association (SCORE) and Active Corps of Executives (ACE)

SCORE Association
 409 3rd Street, S.W., 6th Floor
 Washington, DC 20024
 Phone: 800-634-0245
<http://www.score.org>

Founded in 1964, SCORE is a national, nonprofit association with 11,500 volunteer members and 389 chapters throughout the United States and its territories. SCORE is a resource partner with the US Small Business Administration in which active and retired businessmen and businesswomen provide free management assistance to others who are considering starting a small business, having problems with an existing business or expanding a business. Contact this national association for information about regional, district and local SCORE groups.

US Chamber of Commerce

1615 H Street NW
 Washington DC 20062-2000
 Phone: 202-659-6000
 E-mail: custsvc@uschamber.com
<http://www.uschamber.org>

The US Chamber of Commerce is the world's largest not-for-profit business federation representing: 3,000,000 businesses, 3,000 state and local chambers, 830 business associations, and 92 American Chambers of Commerce abroad. This organization seeks to act as a watchdog of the federal government on national business interests and to promote general business success by working with local and state chambers. In addition to lobbying efforts, the Chamber offers a wide variety of business-related publications and "how-to" brochures.

Entrepreneurs' Organization (EO)

500 Montgomery Street, Suite 500
 Alexandria VA 22314
 Phone: 703-519-6700
 E-mail: info@eonetwork.org
<http://www.eonetwork.org/>

EO is a membership organization designed to help business owners from around the world on their path to greater business and personal fulfillment. EO is a global community that enriches members' lives through dynamic peer-to-peer learning and once-in-a-lifetime experiences.

Helpful Reading

Complete Small Business Sourcebook: Information, Services, and Experts Every Small and Home-Based Business Needs—Wilbur Cross

Times Books
 ISBN: 0812928245

Launching New Ventures: An Entrepreneurial Approach (Third Edition)—Kathleen R. Allen

Houghton Mifflin Co.
 ISBN: 061821481X

Working from Home: Everything You Need to Know About Living and Working Under the Same Roof—Paul Edwards, Sarah Edwards

J. P. Tarcher
 ISBN: 0874779766

Your Family, Inc: Practical Tips for Building a Healthy Family Business—Ellen, PhD Frankenberg

Haworth Press
 ISBN: 0789008971

E-Commerce: Business, Technology, Society—Kenneth C. Laudon, et al

Addison Wesley Publishing Company
 ISBN: 032120056X

Electronic Commerce 2004: A Managerial Perspective (Third Edition)—Efraim Turban, et al

Prentice Hall
 ISBN: 0130094935101

Ways to Boost Your Web Traffic: Internet Promotion Made Easier, 2nd Edition—Thomas Wong

Intesync
 ISBN: 0963834967

Cradle to Cradle: Remaking the Way We Make Things—William McDonough, Michael Braungart

North Point Press
 ISBN: 0865475873

Paper or Plastic: Searching for Solutions to an Overpackaged World—Daniel Imhoff, Roberto Carra

Sierra Club Books
ISBN: 1578051177

Ecodesign: The Sourcebook—Alastair Fuad-Luke

Chronicle Books
ISBN: 0811835480

Essentials of Inventory Managements—Max Muller

American Management Association
ISBN: 081440751X

Export/Import Procedures and Documentations—Thomas E. Johnson

American Management Association
ISBN: 081440734X

Finance of International Trades—Eric Bishop

Butterworth-Heinemann
ISBN: 0750659084

Legal Guide for Starting and Running a Small Business—Fred S. Steingold

Nolo Press
ISBN: 0873379101

Standard Legal Forms and Agreements For Small Business: Do It Yourself—Save Time and Money—Stephen L. Sanderson.

Self-Counsel Press
ISBN: 0889089256

Trademark: Legal Care for Your Business & Product Name—Stephen R. Elias

Nolo Press
ISBN: 0873379454

How to Form and Operate a Limited Liability Company—Gregory C. Damman

Self-Counsel Press
ISBN: 1551804034

