



"Information You Can Trust"

## MGT 400 – Small Business Management

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The purpose of a pathfinder is to assist you in organizing your library research strategy. Use the information provided below to guide your search for information.

### Internet Resources

#### **Small Business Administration (SBA)**

<http://www.sba.gov/>

The United States SBA includes links to state SBA sites, publications, and other useful information.

#### **Wisconsin Small Business Development Center**

<http://www.wisconsinsbdc.org/>

The SBDC mission is to help business creation and growth through entrepreneurial education as well as develop regional capacity to support entrepreneurs.

#### **SCORE**

<http://www.score.org/index.html>

A resource partner with the U.S. Small Business Administration. Get advice from successful business advisors.

### Article Databases

#### **Business Source Premier (EBSCO)**

Provides full-text articles from nearly 930 journals in Business, Economics, Management, Finance, Banking and Accounting. Includes information in Company Profiles.

#### **ProQuest Newspapers**

This database provides comprehensive full text coverage for hundreds of newspapers. These publications are not scholarly literature.

### Population data online

#### **Population Estimates (US Census)**

<http://www.census.gov/popest/estimates.php>

Population estimates of population by geography (county, city, state, etc), characteristic (age, sex, etc), or event (birth, death). Updated yearly.

#### **US Census**

<http://www.census.gov/>

Here are numerous sources regarding population, income and housing. One of the most useful areas will be the American Factfinder. You can look at the population and spending patterns by state, county, city, or zip code.

## **Library online catalog (TOPCAT)**

There are books in the library that contain helpful information. Use the library's online catalog (TOPCAT) to perform a **KEYWORD** search. To begin, start at the library homepage. Click on the link Books, Music, Videos under 'Getting Started'

The screen will be an Advanced Search with four search fields to type in. Use at least two for example:  
(in the 1st search box) small business  
(in the 2nd search box) Wisconsin

If you choose, you can limit the search to Alverno College in the 'Location' box below the search fields. Or, if you want a larger variety of resources, do not limit to Alverno. This gives you results at all eight libraries in the SWITCH consortium in the Milwaukee area.

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**Below is a list of resources instructor Richard Butler showed students during the session taught in the library reference room.**

## **Periodicals**

**The Business Journal** serving greater Milwaukee

\* available in print and <http://milwaukee.bizjournals.com/milwaukee/>

...access online through 2001 in the General Business File database and General OneFile

**The Wall Street Journal**

\*available in print **and** through online database ProQuest Newspapers

**Small Business Times**

\*available in **print only** – not available in online database

## **Reference materials – Economics**

**The Business Journal** Book of Lists (2008)

Ref 338.097759 B979

**Guide to Economic Indicators, 4<sup>th</sup> ed. (2006)**

Ref 330.973 F944 2006

**Handbook of Key Economic Indicators (1994)**

Ref 330.973 R728

**Economic Indicators Handbook** Times Series, Conversions, Documentation (1992)

Ref 330.973 E19

**Industry Surveys** Standard & Poor's

Ref 338.S785

## **Reference materials – Business**

**Industry Norms & Key Business Ratios, vols. 1-4 (2006-07)** Dun & Bradstreet

Ref 658.1512 K44

**Almanac of Business and Industrial Financial Ratios, 35<sup>th</sup> ed. (2004)**

Ref 658.1512 T864

**Successful Business Research (2006)**

Ref 658.072 A161

**Strauss's Handbook of Business Information: A guide for librarians, students & researchers (2004)**

Ref 650.072 M913

**Small Business Sourcebook, 23<sup>rd</sup> ed. (2008)**

Ref 658.022 S635

**How To Set Up Your Own Small Business (2005)**

Ref 658.022 S686

**The Women's Business Resource Guide, 2<sup>nd</sup> ed. (1996)**

Ref 658.421 W872

**Business Information: How to find it how to use it, 2<sup>nd</sup> ed. (1992)**

Ref 650.072 L412

**Money Sources For Small Business (1991)**

Ref 658.1522 A322

**The Small Business Information Handbook (1990)**

Ref 658.421 B514

## **Demographics and Lifestyle**

**Lifestyle Market Analyst (2008)**

Ref 658.834 L722

**Household Spending: Who Spends How Much on What, 12<sup>th</sup> ed. (2007)**

Ref 658.834 H842

## **Population**

**2007 State Profile Wisconsin (2007)**

Ref 312.09775 W811

**The Statistical Abstract of the U.S. (2007)**

Ref 317.3 U58

**2007 County and City Extra Annual Metro, City, and County Data Book 15<sup>th</sup> ed. (2007)**

Ref 317.3C855

**State Trends 1<sup>st</sup> ed. (2004)**

Ref 317.3 S797t

**A Statistical Portrait of the United States: Social Conditions & Trends, 1<sup>st</sup> ed. (1998)**

Ref 317.3 US797p

**The Community Sourcebook of ZIP Code Demographics, 20<sup>th</sup> ed. (2006)**

Offers descriptions of the neighborhood population and basic demographics. Basic "Community Tapestry" reports for Zip Codes are available online at <http://www.esribis.com/reports/ziplookup.html>

Ref 317.3 S724

**Business Statistics of the United States, 10<sup>th</sup> ed. (2005)**

Ref 338.B979

**The Sourcebook of County Demographics (1992)**

Ref 339.4 S724C

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