

Take charge with...

# Small Business Resource Center

## **A TOTAL SOLUTION FOR ENTREPRENEURS**

In today's libraries, "small businesses" and "entrepreneurship" are amongst the topics most commonly searched. To meet this growing demand, *Gale Cengage Learning* has worked closely with an advisory board comprised of librarians at top public and academic libraries 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:

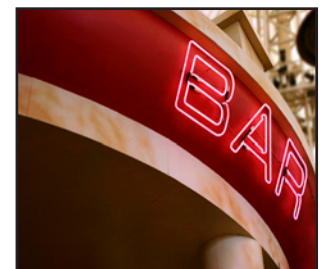
- Accounting, finance and tax
- Venture capital
- Human resources
- Management
- Marketing
- Business plan development
- Customer services
- Risk management

...and much 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.

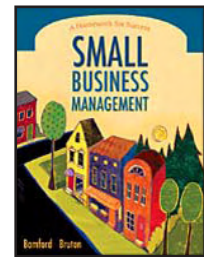
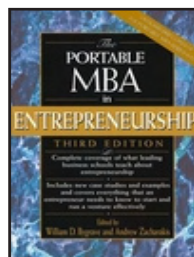
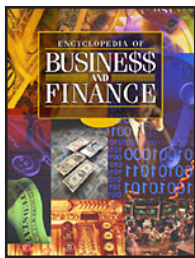


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## PRACTICAL, REAL-WORLD RESOURCES FOR STUDENTS AND ENTREPRENEURS

**Small Business Resource Center** features a wealth of resources, including the entire *Business Plans Handbook Series*, which contains hundreds of sample business plans created by real-life entrepreneurs, as well as *Encyclopedia of Business Information Sources*, *Encyclopedia of Management* and *Small Business Management – A Framework for Success*. Also included are dozens of titles from *John Wiley & Sons*, publisher of the wellknown “*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:

- The Grocer
  - Journal of Small Business Management
  - Cosmetics International
  - Direct Marketing
  - Financial Management
  - The Economist
- ... and many more



A full title list is available at <http://www.gale.com/SmallBusiness/>

### SMALL BUSINESS RESOURCE CENTER IS PERFECT FOR:

**Public libraries** — This database will provide the prospective and current entrepreneurial community with an affordable resource that will support business creativity.

**Academic libraries** — This resource will appeal to Small Business program students and faculty due to instant access to real-world business plans from entrepreneurial success stories.

**Chambers of Commerce and BusinessLinks** — The new resource supports their mission of providing top quality management assistance to current and prospective business owners.

Contact us now for a free trial [emea.enquiries@cengage.com](mailto:emea.enquiries@cengage.com)  
[www.gale.cengage.co.uk](http://www.gale.cengage.co.uk)

For a free, 30-day trial, please contact us:-

Cengage Learning  
Cheriton House  
North Way  
Andover SP10 5BE  
United Kingdom  
Tel: +44 (0)1264 332424