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| Books on Business Plans & Business Writing | |
|---|------------------------------|
| Reference Materials | |
| <u>The AMA handbook of business letters</u> / Jeffrey L. Seglin. NY: AMACOM, c1996. 410p. | REF 651.7 S <i>eBook</i> |
| <u>The AMA style guide for business writing</u> / from the editors at the American Management Association. NY: AMACOM, c1996. | REF 808 A <i>eBook</i> |
| <u>Business Plans Handbook: a compilation of actual business plans developed by small businesses throughout North America</u> / Detroit. MI: Thomson Gale, c2007. | REF 658.4 B |
| <u>How to write a business plan</u> / Mike McKeever. Berkeley, CA: Nolo, c2005. | REF 658.15 M <i>eBook</i> |
| Circulating Materials | |
| <u>Burn your business plan! : What investors really want from entrepreneurs</u> / by David E. Gumpert. Needham, MA: Lauson Publishing, c2002. 178p. | 658.4 G |
| <u>How to write a business plan</u> / by Mike McKeever. Berkeley, CA: Nolo, c2002. | 658.16 M 1 <i>eBook</i> |
| <u>How to write a .com business plan: the Internet entrepreneur's guide to everything you need to know about business plans and financing options</u> / Joanne Eglash. NY: McGraw-Hill, c2000. 191 p. | <i>eBook</i> |
| <u>Let's write your business plan: an easy-to-follow workbook to help you write a customized business plan</u> / Ginny L. Kuebler. NY: GLK Management Consulting, c2001. 115p. | 658.4 K |
| <u>Proposal Planning and Writing</u> / Lynn E. Miner and Jeremy T. Miner. Greenwood Press, c2003. 205p. | Q 658.15 M |
| <u>Seven steps to a successful business plan</u> / Al Coke. NY: AMACOM, c2002. | <i>eBook</i> |
| Books on Business and Small Business – in General | |
| Reference Materials | |
| <u>AMA management handbook</u> / John J. Hampton, editor. NY: Amacom, c1994. | REF 658 A <i>eBook</i> |
| <u>Business : the ultimate resource</u> / Perseus Publishing Cambridge, MA : Perseus, c2006. | REF 658 B |
| <u>Encyclopedia of business and finance</u> / Burton S. Kaliski, editor-in-chief. NY: Macmillan Reference USA, c2001. | REF 650 E |
| <u>Small business sourcebook</u> Detroit, MI: Gale Research, 2007. | REF 658 S |
| <u>Thomas regional industrial buying guide. Greater Carolinas.</u> NY: Thomas Regional Directory Co., 2005. | REF 670 R |
| Circulating Materials | |
| <u>100 great businesses and the minds behind them</u> / Emily Ross and Angus Holland. Naperville, IL: Sourcebooks, c2005. 422 p. | 650.1 R |
| <u>101 + answers to the most frequently asked questions from entrepreneurs</u> / Courtney Price. NY: John Wiley & Sons, c1999. 303 p. | <i>eBook</i> |

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| <u>The 7 irrefutable rules of small business growth</u> / Steven S. Little. Hoboken, NJ: J. Wiley, c2005. 236 p. | 658.2 L |
| <u>The complete guide to home business</u> / Robert Spiegel. NY: AMACOM, c2000. 333 p. | <i>eBook</i> |
| <u>The complete idiot's guide to starting a home-based business</u> / Barbara Weltman. NY: Alpha Reference, c2000. 359 p. | <i>eBook</i> |
| <u>The complete small business guide : a sourcebook for new and small businesses</u> / Colin Barrow. Oxford: Capstone, c2004. 273 p. | 658.02 B |
| <u>The entrepreneur's information sourcebook: charting the path to small business success</u> / Susan C. Awe. Westport, CT: Libraries Unlimited, c2006. 245 p. | 658.02 A |
| <u>Free help from Uncle Sam to start your own business (or expand the one you have)</u> / William Alarid. c2000. 233 p. | 338.642 A |
| <u>Go it alone : the secret to building a successful business on your own</u> / by Bruce Judson. NY: HarperBusiness, c2004. 229 p. | 658.1 J |
| <u>Lessons from the edge: survival skills for starting and growing a company</u> / Jana Matthews, Jeff Dennis with Peter Economy. Oxford University Press, c2003. 268 p. | 658.1 M |
| <u>Not just a living : the complete guide to creating a business that gives you a life</u> / Mark Henricks. Cambridge, MA: Perseus Publishing, c2002. 230 p. | 658.11 H |
| <u>The Starbucks experience: 5 principles of turning ordinary into extraordinary.</u> NY: McGraw-Hill, 2006. 208 p. | 658 M |
| <u>Start small, finish big: fifteen key lessons to start--and run--your own successful business</u> / Fred DeLuca with John P. Hayes. NY: Warner Books, c2000. 353 p. | 658 D |
| <u>True to yourself : leading a values-based business</u> / Mark Albion. San Francisco, CA : Berrett-Koehler, 2006. 171 p. | 658.4 A |
| <u>The weekend small business start-up kit.</u> Naperville, IL: Sphinx Publishing, 2007. | 658.02 W |
| <u>Books on Legal Issues for Small Business</u> | |
| <u>Reference Materials</u> | |
| <u>Basic employment law manual for managers and supervisors</u> / P. Gibson & K. Piscitelli. Chicago, IL: CCH, c2001. | REF 344.73 G <i>eBook</i> |
| <u>The complete book of small business legal forms</u> / Daniel Sitarz. Carbondale, IL: Nova Pub. Co., c2001. 255 p. | REF 346.73 S |
| <u>Douglas' Forms</u> 5 vols. Kept up to date annually by supplements. | REF 347.757 D |
| <u>How to form your own corporation</u> / W. Kelsea Eckert, Arthur Sartorius III, Mark Warda. Naperville, IL: Sphinx Pub., c2003. | REF 346.73 E 2003 |
| <u>How to form your own partnership : with forms</u> / Edward A. Haman Naperville, IL : Sphinx Pub., c1998. | REF 346.73 H <i>eBook</i> |
| <u>How to start a business in North Carolina</u> / Jacqueline D. Stanley, Mark Warda. Naperville, IL: Sphinx Pub., c2003. | REF 658 S |
| <u>Incorporate your business: the national corporation kit</u> / Daniel Sitarz Carbondale, IL : Nova Pub., c1997. | REF 346.73 S |
| <u>Laws of the United States: corporations</u> / Daniel Sitarz Carbondale, IL: Nova Pub., c1999. | REF 346.73 S |

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| <u>Legal guide for starting & running a small business</u> /by Fred S. Steingold Berkeley, CA: Nolo, c2006. | REF 346.73 S <i>eBook</i> |
| <u>Limited liability companies: laws of the United States</u> / Daniel Sitarz Carbondale, IL: Nova Pub., c1999 | REF 346.73 S |
| <u>Partnerships: laws of the United States</u> / Daniel Sitarz Carbondale, IL: Nova Pub., c1999. | REF 346.73 S |
| <u>U.S. Master Wage-Hour Guide</u> , c2004. | REF 344.73 U |
| <u>Circulating Materials</u> | |
| <u>The American Bar Association legal guide for small business: everything a small-business person must know, from start-up employment laws to financing and selling a business.</u> NY: Times Books, c2000. 523 p. ; 20 cm. | 343.73 A |
| <u>Blog rules: a business guide to managing policy, public relations, and legal issues</u> / Nancy Flynn. NY:AMACOM, c2006. | 659.2 F |
| <u>Employee Assistance Programs: what works and what doesn't</u> / Lawrence P. Mannion. Praeger, c2004. 193 p. | 658.3 M |
| <u>The employer's legal handbook</u> / by Fred S. Steingold. Berkeley, CA: Nolo, c2000. | <i>eBook</i> |
| <u>The Legal Guide to E-Business</u> / Jacqueline Klosek. Westport, CT: Praeger, c2003. 226p. | 343.7309 K |
| <u>What every manager needs to know about sexual harassment</u> / Darlene Orlov, Micheal T. Roumell. American Management Association, c1999. 218 p. | 658.3 O <i>eBook</i> |
| <u>Books on Finance/Accounting</u> | |
| <u>Reference Materials</u> | |
| <u>Almanac of business and industrial financial ratios</u> / by Leo Troy. Englewood Cliffs, NJ: Prentice-Hall. | REF 338.7A |
| <u>Capital opportunities for small businesses</u> / SBTDC, Univ. of North Carolina, c2003. 118p. | REF 650 C |
| <u>Financial studies of the small business</u> / Winter Haven, FL: Financial Research Associates, 2006. | REF 658.1 F |
| <u>Government Assistance Almanac</u> . Washington, DC: Foggy Bottom Publications, 2006-2007. | REF 353.0082G |
| <u>Circulating Materials</u> | |
| <u>Accounting and finance for your small business</u> / Eric James Burton, Steven M. Bragg. NY: John Wiley & Sons, c2000. | <i>eBook</i> |
| <u>The complete idiot's guide to finance and accounting</u> / by Michael Muckian. NY: Alpha Books, c1998. 298 p. | <i>eBook</i> |
| <u>How to raise capital : techniques and strategies for financing and valuing your small business</u> / Jeffry A. Timmons. NY: McGraw-Hill, c2005. 245 p. | 658.15 T |
| <u>Inside Secrets to venture capital</u> / Brian E. Hill and Dee Power. NY: John Wiley, c2001. 290 p. | <i>eBook</i> |
| <u>Keeping the books : basic recordkeeping and accounting for the successful small business</u> / Linda Pinson. Chicago, IL: Dearborn Trade Pub., c2004. 210 p. | 657 P <i>eBook</i> |
| <u>Managing by the numbers: a commonsense guide to understanding and using your company's financials, an</u> | <i>eBook</i> |

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| <u>essential resource for growing businesses</u> / Chuck Kremer ... [et al.]. Cambridge, MA: Perseus Pub. Co., c2000. 198 p. | |
| <u>Office finances made easy: a get started guide to budgets, purchasing, and financial statements</u> / Robert G. Finney. NY:AMACOM, c2000. | <i>eBook</i> |
| <u>Simplified small business accounting</u> / by Daniel Sitarz. Carbondale, IL: Nova Pub. Co., c1999. 254 p. | 657 S |
| <u>Smart financial management: the essential reference for the successful small business</u> / William W. Sihler, Richard D. Crawford, and Henry A. Davis. NY: American Management Association, c2004. | 658.15 S |
| <u>Books on Marketing/Advertising</u> | |
| <u>Circulating Materials</u> | |
| <u>Thirty minute social media marketing step-by-step: step-by-step techniques to spread the word about your business fast and free</u> / Susan Gunelius. NY: McGraw-Hill, 2011. 260 p. | 658.8 G <i>eBook</i> |
| <u>30 minute social media marketing step-by-step.</u> / by Susan Gunelius. NY: McGraw-Hill, 2011. 260 p. | <i>eBook</i> |
| <u>301 do-it-yourself marketing ideas from America's most innovative small companies</u> / edited by Sam Decker from Inc. Magazine. Boston, MA: Goldhirsh Group, c1997. 357 p. | 658.8 T <i>eBook</i> |
| <u>Bag the elephant! : how to win & keep big customers</u> / Steve Kaplan. Austin, TX: Bard Press, c2005. 207 p. | 658.8 K |
| <u>Commonsense direct marketing</u> / Drayton Bird. Dover, NH: Kogan Page, c2000. 386 p. | 658.848 B <i>eBook</i> |
| <u>Counterintuitive marketing: achieve great results using uncommon sense</u> / Kevin J. Clancy and Peter C. Krieg. NY: Free Press, c2000. 350 p. | 658.8 C |
| <u>Emotion marketing: the Hallmark way of winning customers for life</u> / Scott Robinette. NY: McGraw-Hill, c2001. | <i>eBook</i> |
| <u>The guerrilla marketing handbook</u> / Levinson, Jay Conrad. Boston: Houghton Mifflin, c.1994. 379 p. | 658.8 L |
| <u>Guerrilla marketing research: marketing research techniques that can help any business make more money</u> / Robert J Kaden. Philadelphia, PA: Kogan Page, c2006. | 658.8 K |
| <u>Lateral marketing: new techniques for finding breakthrough ideas</u> / Philip Kotler. Hoboken, NJ: Wiley, c2003. 206 p. | 658.8 K |
| <u>Marketing to moms: getting your share of the trillion-dollar market</u> / Maria T. Bailey. CA: Prima Publishing, c2002. 286 p. | 658.8 B |
| <u>Marketing to the mindset of boomers and their elders</u> / Carol M. Morgan and Doran J. Levy. Saint Paul, MN: Attitudebase, c2002. 383 p. | 658.8 M |
| <u>Marketing without advertising</u> / Michael Phillips & Salli Rasberry; edited by Peri Pakroo. Berkeley, CA: Nolo, c2001. | <i>eBook</i> |
| <u>Mastering guerrilla marketing: 100 profit-producing insights you can take to the bank</u> / Jay Conrad Levinson. Boston, MA: Houghton Mifflin, c1999. 251 p. | 658.8 L <i>eBook</i> |
| <u>Money-tree marketing: innovative secrets that will double your small-business profits in 90 days or less</u> / Patrick Bishop. NY: Amacom, 2000. 270 p. | <i>eBook</i> |

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| <u>Revolution in the mailbox: your guide to successful direct mail fundraising</u> / Mal Warwick. San Francisco, CA: Jossey-Bass, c2004. 325 p. | 658.15 W |
| <u>Successful direct marketing methods</u> / Bob Stone and Ron Jacobs. Chicago, IL: McGraw-Hill, c2001. 579 p. | 658.8 S <i>eBook</i> |
| <u>The Thank-you Economy</u> / Gary Vaynerchuk. NY: Harper Business, 2011. | 658.8 V |
| <u>Value space: winning the battle for market leadership: lessons from the world's most admired companies</u> / Banwari Mittal. NY: McGraw-Hill, c2001. | <i>eBook</i> |
| <u>Books on Internet sales, etc</u> | |
| <u>Reference Materials</u> | |
| <u>The core business Web: a guide to key information resources</u> / Gary W. White, editor. NY: Haworth, c2003. | READY REF 016.33 C |
| <u>Circulating Materials</u> | |
| <u>The 11 immutable laws of Internet branding</u> / Al Ries & Laura Ries. NY: HarperBusiness, c2000. 175 p. | 658.8 R |
| <u>Build a website for free</u> / Mark Bell. Indianapolis, IN: Que, c2011. | 006.7 B |
| <u>Building a Web site for dummies</u> / by David A. Crowder. NJ: Wiley Pub., c2004. 366 p. | 005.7 C |
| <u>Communities of commerce: building internet business communities to accelerate growth, minimize risk, and increase customer loyalty</u> / Stacey E. Bressler. NY: McGraw-Hill, c2000. | <i>eBook</i> |
| <u>The complete idiot's guide to starting an online business</u> / by Frank Fiore. Indianapolis, IN : Que, c2000. 345 p. | <i>eBook</i> |
| <u>The corporate blogging book: absolutely everything you need to know to get it right</u> / Debbie Weil. NY: Portfolio, c2006. | 659.2028 W |
| <u>Driving Excellence:</u> | |
| <u>The e-factor: building a 24/7 customer-centric, electronic business for the Internet age</u> / Martin T. Focazio. NY: AMACOM, c2001. 242 p. | 658.8 F |
| <u>How to get your business on the Web: a legal guide to e-commerce</u> / by Fred S. Steingold. Berkeley, CA: Nolo, 2001. | <i>eBook</i> |
| <u>Macromedia Dreamweaver 8 in 24 hours</u> / Betsy Bruce. Indianapolis, IN: Sams, c2006. 514 p. | 005.7 B |
| <u>Naked conversations: how blogs are changing the way businesses talk with customers</u> / Robert Scoble. Indianapolis, IN: Wiley Technology Pub., c2006. 251 p. | 659.2 S |
| <u>Putting your small business on the Web</u> / Maria Langer. Berkeley, CA: Peachpit Press, c2000. 220 p. | 658.8 L |
| <u>Staying street smart in the internet age: what hasn't changed about the way we do business</u> / Mark H. McCormack. NY: Viking, c2000. 286 p. | 658 M |
| <u>Streetwise direct marketing: how to use the internet, direct mail, and other media to generate direct sales</u> / by George Duncan. Holbrook, MA: Adams Media Corp., c2001. 384 p. | 658.84 D |
| <u>Books on Negotiating, Leadership Skills</u> | |

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| <u>Alpha dogs: how your small business can become a leader of the pack</u> / Donna Fenn. NY: Collins, c2005. 224 p. | 658.02 F |
| <u>The complete idiot's guide to winning through negotiation</u> / John Ilich. NY: Alpha Books, c1999. 290 p. | <i>eBook</i> |
| <u>The corner office: indispensable and unexpected lessons from CEOs on how to lead and succeed</u> / Adam Bryant. NY: Times Books, c2011. | 658.4 B |
| <u>Driving excellence: transform your organization's culture and achieve revolutionary results</u> / Mark Aesch. NY: Hyperion, c2011. | 658.4 A |
| <u>The fearless executive: finding the courage to trust your talents and be the leader you are meant to be</u> / Alan Downs. NY: AMACOM, c2000. 212 p. | <i>eBook</i> |
| <u>The how of WOW: a guide to giving a speech that will positively blow 'em away</u> / Tony Carlson. NY: American Management Association, c2005. 277 p. | 808.5 C |
| <u>The Jack Welch lexicon of leadership</u> / Jeffrey A. Krames. NY: McGraw-Hill, c2002. | 658.4 K <i>eBook</i> |
| <u>The leadership challenge: how to keep getting extraordinary things done in organizations</u> / James M. Kouzes. San Francisco, CA: Jossey-Bass, c1995. 405 p. | <i>eBook</i> |
| <u>Life is a series of presentations: 8 ways to punch up your people skills at work, at home, anytime, anywhere</u> / Tony Jeary. NY: Fireside Book, c2004. 270 p. | 651.7 J |
| <u>Negotiating globally: how to negotiate deals, resolve disputes, and make decisions across cultural boundaries</u> / Jeanne M. Brett. San Francisco, CA: Jossey-Bass, c2001. 246 p. | <i>eBook</i> |
| <u>Negotiation boot camp: how to resolve conflict, satisfy customers, and make better deals</u> / Ed Brodow. NY: Doubleday, c2006. | 658.4 D |
| <u>Primal leadership: realizing the power of emotional intelligence</u> / Daniel Goleman, Richard Boyatzis, Annie McKee. Boston, MA: Harvard Business School Press, c2002. | 658.4 G |
| <u>Recruiting, interviewing, selecting, and orienting new employees</u> / Diane Arthur. AMACOM, c1998. 369p. | 658.3 A <i>eBook</i> |
| <u>Too many bosses, too few leaders : the three essential principles you need to become an extraordinary leader</u> / Rajeev Peshawaria. NY: Free Press, c.2011. | 658.4 P |
| Media | |
| <u>The book of leadership wisdom</u> / edited by Peter Krass. Wiley Audio, c2000. 3 sound discs (ca 3 hrs.) | CD Book 658.4092 B |
| <u>Winning</u> / Jack Welch with Suzy Welch. NY: Harper Audio, c2005. 9 sound discs (11 hrs.) | CD Book 658.4 W |

Databases

[Business ServiCenter](#) – Programs and resources that are designed to improve the profitability of companies.

[Business Source Premier](#) – Journals, peer-reviewed publications, magazines on a wide range of topics including: marketing, management, MIS, POM, accounting, finance and economics.

[Company Profiles](#) – 10,000 company profiles from Datamonitor, including U.S., European, and Asian companies.

[Morningstar Investment Research Center](#) – Includes research and independent opinions on thousands of mutual funds, stocks, and hundreds of ETFs.

[ReferenceUSA](#) – A searchable database with detailed information, including addresses and phone numbers, on more than 12 million U.S. businesses, 683,000 U.S. health care providers, and 95,000 Technology Companies and 280,000 Executives Database.

[Regional Accounts Data - Local Area Personal Income](#) – Personal income and population summary estimates, detailed county annual tables of income and employment, wage and salary summary estimates.

(The above databases are available at the Library or remotely for cardholders via NCLive.)

Small Business Websites

<http://www.sandhillsscore.org/> - Sandhills SCORE (Service Corps of Retired Executives)

<http://www.moorecountycommerce.com/> - Moore County Chamber of Commerce.

<http://www.moorecountync.gov/> - Information on starting a small business in Moore County.

www.sba.gov - U.S. Small Business Administration

<http://www.nccommerce.com/smallbusiness> - How to start a business in NC, business licenses and forms.

www.sbtcd.org - The North Carolina Small Business and Technology Development Center (SBTDC) provides management counseling and educational services to small and mid-sized businesses throughout North Carolina.

www.doa.state.nc.us/PandC - NC Department of Administration, Division of Purchase and Contract. Vendor Link NC, IPS Bids, and more.

<http://www.startupjournal.com/runbusiness/> - Wall Street Journal Center for Entrepreneurs. Includes business plan tools, survival strategies, franchising and e-commerce.

<http://www.toolkit.cch.com/tools/tools.asp> - CCH Business Owner's Toolkit. Includes ready to use templates and tools to help in the startup process.

<http://www.businessownersideacafe.com/> - Business Owner's Ideacafe: "A Fun Approach to Serious Business."

<http://www.tannedfeet.com> - Entrepreneur's Help Page.

<http://linc.state.nc.us/> - LINC (Log Into North Carolina) is "the most valuable web resource for NC statistical data." Features over 1300 data items from state and federal agencies.

<http://fisher.lib.virginia.edu/collections/stats/cbp/> - County Business Patterns. Provides county, state, and national level business data from 1977 to the most recent year available.

<https://edis.commerce.state.nc.us/EDIS/page1.html> - Economic Development Information System, NC Dept. of Commerce. Provides demographic profiles of each county.