



"Information You Can Trust"

MGT 400 – Small Business Management

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 Elite (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.

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, 4th 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, 35th 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, 23rd 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, 2nd ed. (1996)

Ref 658.421 W872

Business Information: How to find it how to use it, 2nd 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, 12th 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 15th ed. (2007)

Ref 317.3C855

State Trends 1st ed. (2004)

Ref 317.3 S797t

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

Ref 317.3 US797p

The Community Sourcebook of ZIP Code Demographics, 20th 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, 10th ed. (2005)

Ref 338.B979

The Sourcebook of County Demographics (1992)

Ref 339.4 S724C
