

**Louisiana Small Business Development Center
Southeastern Louisiana University
Library**

Reference Books

Marketing: Mastering Your Small Business – Contains materials designed to lead the learner through the process of mastering the business concepts necessary to a successful small business owner or manager.

The Market Planning Guide – Helps you create a plan to successfully market your business, product, or service.

Target Marketing – Researching, reaching, and retaining your target market.

Buy The Right Business at the Right Price – This is the guide to small business acquisition where you can: find out what kind of business is right for you, establish what a business is actually worth, determine whether a business is being well-managed, find out what the seller really wants, negotiate for terms that satisfy both buyer and seller.

Smart Steps to Smart Choices: Testing Your Business Idea – This guide can help you think through your ideas and can help you answer questions you may have about starting up a business.

Managing by the Numbers: Financial Essentials for the Growing Business – Written to help small business owners take advantage of the information generated by their businesses.

Talking With Your Customers: What they Will Tell you about Your Business – Provides tools that will help you make customer satisfaction an integral component of your business strategy.

The Upstart Guide to Buying, Valuing, and Selling Your Business – A comprehensive, user-friendly, and current analysis of buying, valuing, and selling businesses to be utilized by buyers, sellers, brokers, attorneys, accountants, and business consultants.

Problems and Solutions in Small Business Management – Case studies from Small Business Forum.

Business and the Legal System: Mastering Your Small Business – This material has been designed to lead the learner through the process of mastering the business concepts necessary to a successful small business owner or manager.

Anatomy of a Business Plan – A step-by-step guide to starting smart, building the business, and securing your company's future.

How to Incorporate: A Handbook for Entrepreneurs and Professionals – This book lays out the legal prerequisites to corporate existence, the choices the organizers of a corporation must make, and the practical implication of the potential choices.

How to Form your own "S" Corporation and Avoid Double Taxation – Explains in detail how you can apply for "S" corporation status for either a new or existing small business.

Launching Your Home-Based Business: How to Successfully Plan, Finance, and Grow Your New Venture – Comprehensive start-up guide for anyone interested in starting a home-based business – either as a part-time or full time-venture.

Cases in Small Business Management – A compilation of intriguing and useful case studies that highlight small business problems.

Strategic Planning for the New and Small Business – This highly practical text guides readers through the strategic planning process using case histories and examples of actual businesses.

Launching New Ventures – An invaluable guide for new business owners who need a comprehensive overview and “how to” approach for starting new ventures.

Selling Your Business – This book takes the reader step-by-step through the entire process, how to determine when the time is right to sell to negotiating the final terms.

Proceed to Sell: The Complete Guide to More Profitable Pricing – Reveals the secrets to setting and getting the right price for your business services.

Borrowing to Build your Business: Getting Your Banker to Say “Yes” – Learn how to turn that “no” into a “yes” with this book.

How to Buy a Business – Guides you through the small business marketplace and shows how to locate the right business at the right time for the right price.

1987 Standard Industrial Classification Manual

The Under 35 Guide to Starting and Running Your Business – Contains practical tips and profiles of other savvy and successful young entrepreneurs.

Successfully Self-Employed – This book illustrates proven techniques that will help you sell your professional skills

Owning and Managing a Resume Service

Owning and Managing a Bar or Tavern

Owning and Managing a Desktop Publishing Service

Owning and Managing a Travel Service

Owning and Managing a Bed and Breakfast

Owning and Managing a Mail Order Business

Creating Customers: An action Plan for Maximizing Sales, Promotion, and Publicity for the Small Business

Do It Yourself Marketing Research – This guide shows you simple, easy to use procedures for checking in advance the profitability of all your day-to-day marketing, sales, and product decisions

Represent Yourself in Court – This book provides the information you need to prepare for trial and represent yourself in court.

The Home, Office, and Small Business Answer Book – Solutions to the most frequently asked questions about starting and running home offices and small businesses.

Small Business Sourcebook – Lists articles, primary associations, industry data, and start-up resources for individual businesses.

Small Business Profiles – Includes start-up instructions, timely and accurate cost and profit figures for a large number of business opportunities, as well as some industry statistics.

Business Plans Handbook – Seven volume set of sample business plans for many types of businesses.

Household Spending (New Strategist) 5th ed. – Book of “who spends how much on what” based on data collected by the Bureau of Labor Statistics. Includes a summary of household spending statistics for consumer segments such as age, income, age by income, household type, region, region by income, race and ethnicity, education, homeowners and renter, household size, number of earners, occupation, and metropolitan area. Also includes detailed spending statistics organized by major product and service category (food, housing, transportation, and so on) and all typical household expenditures. Best Customers (New Strategist) – Book divided into 19 chapters, with each chapter focusing on the major spending categories as defined by the Bureau of Labor Statistics – such as food at home, transportation, entertainment, and so on.

American Incomes 3rd ed. – Book of Demographics of “who has money”. Includes household income, men’s women’s income, discretionary income, wealth and poverty statistics. Also includes lists of tables as well as illustrations.

Encyclopedia of Associations 31st ed – List of domestic and international associations that may possess industry data, trends, trade secrets, and lists of suppliers

The Guide to Retail Business Planning – Handbook that serves as a major tool for developing a business plan.

The Sourcebook of Zip Code Demographics – Desktop resource guide for marketing professionals.

Demographics USA, Zip Edition – Includes demographic, economic and commercial/industrial estimates organized by Zip Codes. Covers population, race/ethnicity, household related data, effective buying income, retail sales and number of establishments, consumer expenditure data, establishment and employment data, and occupation data

Gale Book of Averages – Many interesting statistics respective of the United States.

NAICS North American Industrial Classification System – Common classification system to replace the existing classification for each country.

Statistical Abstract of the United States – Standard summary of statistics on the social, political, and economic organization of the United States.

Financial Essentials for Small Business Success –Serves as a tool to help the small business owner meet the challenges they face.

Small Business Course – This book provides examples of companies that have become hugely successful because they devoted themselves to solving the problems of individuals or other businesses.

The Small Business Survival Kit – Written for the smallest of small businesses. Gives advice and strategies appropriate for any small business facing financial problems.

Annual Statement Studies – Statistical data that represents the financials on RMA's commercial customers and prospects.

Auditing – Book designed to provide students with a basis for understanding the limitation of the current state of auditing practice.

Management Information Systems – This book provides a comprehensive explanation of what MIS is and what it can do for management.

Accounting Information Systems – Textbook that wishes to serve as a catalyst for encouraging accounting and business curriculum changes.

GAAP – Legal outline of basic accounting procedures regarding amortization schedules, depreciation, and compilation of financial statements prepared by accountants and CPAs

Encyclopedia of Emerging Industries – Details the inception, emergence, and current status of 118 newly flourishing US industries and industry segments.

US Industry Profiles – The Leading 100 – Key business reference source covering 100 significant industries or industry groups in the US

Marketing Without a Marketing Budget – Gives solutions to the most common marketing problems encountered by businesses.

Making Money with Your Personal Computer – Gives an idea of the range of small business opportunities available to an entrepreneur equipped with a computer.

101 Big Ideas for Promoting a Business on a Small Budget – Practical ideas for promoting small businesses with small promotion budgets.

The Complete Handbook of Personal Computer Communications – Tells everything you need to know to get started “going online with the world.”

The Best of Brochure Design

PROMO 2 – The Ultimate in Graphic Designer's and Illustrator's Self Promotion

Designing with Color

How'd They Design and Print That?

Quick Solutions to Great Layouts

Fresh Ideas in Letterhead & Business Card Design

The Desktop Publisher's Idea Book

How to Design Trademarks & Logos

QuickBooks Pro 4.0 – User's Guide

Industry Norms & Key Business Ratios – Library and Desktop Editions – Most extensive and complete source of financial information of its kind.

The Media Audit – A survey conducted for the purpose of developing statistically reliable information about the audience characteristics of radio stations, morning and evening local news programs, cable TV channel viewing, daily newspapers, and other selected local and regional print publications.

Louisiana Licensing Guide – Prepared by the LOICC in response to the need for centralized, convenient, and easy to understand licensure information.

1996 Louisiana Employment & Wages – Designed to enable the La. Dept. of Labor to meet the many requests from business establishments, public agencies, and individuals who need information on employment and wage data.

Association of Small Business Development Centers – 1997 Membership Edition

The Lifestyle Market Analyst – A demographic breakdown of metropolitan areas and the particular interests of the inhabitants of these areas. Indexed by activities and includes such variables such as: age, marital status, number of children, stage in life cycle, income, top 10 lifestyle activities, radio listening habits, magazines they read, television programs they watch and when they watch them.

Starting and Operating a Business in Louisiana – Includes information on laws, taxes, and requirements pertaining to operating a business as well as samples of official forms, request forms for publications and planning worksheets. This book is one of our most useful resources!

Louisiana Directory of Manufacturers – List of all manufacturing, wholesaling and service companies in the state of Louisiana. Includes company profiles, key contacts with titles, street and mailing addresses, extended zip codes, phone, fax, and 800 numbers, headquarters location and phone number, employment figures, product description, annual size sales, facility size, etc.

Directory of Texas Manufacturers – Same as above, except for the state of Texas

Geography Regions and Concepts – This book discusses the world's great geographic realms and their human and physical contents.

International Marketing – Addresses global issues that challenge today's international marketer and describes concepts relevant to all international marketers regardless of the extent of their international involvement.

Consumer Behavior – Study of how our world is influenced by the actions of marketers.

Business Research Methods – Comprehensive, practical, and extremely accessible presentation of the field of business research.

Strategic Management – Integrated approach that reexamines the balance between strategy formulation and strategy implementation.

How to Set Up Your Own Small Business

Starting a Profitable Small Business

Running a Profitable Small Business

The Start up Guide: A One Year Plan for Entrepreneurs – Allow you to access the secrets of successful start-up using tips from the expert who has helped 400,000+ entrepreneurs make their start.

Start – Up Guides

The 25 Hottest Businesses for the '90's

Advertising Agency

Antique Sales & Restoration

Apartment Preparation

Automotive Services

Bar & Tavern

Bicycle /Moped Store

Body Care Boutique

Bridal Consultant

Burglar Alarm Installation

Business Service Centers

Car Wash

Catering Service

Children's Bookstore (Vol 1&2)

Children's Daycare

Child Care Services

Children's Fitness Center

Christmas Retail Business

Coffee House I

Coffee House II

Compact Disk Store Only

Computer Consulting

Computer Repair

Consignment/Retail Clothing Store

Consignment Used Furniture & Home Accessories Store

Convenience Food Store

The Corporate Forms Kit

Crafts Business

Cross Country Trucking

Custom Home Entertainment Installation

Desktop Publishing

Donut Shop

Dry Cleaners

Event Planning Service

Executive Recruiting

Flower Shop

Food Court Restaurant

Food Delivery Service

Free Classified Newspaper Publishing

Gift Basket Service

Gift Shop

Health Food/Vitamins

Hobby Shop

Home Health Agency
House Painting
Ice Cream Parlor
Import/Export Business
Incorporation
Interest Entrepreneur
Interior Cleaning Service
Interior Design
Internet Entrepreneur
Janitorial Service
Kiosk & Cart Business
Language Translation Services
Large-Size Women's Apparel Store
Lawn Care Services
Lingerie Shop
Liquor Store
Low Calorie Bakery
Maid Service
Mail Order Business
Marketing a Family Recipe (Vol 1&2)
Medical Claims Processing
Micro Brewery
Mobile Disk Jockey
Nail Salon
New Construction

Outdoor Sports Store
Parking Lot Striping Service
Pasta Shop
Party & Gift Store
Personal Shopper
Pest Control
Pet Hotel
Pet Shop
Physical Fitness Center
Physical Fitness Industry
Pizzeria
Plant Rental Service
Pool Cleaning and Repair Service
Private Investigation
Public Relations Agency
Quick Oil Change/Lube Shop
Recycling Consultant/Broker
Recycled Record & CD Store
Recycling Enterprises
Referral Services
Resource Guide
Restaurant
Resume Writing Service
Sandwich Shop & Deli
Secretarial Service

Self Improvement

Self Service Storage/Mini Warehouses

Seminar Promotion

Senior Daycare Center

Sports Memorabilia

Standard Business Forms for the Entrepreneur

Sun Tanning Center

Telephone Answering Service

Temporary Help Service

Travel Agency

T-Shirt Shop

Tune-up shop

Video Arcade

Videocassette Rental Store

Videotaping Service

Welding Shop

Women's Accessories Store

Entrepreneur Start-up Guides

How to Start a Mail Order Business

How to Start a Child Care Service

How to Start a Seminar Production Business

How to Start a Car Wash

How to Start an Import/Export Business

How to Start a Business Support Service

How to Start an Automobile Detailing Business

How to Become a Consultant

How to Start a Travel Agency

How to Start a Network Marketing Business

How to Start a Consignment Clothing Store

How to Become an Information Consultant

How to Start a Bed and Breakfast

How to Start and Herb Farm

How to Start a Desktop Publishing Business

How to Start a Home Inspection Service

How to Start a Home Health Care Agency

How to Start a Specialty Travel and Tours Business

How to Start a Wholesale Distribution Business

How to Start a Medical Transcription Service

How to Start a Restaurant and 5 Other Food Businesses

Managing Your Small Business

How to Start a Personal Concierge Service

The Small Business Encyclopedia

How to Start an Apparel Business

How to Start a Bar/Tavern

How to Become a Bridal Consultant

Bringing Your Product to Market

How to Start a Coffeehouse

How to Start a Coin-Op Laundry

How to Start a Computer Consulting Service

How to Start a Crafts Business

Creating a Successful Business Plan

How to Start an Event Planning Service

How to Start an Executive Recruiting Service

Financing Your Small Business

How to Become an Internet Entrepreneur

How to Start a Maid Service

How to Start a Medical Claims Processing Service

Starting/Running Your Home Based Business

How to Start a Temporary Help Agency (Staffing Service)

How to Start a Vending Business

Successful Sales and Marketing

How to Start a Hair Salon

Videos and Cassettes

America at Work: The Business of Customers – Learn how you can maximize your existing customer relationships and cultivate new ones

America at Work: From Zero to Sixty in Thirty Days – Learn how you can put technology to work for your small business – fast!

America at Work: More Time, More Money: Getting it all done – Learn how you can manage your business to be more efficient, productive, and profitable.

America at Work: Virtual Offices and Alternative Workplaces – Learn how you can run your small business even better.

America at Work: 5-Minute Promo

How to Deal with Difficult People – Strategies for getting results with the hard-to-handle people in your life.

Project Management: Tracking, Control, and Follow-up with Larry Johnson – Keep your projects on track-no matter what happens.

Project Management: Planning and Organization with Larry Johnson – Bring your projects in on time and on budget-consistently.

The Louisiana 9K Program

Small Business Tax Education Program

Inc. Magazine: How to Really Start Your Own Business – Getting the idea, trusting your gut, finding the money, the business plan, and going for it.

Inc. Magazine: Women in Business – Risks, rewards, and secrets of running your own company; building credibility, negotiating and selling, hiring and firing, managing success and failure, your business and your family, resources and networks.

Inc. Magazine: How to Succeed in a Home Business – What kind of business?, combining business and personal interests, licenses, zoning, insurance, minimizing taxes, maximizing income, market your home-based business, using technology.

Powerful Presentations Skills Volume 1 – Presentation Skills for Real People and Real Situations

Powerful Presentations Skills Volume 2 – Shine in Front of Your Audience

Powerful Presentations Skills Volume 3 – Speak with Confidence and Make an Impact

The Technology Wheel – Presented by the Louisiana Productivity Center

National Contract Management Association: Solicitations, Bids, and Awards

National Contract Management Association: Procurement Process

Instructional and Troubleshooting Guide – CV-7 Autofolder

Your Turn to Win

Winning the Race

Planning Your Future with PEBES – The Personal Earnings and Benefit Estimate Statements (PEBES) is an important tool to use when planning your financial future.

Employer Year End Reporting: Completing and Filing W-2/W-3 Annual Wage Reports

Social Security Administration, AWR Technical Series - Employer Year-End Reporting: Completing and Filing W-2/W-3 Annual Wage Reports (Vol 1), The Employer's Perspective Annual Wage Reporting (Vol 2), Critical Links: Names and Social Security Numbers (Vol 3)

Electronic Commerce: Contracting Through Technology PhotoShop 3.0 for Windows (Vid 1 & 2)

Venturing, the Entrepreneurial Challenge: Program 1 – The Fire Within, Program 2 – Getting Started, Program 3 – Finding Finance, Program 4 – Up and Running, Program 6 – Marketing and Product Expansion, Program 7 – Financing Growth, Program 8 – Managing Growth, Program 9 – The Human Challenge, Program 10 – Managing Adversity, Program 11 – Agricultural Entrepreneurs, Program 12 – The Personal Side, Program 13 – The Innovators

The Business Planning Guide Video – Creating a Plan for Success in Your Business

SLU Auxiliary Services

Louisiana Contractors Accreditation Institute – Management and Leadership Principles and Techniques

Louisiana Contractors Accreditation Institute – Converting to the Metric System

Photoshop 3.0 Video Training Series (Vol 1&2)

Software

Biz Plan Builder – Interactive software that assists in the preparation of a complete and organized business plan

Business Plan Pro – Step by step guide to writing a business plan

Cash Plan Pro – Step by step guide to developing cash flow statements

Commercial Loan Analyzer

First Step Balance Sheet – Designed to conform to the guidelines set by the SBA to help users determine their chances of qualifying for a SBA – guaranteed loan.

Internal Operation Risk Analysis – Survey software that effectively analyzes and makes recommendations with respect to the internal operating systems and controls of a business.

Marketing Plan Pro – Step by step guide to writing a marketing plan.

Smart Attorney Pro – Includes a search engine that guides you through over 2,500 updated legal forms and professional documents.

Survey Pro – Software that provides an easy to use format useful in developing and statistically analyzing surveys and questionnaires.