

Library RESEARCH GUIDES

Business Plans

Getting Started.....	2
Market Research.....	3
Business Plans.....	4
Patents	5
Mission Statements.....	5
Law, Accounting, Tax, and Regulation.....	6
Associations.....	6
Competition	7

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Getting Started

On the Web

[U.S. Small Business Administration,](#)
Office of Advocacy

State Economic Profiles with the number of firms, industry composition, small business income, banking, women & minority ownership and employment.
<http://purl.access.gpo.gov/GPO/LPS520>

[The Wall Street Journal Startup Journal](#)

features articles of interest to small business start-ups and owners; check out the 'How-To', 'Ideas', 'Franchising', 'Financing', 'E-Commerce', and 'Running A Business' tabs.
<http://www.startupjournal.com>

[U.S. Small Business Administration](#)

offers a wealth of information starting, financing and managing a small business.
<http://www.sba.gov>

[Office Finder](#)

Office space information for leasing or purchasing office space.
<http://www.officefinder.com/>

[Salary.Com](#)

Job salary calculator and compensation survey solutions.
<http://www.salary.com>

[Internal Revenue Service:](#)
[Small Business/Self-Employed](#)

calls itself a "one-stop resource" broad range of resources and forms across federal and state agencies; includes the small business tax calendar and tax topics for businesses.
<http://www.irs.gov/businesses/small/index.html>

[Business Owner's Toolkit](#)

"total know-how for small business"; mostly tax-related.
<http://www.toolkit.cch.com/>

Books

Look at the HD62.6 call number section on the second floor of the Social Science Library

[The Ultimate Small Business Guide: a resource for startups and growing businesses.](#)

Note: This is an online book. Search in [Orbis](#) for this title in order to access the online book.

[Import/Export: how to get started in international trade.](#)

Note: This is an online book. Search in [Orbis](#) for this title in order to access the online book.

[Doing Business in 2004: understanding regulation](#)

Note: This is an online book. Search in [Orbis](#) for this title in order to access the online book.

[Doing Business in 2005: removing obstacles to growth](#)

Note: This is an online book. Search in [Orbis](#) for this title in order to access the online book.

Market Research

Market size

Reference Books

[Market Share Reporter](#)

HF5410 M35 (2 volumes)

[World Market Share Reporter](#)

HD2757.15 W67

[Media Mark Research Reports](#)

HF5415.3 M434 (20 volumes)

[Lifestyle Market Analyst](#)

HF5415.33 U6 L54

Ganly, John: [Data sources for business and market analysis](#)

HF5415.124 F7 1994

Databases

[World Marketing Data and Statistics](#)

[Mintel](#)

[World Consumer Markets](#)

global consumer market size data for
over 330 products in 52 countries

Marketing Strategy

Reference Books

Statistical Fact Book
HF5145.123 F33

A fact book published by the Direct Marketing Association.

The Direct Marketing Market Place
HF5415.1 D57

Green Book
HF5415.2 G47

Published by the American Marketing Association.

Journals

Journal of Marketing Research (in [ABI/Inform](#))

Marketing Research (in [ABI/Inform](#))

Database

[Mintel](#)

Business Plans

Reference Book

Business Plans Handbook: a compilation of actual business plans developed by small businesses throughout North America
HD62.7 B865

Also looks at the HD30.28 call number section on the second floor of the Social Science Library.

Timmons et al., Business plans that work
HD30.28 T5766 2004

Hendricks, Mark: Business plans made easy
HD30.28 H474 1999

Web Sites

[U.S. Small Business Administration: Business Plan Basics](#)
http://www.sba.gov/starting_business/planning/basic.html

[Bplans.com](#)

Business plan software and free sample business plans by Palo Alto Software, Inc.
<http://www.bplans.com>

Patents

Databases

Design Patents (in [LexisNexis](#))

Plant Patents (in [LexisNexis](#))

Utility Patents (in [LexisNexis](#))

[CAB Abstracts](#)

publications in agriculture and applied biology research; includes patents.

[Chemical Abstracts/SciFinder Scholar](#)

[Energy Citations Database](#)

[Investigational Drugs Database](#)

available at a workstation in the Medical Library

Web Sites

[U.S. Patent and Trademark Office](#)

<http://www.uspto.gov/patft/index.html>

[U.S. Government Information: Patents](#)

Sites for patent searching created by Yale University's Government Documents and Information Center
<http://www.library.yale.edu/govdocs/patents.html>

[Finding Patents & Standards](#)

Sites for searching patents created by Yale University's Science Libraries
<http://www.library.yale.edu/science/help/patent.html>

Mission Statements

Books in the Social Science Library

Corporate Statements: the official missions, goals, principles and philosophies of over 900 companies

HD30.285 H37 1998

Mission Statements: a guide to the corporate and nonprofit sectors

HD30.28 G697 1994

Law, Accounting, Tax, and Regulation

Database

[Stat-USA](#)

U.S. Department of Commerce; includes National Trade Databank and National Export Directory

Reference Books

The Personnel manager's Encyclopedia of Prewritten Personnel Policies in Three Volumes

HF5549.17 P47

Doing Business In...

HC10 P75

Web Sites

[Internal Revenue Service](#)

includes tax topics for businesses and small business tax calendar; information on recordkeeping and accounting methods.
<http://www.irs.gov/businesses/small/index.html>

[U.S. Small Business Administration](#)

business laws and regulatory assistance
<http://www.sba.gov/businesslaw/index.html>

[Business.Gov](#)

section on taxes
<http://www.business.gov/topics/taxes/>

Associations

Database

[Gale's Ready Reference Shelf](#)

includes Encyclopedia of Associations

Competition

Reference Books

[Encyclopedia of Consumer Brands](#)

HF5415.3 E527 1994 (3 volumes)

Databases

[Hoovers Online](#)

search by Company and then click on the
'competitors' link

[Factiva](#)

click on 'Companies/Markets' tab

[Standard and Poors NetAdvantage](#)

click on 'Companies' tab; search for
company in publication 'Company Profile';
select 'Competitors' from left-hand menu