

## Starting and Running a Small Business: A Bibliography of Resources in the Erwin Library, Wayne Community College

### Scope of the Bibliography:

Starting and running a small business can be both challenging and rewarding. The resources in this bibliography will help you get started, keep your business running, and keep you aware of the ever-changing landscape of small business management.

**Internet Resources** lists websites with general information about small businesses and specialized websites to keep you up-to-date with changes in small business management.

The **Books** section lists both general and specialized books on small business topics. The Erwin Library call number is listed for each item. If a book Call Number begins with Reference, the book is located in the Reference section of the Erwin Library and may be used and photocopied only within the Library.

The **Library of Congress Subject Headings** may be used to search various databases including other libraries' online catalogs, to find more materials in various formats to aid you in either searching for or applying for a job. To search by subject heading, choose the subject search option and type the subject heading into the search box without any punctuation, or just copy the heading from the list in this bibliography and paste it into the search box of the online database you are searching.

### Internet Resources:

*Bplans.com.* <http://www.bplans.com/>

"Bplans.com contains the largest single online collection of free sample business plans. In addition, it has helpful tools and know-how for managing your business. It includes practical advice on planning, interactive tools and calculators, and a panel of experts who have answered thousands of questions from people like you."

*Business Owner's Toolkit.* <http://www.toolkit.com/>

This website offers more than 5,000 pages of free cost-cutting tips, step-by-step checklists, real-life case studies, startup advice, and business templates to small business owners and entrepreneurs. It also offers a monthly newsletter, up-to-date news topics, and Ask Alice!, a column that closely follows industry trends and provides trusted advice to inquiring site visitors.

*Business Services – North Carolina Department of Commerce.*  
<http://www.nccommerce.com/smallbusiness>

This website gives business owners information about starting and supporting their business in the state of North Carolina.

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*Counselors to America's Small Business.* <http://www.score.org/>

SCORE is a nonprofit association dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide. The volunteers with SCORE are there to answer any questions you have about small business management.

*Entrepreneur.com.* <http://www.entrepreneur.com/>

This website has informative articles about small business issues such as marketing, sales, human resources and other things that small business owners may have to deal with.

*Inc.com.* <http://www.inc.com/>

This website "delivers advice, tools, and services, to help business owners and CEOs start, run, and grow their businesses more successfully. You'll find information and advice covering virtually every business and management task, including marketing, sales, finding capital, managing people, and much, much more."

*Small Business Trends.* <http://smallbiztrends.com/>

This website is "an award-winning comprehensive online publication for small business owners, entrepreneurs and the people who interact with them." They offer a variety of features to help you stay informed about the small business market.

*Tax Center for Small Business Owners.* <http://www.irs.gov/businesses/small/>

This website provided by the IRS gives information to small business owners on tax information, legal information, and business expenses.

*United States Small Business Administration.* <http://www.sba.gov/>

This is the site of the US SBA and contains government information concerning small businesses and gives information for any small business owner.

### **Books:**

Abarbanel, Karin. *Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business.* Berkeley: Ten Speed Press, 2008. Call Number: HD62.5 .A278 2008

Abrams, Rhonda M. *The Successful Business Plan: Secrets and Strategies.* 5<sup>th</sup> ed. Palo Alto, Calif.: The Planning Shop, 2010. Call Number: HD62.5 .A344 2010

Avent, Tony. *So You Want to Start a Nursery.* Portland, Or.: Timber Press, 2003. Call Number: SB118.5 .A83 2003

Bacon, Lauren. *The Boss of You: Everything a Woman Needs to Know to Start, Run, and Maintain Her Own Business.* Berkeley, Calif.: Seal Press, 2008. Call Number: HD62.5 .B33 2008

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Barringer, Bruce R. *What's Stopping You?: Shatter the 9 Most Common Myths Keeping You From Starting Your Own Business*. Upper Saddle River, N.J.: FT Press, 2008. Call Number: HD62.5 .B366 2008

Belew, Shannon. *Starting an Online Business All-in-One Desk Reference for Dummies*. 3<sup>rd</sup> ed. Hoboken, N.J.: Wiley, 2012. Call Number: HD30.37 .B45 2012

Brown, Bruce Cameron. *How to Use the Internet to Advertise, Promote and Market Your Business or Web Site with Little to No Money*. 2<sup>nd</sup> ed. Ocala, Fla.: Atlantic Pub. Group, 2011. Call Number: HF5415.1265 .B765 2011

Caplan, Suzanne. *Start Your Own Business and Hire Yourself: Insider Tips for Successful Self-Employment in any Economy*. Indianapolis, Ind.: JIST Works, 2010. Call Number: HD62.5 .C3667 2010

Cloutier, George and Samantha Marshall. *Profits Aren't Everything, They're the Only Thing: No-Nonsense Rules from the Ultimate Contrarian and Small Business Guru*. New York: Harper Business, 2009. Call Number: HD62.7 .C59 2009

Fox, Jeffrey J. *How to Make Big Money in Your Own Small Business: Unexpected Rules Every Small Business Owner Needs to Know*. New York: Hyperion, 2004. Call Number: HD62.7 .F687 2004

Gegax, Tom. *The Big Book of Small Business: You Don't Have to Run Your Business by the Seat of Your Pants*. New York: Collins, 2007. Call Number: HD62.7 .G434 2007

Gerber, Michael E. *The E-Myth Enterprise: How to Turn a Great Idea into a Thriving Business*. New York: Harper Business, 2009. Call Number: HD62.5 .G47 2009

Green, Charles H. *The SBA Loan Book: The Complete Guide to Getting Financial Help through the U.S. Small Business Administration*. 3<sup>rd</sup> ed. Avon, Mass.: Adams Media, 2011. Call Number: HG4027.7 .G74 2011

Harper, Steven C. *McGraw-Hill Guide to Starting Your Own Business: A Step-by-Step Blueprint for the First Time Entrepreneur*. 2<sup>nd</sup> ed. New York: McGraw-Hill, 2003. Call Number: HD62.5 .H3734 2003

Hess, Edward D. *So You Want to Start a Business?: 8 Steps to Take Before Making the Leap*. Upper Saddle River, N.J.: FT Press, 2009. Call Number: HD62.5 .H475 2009

*How to Start a Business in North Carolina*. 2<sup>nd</sup> ed. Irvine, Calif.: Entrepreneur Press, 2007. Call Number: HD62.5 .H68546 2007

Kimball, Cheryl. *Start Your Own Pet-Sitting Business: Your Step-by-Step Guide to Success*. Irvine, Calif.: Entrepreneur Press, 2005. Call Number: SF414.34 .K56 2005

Kishel, Gregory F. *How to Start, Run, and Stay in Business: The Nuts-and-Bolts Guide to Turning Your Business Dream into a Reality*. 4<sup>th</sup> ed. Hoboken, N.J.: Wiley, 2005. Call Number: HD62.7 .K58 2005

Linsenmann, Ciree. *Start Your Own Lawn Care or Landscaping Business: Your Step-by-Step Guide to Success*. 3<sup>rd</sup> ed. Irvine, Calif.: Entrepreneur Press, 2011. Call Number: SB433.27 .L56 2011

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Markman, Marla. *Start Your Own Business: The Only Startup Book You'll Ever Need*. 5<sup>th</sup> ed. Irvine, Calif.: Entrepreneur Press, 2010. Call Number: HD62.5 .E559 2010

Oberrecht, Kenn. *How to Start a Home-Based Craft Business*. 5<sup>th</sup> ed. Guilford, Conn.: Globe Pequot Press, 2007. Call Number: HD2333 .O25 2007

Paulson, Ed. *The Complete Idiot's Guide to Starting Your Own Business*. 5<sup>th</sup> ed. Indianapolis, Ind.: Alpha Books, 2007. Call Number: HD62.5 .P39 2007

Schenck, Barbara Findlay. *Small Business Marketing for Dummies*. 2<sup>nd</sup> ed. Hoboken, N.J.: Wiley, 2005. Call Number: HF5823 .S29 2005

Solovic, Susan Wilson. *It's Your Biz: The Complete Guide to Becoming Your Own Boss*. New York: American Management Association, 2012. Call Number: HD62.5 .S6729 2012

Sweeney, Susan. *101 Ways to Promote Your Web Site: Filled with Proven Internet Marketing Tips, Tools, Techniques, and Resources to Increase Your Web Site Traffic*. 8<sup>th</sup> ed. Gulf Breeze, Fla.: Maximum Press, 2011. Call Number: HF5415.1265 .S93 2011

Tiffany, Paul. *Business Plans for Dummies*. 2<sup>nd</sup> ed. Hoboken, N.J.: Wiley Pub., 2005. Call Number: HD30.28 .T575 2005

Weltman, Barbara. *The Complete Idiot's Guide to Starting a Home-Based Business*. 3<sup>rd</sup> ed. Indianapolis, Ind.: Alpha Books, 2007. Call Number: HD62.38 .W45 2007

### Library of Congress Subject Headings:

Business. Handbooks, manuals, etc.

Business enterprises. Computer networks

Business enterprises. Finance. Handbooks, manuals, etc.

Business planning

Business planning. Handbooks, manuals, etc.

Electronic commerce

Electronic commerce. Handbooks, manuals, etc.

Entrepreneurship

Home-based businesses

Internet advertising. Handbooks, manuals, etc.

Internet marketing

Internet marketing. Handbooks, manuals, etc.

New business enterprises

New business enterprises. Computer networks

New business enterprises. Finance

New business enterprises. Management

New business enterprises. Planning

Self-employed

Small business

Small business. Management

Small business. Marketing

Small business. United States. Finance

Web sites. Design. Handbooks, manuals, etc.

Women-owned business enterprises. Management