Small Business Resource Center

A TOTAL SOLUTION FOR ENTREPRENEURS

NEW At today’s libraries, two of the most commonly researched topics are “small businesses” and “entrepreneurship.” To meet this growing demand, Gale worked closely with an advisory board comprised of librarians at top public and academic libraries that serve small business patrons to create Small Business Resource Center. This new resource is a comprehensive database offering content that covers all major areas of starting and operating a business, including accounting, finance, human resources, management, marketing, tax and more. Based on a combination of unparalleled periodical and reference content, Small Business Resource Center is a unmatched source of information for the prospective and current entrepreneurial community, as well as for students in business programs. From conducting industry research to financial planning...to marketing a product and franchising a business...users have access to all the information they need.

ONE LOCATION FOR EASY-TO-SEARCH CONTENT

Because it was developed based on librarian feedback, Small Business Resource Center is easy to search and highly intuitive. Users may conduct a standard search based on subject or keyword, or by searching the entire document. They also can link directly to pre-compiled information based on popular business topics and types, sample business plans, and answers to the most frequently asked questions from a “How To” menu. In addition to a basic search, an advanced search, a subject guide search or a search by publication can be performed. Results are delivered at the article level in an HTML-based text and graphics format that’s designed for speedy display and easy readability.

The Home page features quick access links to the most popular research topics

Results are presented in a variety of formats
PRACTICAL, REAL-WORLD RESOURCES FOR STUDENTS AND ENTREPRENEURS


Also included are dozens of titles from John Wiley & Sons, publisher of the well-known “For Dummies” series, including Portable MBA in Strategy, 2nd Ed., The 7 Irrefutable Rules of Small Business Growth, and Portable MBA in Entrepreneurship.

Small Business Resource Center also includes a number of business journals – both specialty/vertical market and general business – including titles like:

- Better Asset Management
- Black Enterprise
- Consumer Comments
- Cosmetics International
- Direct Marketing
- Financial Management
- Family Business Review
- The Tax Adviser

... and many more

The most common questions are easily answered with the “How To” quick access button