



Resource List for Entrepreneurship

The aim of this page is to provide a comprehensive reference list of the current library resources that entrepreneurs might consult while researching their startups. Advice and tips for the entrepreneurial process are better addressed under the [Entrepreneurship FAQ](#).

NOTE: Workshops are conducted by library staff in the Fall and Spring semesters for students enrolled in entrepreneurship courses. These workshops focus on the fundamentals of industry and competitor research as well as on market research. Consult our [workshop schedule](#) for dates and times.

Research Sources

Every entrepreneur will need to gather information unique to his/her product or service, market, and industry. However the resources listed below are utilized by many entrepreneurs during different phases of the start-up process.

Getting Started	Competitive Environment	Market Research	Special Topics
General Handbooks Handbooks for Specific Industries Business Plans Venture Capital Incorporation Tax & Legal Handbooks	Identifying Competitors Competitor Profiles & Financials Industry Information Industry Financial Ratios	Economic & Demographic Analysis Consumer Markets Advertising & Brand Data	NYS Business High Tech / E-Business Family-Owned Businesses Franchises Biographies of Entrepreneurs Desk Reference Books

Getting Started

- [General Handbooks](#)
- [Handbooks for Specific Industries](#)
- [Business Plans](#)
- [Venture Capital](#)
- [Incorporation](#)
- [Tax and Legal Handbooks](#)

[Table of Contents](#)

General Handbooks

Accounting and finance for your small business. Burton, James, E. and Steven M. Bragg. New York: John Wiley & Sons, 2001. (Mann Library HD 31 B852x 2001 and [online](#) to Cornell Community members).

Black Enterprise guide to starting your own business. Beech, Wendy. New York, N.Y. : Wiley, c1999. ([Online](#) to the Cornell Community) Discusses general aspects of starting a business, including choosing the type of business, creating a

business plan and winning venture capital, franchising, online presence, and ongoing financial, management, and marketing issues. Focuses on special approaches and needs of black entrepreneurs.

The book of entrepreneurs' wisdom: classic writings by legendary entrepreneurs. Krass, Peter. New York: John Wiley, 1999. (Olin Library and Uris Library HB 615 K72x 1999).

Entrepreneur's ultimate start-up directory. Irvine, CA: Entrepreneur Press, 2001. (Mann Library HD 62.5 S742x 2001).

Entrepreneurship for Dummies. Allen, Kathleen. Foster City, CA: IDG Books Worldwide, 2001. (Mann Library HB 615 A664x 2001).

Enterprising nonprofits : a toolkit for social entrepreneurs. Dees, J. Gregory, Emerson, Jed, and Peter Economy. New York : Wiley, c2001. (Mann Library HD62.6 D44x 2001 and [online](#) to the Cornell Community). Covers the same topics as most startup books (idea, raising money, financial management, attracting customers), but does so very much from the nonprofit perspective.

Fashion entrepreneurship: retail business planning. Granger, Michelle and Sterling, Tina. New York: Fairchild Publications, 2003. (Mann Library HB 615 G73 2003).

Getting started in entrepreneurship. Kaplan, Jack M. New York: John Wiley and Sons, 2001. (Management Library & Mann Library HD 62.5 K35x 2001). Basic guide to starting a business. Addresses topics including market & competitor analysis; starting home-based businesses, franchises, and purchasing existing businesses; business plans and startup capital; the IPO process; starting an internet company; intellectual property; and various business forms, including C corporations, Subchapter S corporations, limited liability partnerships, etc.

Growing pains: transitioning from an entrepreneurship to a professionally managed firm. San Francisco: Jossey Bass, 2000. (Management Library HD 62.5 F535x 2000). Discusses the most common types of growing pains that companies experience as they transition out of the entrepreneurial mode and provides strategies for managing the transition.

Harvard Business Review on entrepreneurship. Boston: Harvard Business School Press, 1999. (Mann Library 62.5 H3738x 1999 and [online](#) to the Cornell Community). Basic handbook with contributions by venture capitalists, entrepreneurs, academics, consultants, which offers step-by-step instructions on crafting the business plan, discusses strategies that successful entrepreneurs follow (e.g. how to screen out bad ideas), guidance for creating cost & revenue projections, tips for identifying milestones analyzing your progress, strategies for day-to-day management, and advice for

The Harvard Entrepreneurs Club guide to starting your own business. Sharma, Poonam. New York: J. Wiley, 1999. (Management Library JS 141 H35x).

How to form a nonprofit corporation: with forms. Warda, Mark. Naperville, IL : Sphinx, 2000. ([Online](#) to the Cornell Community.) A guide to starting up, running, and raising money for a nonprofit corporation within the legal environment regulating nonprofits.

How to set up your own small business. Fallek, Max. Minneapolis: American Institute of Small Business, biennial, most recent edition is 2001. (Management Library HD 62.7 H69) This two volume set focuses on the nitty gritty of running a small business, dealing with topics ranging from getting started to advertising, legal needs, supply chain issues, bookkeeping, insurance, managing people, franchising, computer application selection etc. Includes discussions of home-based businesses and internet implications for small business.

Human relations management in young, growing companies: a manual for entrepreneurs and executives. Snider, Marvin. Westport, Conn.: Quorum Books, 2001. (Mann Library HD 62.5 S66x 2001)

Low risk, high reward: starting and growing your business with minimal risk. Reiss, Bob. New York : Free Press, c2000. (Management Library HD 62.5 R43x). A nuts-and-bolts entrepreneurship handbook, but with a focus on managing risk through each step of the process.

Not just a living: the complete guide to creating a business that gives you a life. Hendricks, Mark. Cambridge, MA: Perseus Books, 2002. (Mann Library Ellis HD 62.5 H467x 2002)

Real world entrepreneur field guide: growing your own business Bangs Jr., David H. and Linda Pinson. Chicago: Upstart, 1999. (Management Library HD 62.5 B362x 1999 and [online](#) to the Cornell Community) General handbook covering a variety of startup issues, from writing a business plan and getting financing to bookkeeping, creating and managing growth, and legal issues.

Small business handbook: the entrepreneur's definitive guide to starting and growing a business. Webb, Philip and Webb, Sandra. London: Prentice Hall, 2001. (Mann Library HD 62.7W42 2001).

Small business start-up guide: a surefire blueprint to successfully launch your own business. Root, Hal, and Steve Koenig. Naperville, IL: Sourcebooks, 1998. (Management Library HD 62.5 R66x).

Smartups: lesons from Rob Ryan's Entrepreneur America boot camp for start-ups: with a new preface. Ryan, Rob. Ithaca, NY: Cornell University Press, 2002.(Management Library HD 62.37 R93x 2002). Not a step-by-step book on the entrepreneurship process, this book takes a look at the secrets to success for entrepreneurial companies. The author discusses dynamics of the entrepreneurial team, how to successfully analyze a market, establishment of a core competency, development of market penetration and growth potential, the art of presentation to investors, and successful management and organization.

Soul food: 52 principles of black entrepreneurial success Wallace, Robert L.. Cambridge, Mass: Perseus Pub., 2000. (Uris Library HF 5386 W18x 2000) Collection of anecdotes from African-American and minority business owners, detailing the lessons they have learned and offering advice to new entrepreneurs.

Start up: an entrepreneur's guide to launching and managing a new business. Stolze, William J. Franklin Lakes, NJ: Career Press, 1999. (Mann Library HD 62.5 S755x and [online](#) to the Cornell Community) In addition to providing the nuts & bolts of the startup process, this book emphasizes how to think strategically about creating a business, about your role as an entrepreneur, and about choosing an idea that will work. Selected chapter titles include: Which Comes First: Whether or How?, Entrepreneurship for the Retiree, Fads vs. Trends, Homemaker's Theory of Cash Flow: Forecasting Capital Needs, How to Obtain a Loan: Improving the Odds, The Importance of Control: Who Needs it?, Working with Public Accountants, Bankers, and Lawyers, Entrepreneurship for Women! Is it Different Than for Men?, When Should the Entrepreneur Step Aside?

Startup garden: how growing a business grows you. Ehrenfeld, Tom. New York: McGraw Hill, 2002. (Mann Library HB 615 E455x 2002).

Start your own business: the only start-up book you'll ever need. Lesonsky, Rieva. Irvine, CA: Entrepreneur Press, 2001. (Management Library HD 62.5 E559x 2001). Addresses common topics like assessing your readiness as an entrepreneur, generating ideas, seeking funds, marketing, etc. Coverage of some topics (e.g. writing the business plan) is not as in-depth as in some other books, however this book covers topics not addressed by most, including choosing a phone system and other business equipment, choosing a location, understanding inventory, and creating financial statements.

Starting your business. Hingston, Peter. New York: Dorling Kindersley, 2001. (Mann Library HD 62.5 H56x 2001)

Unofficial guide to starting a home-based business. Strauss, Steven D. Foster City, CA: IDG Books Worldwide, 2000. (Mann Library HD 62.38 S77x 2000).

Women entrepreneurs only: 12 women entrepreneurs tell the stories of their success. Ericksen, Gregory K. New York: John Wiley, 1999. (Management Library HD 6072.6 U5 E74x) Bios of Sheryl Leach (Barney), Jenny Craig (Jenny Craig, Inc), Ruth Fertel (Ruth's Chris Steak House), Joy Mangano (Ingenious Designs, Inc), Mery Ellen Sheets (Two Men and a Truck), Doris Christopher (The Pampered Chef), Dorothy White (Miracle Services, Inc), JoAnne Shaw (The Coffee Beanery), Sharon Lobel (Seal-It, Inc), Ebby Halliday (Ebby Halliday, Realtors), Sherrie Myers (Lansing Lugnuts), Deborah Johnston (Care Advantage, Inc).

NOTE: You may also wish to consult the [Entrepreneurship](#) section of the Business Internet Index (BII), which links to external free web sites with entrepreneurial information.

[Getting Started Topic List](#)

[Table of Contents](#)

Handbooks for Specific Industries

Complete idiot's guide to running a bed and breakfast. Davis, Park and Susannah Craig. Indianapolis, IN: Alpha Books, 2001. (Hotel Library TX 911.3 M27 D39 2001).

Entrepreneur magazine's How to start a bar/tavern: your step-by-step guide to success. Irvine, CA: Entrepreneur Magazine Group, 2001. (Hotel Library TX 950.56 B378x 2001).

Entrepreneur magazine's How to start a food-service business: a step-by-step guide to success. Irvine, CA: Entrepreneur Media, 1999. (Hotel Library Reference TX 911.3 M27 E58).

How to make money growing plants, trees, and flowers: a guide to profitable earth friendly ventures. Jozwick, Francis X. Mills, Wyo: Andmar Press, 2000. (Mann Library SB 443 J89x 2000).

How to start a home-based catering business. Vivaldo, Denise. Old Saybrook, Conn : Globe Pequot Press, 2000. (Hotel Library TX 921 V58x 2000).

How to start a home-based landscaping business. Dell, Owen E. Guilford, Conn : Globe Pequot Press, 2000. (Mann Library SB 472.5 D44x 2000).

How to start and manage a health spa business: a practical way to start your own business. Lewis, Jerre G. and Leslie D. Renn. Interlochen, Mich : Lewis & Renn Associates, 1999. (Hotel Library Reference GV 428.5 L49 1999).

The restaurant start-up guide Rainsford, Peter and David H.Bangs, Jr. Chicago : Upstart Pub., 2001. (Hotel Library TX 911.3 M27 R36x 2001; also available [online](#) to CU community). Lays out a month by month timeline of tasks that restaurant entrepreneurs should complete in the year before opening for business. Includes sample forms, guidance on the business plan, financial projections, employment & hiring, advertising & promotion, etc.

Start and run a profitable home cleaning business. Bewsey, Susan. North Vancouver, BC : International Self-Counsel Press, 1999. (Mann Library HD 9999 B882 B49 1999).

[Getting Started Topic List](#)

[Table of Contents](#)

Business Plans

NOTE: Sample business plans are available in the library. This collection of plans is to be used for academic purposes only. These business plans were developed by students in Professor BenDaniel's entrepreneurship classes. The plans must be used/photocopied in the library; they cannot be checked out. The plans are located on the second floor of the library, in the brown file cabinets past the Parker Center.

Anatomy of a business plan: a step-by-step guide to starting smart, building the business and securing your company's future. Pinson, Linda. Chicago, IL: Dearborn Trade Publishing, 2001. (Management Library HD 30.28 P65x 2001) Detailed guidance for each part of the business plan. Also includes a bibliography of library, software, association, and government resources. Contains sample plan, blank forms and worksheets.

Attracting equity investors: positioning, preparing, and presenting the business plan. Shepherd, Dean A. and Evan J. Douglas. Thousand Oaks, CA: Sage Publications, 1999. (Hotel Library HD 30.28 S429x 1998).

BizPlan express. Kapron, Jill E. South-Western College Pub, 1998. (Hotel Library HD 62.5 K37x 1998).

Business planning guide: creating a plan for success in your own business. Bangs, David H. Chicago: Upstart Publishing Co., 2002. (Management Library HD 30.28 B362x 2002) A standard guide to writing a business plan, with samples and advice for non-traditional plans.

Business Plans Handbook: a compilation of actual business plans developed by small businesses throughout North America. Kahrs, Kristin, ed. Detroit: Gale Research Inc. Annual publication. (Management Library Reference HD 62.7 B86) Collection of real business plans, representing various industries, business types, and geographic areas.

Businessplan.Com: how to write an e-commerce business plan. Ross, L. Manning. Central Point, OR : Oasis Press, 2000. (Management Library HD 30.28 R664x 2000). Detailed instructions for writing the following sections of the plan:

introduction, products & services, the marketplace, marketing planning, management and organization, operations, business location and equipment, and financial plan. Contains tips on funding sources and samples of plan sections.

How to write a business plan. Mckeever, Mike. Berkeley, CA: Nolo Press, 1999. (Management Library HD 30.28 .M3839x 1999 and online as an e-Book via the [Cornell Library Catalog](#)).

How to write a .com business plan: the internet entrepreneur's guide to everything you need to know about business plans and financing options Eglash, Joanne. New York: McGraw-Hill, 2001. (Mann Library HF 5548.32 E33x 2001 and online as an e-Book via the [Cornell Library Catalog](#))

Instant business plan book: 12 quick-and-easy steps to a profitable business. Berle, Gustav. Santa Maria, CA: Puma Publishing Co., 2000. (Management Library HD30.28 .B455x 2000).

The new venture adventure: succeed with professional business planning. Looser, Ueli and Bruno Schlaper. London: Texere, 2001. (Mann Library HD 30.28 L79x 2001).

The Prentice Hall encyclopedia of model business plans. Cross, Wilbur and Alice m. Richey, Paramus, NJ: Prentice Hall Press, 1998. (Management Library Reference HD 30.28 C76x) Provides a roadmap for the basic business plan, then provides sample plans for different types of businesses across different industries. Includes sample e-commerce business plans.

The Road to success: how to manage growth. Kwestel, Mendy, et. al. New York: John Wiley and Sons, 1998. (Management Library HD 30.28 K93) A guide to the "operational" plan, with advice on the planning process for growing a company after it has started.

Seven steps to a successful business plan. Coke, Al. New York: AMACOM, 2002. (Management Library HD 30.28 C6422x 2002). Non-traditional approach to writing a business plan. This book focuses on writing a plan for the company's executives (an operational plan), rather than for venture capitalists or bankers. The author states that what makes the book unique among business plan books is that it focuses on: (1) telling a compelling company story, (2) backPlanning (defining where you want to be and working backward from that point, and (3) creating a user-friendly 5 page business plan.

Writing a convincing business plan. De Tomas, Arthur R. and Lin Gensing-Pophal. Hauppauge, NY: Barron's Educational Series, 2001. (Management Library HD 30.28 D477x 2001).

[Getting Started Topic List](#)

[Table of Contents](#)

Venture Capital

NOTE: Many of the books listed in the [Business Plans](#) section of this guide contain tips on financing start-up companies. In addition, consult our [Library and Internet Resources for Raising Venture Capital](#) guide for tips on finding angel investors, loans, and other means of financing.

Angel financing: how to find and invest in private equity. Benjamin, Gerald A., and Joel Margulis. New York: John Wiley, 2000. (Management Library HG 4751 B46x). Written for both investors and entrepreneurs, this book provides strategies for each for tapping into the informally arranged and somewhat secretive world of the other.

Angel investing: matching startup funds with startup companies: the guide for entrepreneurs, individual investors, and venture capitalists. Van Osnabrugge, Mark, and Robert Robinson. San Francisco: Jossey-Bass, 2000. (Management Library HG 4027.6 V36x). Examines the differences between angel and venture financing from the entrepreneur's perspective, then provides tips to the entrepreneur for tracking down angel dollars. Also provides advice on becoming an angel investor.

The Angel investor's handbook: how to profit from early stage investing. Benjamin, Gerald A. and Joel Margulis. Princeton, NJ : Bloomberg Press, 2001. (Management Library HG 4963 B463x 2001). Provides advice for the angel investor, including an overview of the angel capital market, key factors in successful angel investing, managing risk,

angel strategies, deal-flow development, due diligence process, preinvestment audits, negotiation and deal structure, valuations of early stage companies, postinvestment oversight and advising, and exit routes to liquidity.

Attracting equity investors: positioning, preparing, and presenting the business plan. Shepherd, Dean A. and Evan J. Douglas. Thousand Oaks, CA: Sage Publications, 1999. (Hotel Library HD 30.28 S429x 1998).

Corporate Venturing Directory. Barry, David G. et. al, ed. Wellesley, MA: Asset Alternatives Inc. (Management Library Reference HG 4751 C68) Not a directory of venture capital firms, this guide lists corporations like Dell Computer and France Telecom who fund startups as a way to enhance their R & D departments, to speed products to market via small, agile partner organizations, and to foster an entrepreneurial spirit in a way that is easier in a small company. This directory profiles each corporation and lists its recent investments.

Under the radar: starting your net business without venture capital. Kling, Arnold. Cambridge, Mass: Perseus Publishing, 2001. (Mann Library HF 5548.32 K55 2001).

The VC way: investment secrets from the wizards of venture capital. Zygmunt, Jeffrey. Cambridge, Mass: Perseus Publishing, 2001. (Management Library HG 4751 Z94x 2001).

Venture capital handbook: an entrepreneur's guide to raising venture capital. Gladstone, David and Laura Gladstone. Upper Saddle River, NJ: Prentice Hall, 2002. (Mann Library HG 44965 G57x 2002).

Done Deals: Venture capitalists tell their stories. Boston, Mass.: Harvard Business School. (Management Library HG 4963 D667x 2000). A collection of narratives of the experiences of players in the VC industry. This book is not a practical guide for getting venture funding, but rather is background on the industry.

EVCA Directory. Zeventem, Belgium: European Private Equity & Venture Capital Association. Updated annually. (Management Library Reference HG70 E9).

How to find money online: an internet-based capital guide for entrepreneurs. New York: McGraw-Hill, 2001. (Mann Library HG 3754.5 U6 J63x 2001). **Pratt's guide to private equity sources.** Wellesley Hills, Mass.: Capital Pub. (Management Library Reference HG 65 G94) Annually updated handbook of venture capital; contains directories of U.S. and Canadian companies, and a separate directory of U.S. small company underwriters.

The SBA loan book Green, Charles, H., Holbrook, Mass: Adams Media Corporation, 1999. (Management Library Reference HG 4027.7 G74x) Describes the SBA Loan Guaranty Program and provides instructions for preparing a loan application. Advises on improving the odds of loan approval, getting the loan closed, and how to proceed if a lender denies a loan.

Venture capital: the definitive guide for entrepreneurs, investors, and practitioners. Cardis, Joel; Kirschner, Sam et al. New York: John Wiley & Sons, Inc., 2001. (Management Library HG 4751 V463x 2001) Discusses the nature of the VC game, assessing your suitability as a candidate for VC funding, valuing your company, writing a business plan, targeting the best venture capitalist for you, presenting to the venture capitalists, negotiating terms, and surviving the due diligence process. Contains a case study, sample forms, and directories of online entrepreneurial resources and VC resources for women and minorities.

[Getting Started Topic List](#)

[Table of Contents](#)

Incorporation

How to form your own corporation: with forms. Eckert, W. Kelsea, Srtorius III, Arthur G., Warda, Mark. Naperville, Il: Sphinx Pub., 2001. (Management Library KF 1414.6 E29x 2001). Includes forms, statute summaries for all 50 states, information on S corporations, selling stock, and running a corporation, and procedures for setting up a corporation.

How to start your own S corporation. Cooke, Robert. New York: J. Wiley & Sons, 2001. (available online as an e-Book via the [Cornell Library Catalog](#))

How to incorporate: a handbook for entrepreneurs and professionals. Diamond, Michael R. and Julie L. Williams. New York: J. Wiley, 2001. (Management Library KF 1420 D53x 2001). Describes various company legal entities, pre-incorporation activities, incorporation, financial structure, dividends, corporate control, articles of incorporation, bylaws, corporate operations, taxes, Subchapter S and other tax options for a small business, limited liability companies, taking funds from the corporation, executive compensation, and securities. Includes a large number of sample forms.

How to incorporate in any state: everything you need to know to form a corporation. Brown, W. Dean. Knoxville, TN: Consumer Publishing Company, 2000. (Management Library Reference KF 1420 Z95 B76x). Discusses the process of incorporation for new and existing companies. Addresses topics like choosing a corporate name, filing paperwork, choosing an incorporation state, registering and issuing stock, electing directors, transferring assets, and accounting & insurance issues. Contains incorporation forms for every state and sample stock certificates and bylaws for Nevada and Delaware.

Keys to Incorporating. Fox, Steven A. Hauppauge, NY: Barron's, 2001. (Management Library KF 1420 .F69x 2001). Details the incorporation process, the running the corporation, and dissolving it if necessary.

Legal guide for starting and running a small business. Steingold, Fred. Mary Randolph and Ralph Warner, ed. Berkeley: Nolo Press, 2003. (Law Library Reserve KF1659.Z9 S82 2003; 2001 ed. available online as an e-Book via the [Cornell Library Catalog](#)) Volume 1 provides an overview of the following topics: choosing a business form, structuring a partnership agreement, creating a corporation, naming your business and products, licenses and permits, tax basics, raising money, buying a business, investing in franchises, insurance issues, leasing, operating a home-based business, employee/independent contractor issues, dealing with cash, checks, and credit cards, extending credit, drawing up contracts, the financially troubled business, resolving legal disputes, and small claims court. Volume 2 provides relevant sample forms, contracts, and agreements.

[Getting Started Topic List](#)

[Table of Contents](#)

Tax and Legal Guidebooks

The Copyright Handbook. Fishman, Stephen. Berkeley: Nolo Press, 2000. (Management Library Reference KF 2995 F53x 2000 and online as an e-Book via the [Cornell Library Catalog](#)) Overview of copyright and copyright law, the copyright registration process, transference of copyright ownership, copyright durations, infringement, international copyright protection, and copyright in the online world. Includes a variety of sample and blank copyright application forms.

Copyright your software. Fishman, Stephen. Berkeley: Nolo Press, 1998. (Berkeley: Nolo Press, 2000. (Available online as an e-Book via the [Cornell Library Catalog](#)).

How to form a nonprofit corporation: with forms.Warda, Mark. Naperville, IL : Sphinx, 2000. ([Online](#) to the Cornell Community.) A guide to starting up, running, and raising money for a nonprofit corporation within the legal environment regulating nonprofits.

How to form your own corporation: with formsEckert, W. Kelsea, Arthur G. Sartorius III, and Mark Warda. Naperville, IL: Sphinx Pub, 2001. (Management Library KF 1414.6 E29x 2001).

How to register your own trademark. Warda, Mark. Naperville, IL: Sphinx Publishing Company, 2000. (Management Library Reference KF 3181 Z9 W374x 2000) Includes forms and procedures for choosing a trademark, searching to ensure that it is not already in use, registering it with the state and federal governments, and protecting it against infringement. Includes a special section on "Trademarks in the Internet Age."

Legal guide for starting and running a small business. Steingold, Fred. Mary Randolph and Ralph Warner, ed. Berkeley: Nolo Press, 1998. (Management Library Reference KF 1659 Z9 S82) Volume 1 provides an overview of the following topics: choosing a business form, structuring a partnership agreement, creating a corporation, naming your business and products, licenses and permits, tax basics, raising money, buying a business, investing in franchises, insurance issues, leasing, operating a home-based business, employee/independent contractor issues, dealing with cash, checks, and credit cards, extending credit, drawing up contracts, the financially troubled business, resolving legal disputes, and small claims court. Volume 2 provides relevant sample forms, contracts, and agreements.

License your invention: sell your idea and protect your rights with a solid contract. Stim, Richard. Berkeley: Nolo Press, 2000. (Management Library Reference KF 3145 Z9 S75x and online as an e-Book via the [Cornell Library Catalog](#)). Covers standard issues of licensing and intellectual property as well as more specific issues of joint ownership, inventor employees, licensing agents, warranties, indemnification, termination, boilerplate provisions, and money & negotiation. Contains sample agreements.

Patent, copyright, and trademark. Elias, Stephen. Berkeley: Nolo Press, 2001. (Management Library Reference KF 2980 E44x and online as an e-Book via the [Cornell Library Catalog](#)). An overview each of trade secret, copyright, patent, and trademark law, with sample forms and statute excerpts.

Patent it yourself. Pressman, David. Berkeley: Nolo Press, 1999. (Management Library Reference KF 3114.6 P74x and online as an e-Book via the [Cornell Library Catalog](#)) Background on the patent process, advice on what is "patentable," as well as on how to tell if your invention will sell. Step-by-step procedures on filing for a patent, including how to draft initial drawings, specifications, and other sections of the patent application in a way that will succeed with the PTO. Also details issues of infringement, licensing, extensions, and marketing inventions.

Patents for beginners Pressman, David and Richard Stim. Berkeley: Nolo Press, 2000. (Management Library Reference KF 2980 E44x and online as an e-Book via the [Cornell Library Catalog](#)).

Small business formation handbook. Cooke, Robert, New York, John Wiley, 1999. (Management Library KF 1659 C66x) Discusses legal liability and tax ramifications aspects of the different types of business formations, including sole proprietorships, partnerships, C corporations, S corporations, and limited liability companies.

Small business start-up kit. Pakroo, Peri H. Berkeley, CA, Nolo.com, 2000. (Mann Library KF 1380 Z9 P34 2000)

Small business tax workshop workbook. Washington, D.C.: Dept. of the Treasury, Internal Revenue Service. (Management Library HD 2346 U5 S67) Annual workbook covers employment taxes and financial statements, and explains schedules C, SE, and form 1040-ES.

State tax guide. Chicago: Commerce Clearing House, Inc. (Management Library Reference HJ 2385 C73) Dictionary of state taxation, arranged by state and tax type. Included are property, alcoholic beverage, fuel, tobacco, and sales taxes.

Trademark: legal care for your business and product name. Berkeley: Nolo Press, 2001. (Management Library Reference KF3180.Z9 M28x 2001 and online as an e-Book via the [Cornell Library Catalog](#)).

NOTE: You may also wish to consult our [BII page on Patents](#) for sites that can assist you in patent research.

[Getting Started Topic List](#)

[Table of Contents](#)

Competitive Environment

- [Identifying Competitors](#)
- [Company Profiles and Financial Information](#)
- [Industry Information](#)
- [Industry Financial Ratios](#)

[Table of Contents](#)

Identifying Competitors

Business Rankings Annual Detroit: Gale Research. Annual publication; latest edition is 2002. (Management Library Reference Z 7164 T87 B97) Ranks top competitors in various industries.

CareerSearch (Top Business Databases Resource) Company database that allows screening by geographic location, industry, and company size. Useful for generating a list of companies providing very specific products or services via the *business description* keyword search. Creates a more comprehensive list of competitors than the market share sources listed in this section.

Market Share Reporter Detroit: Gale Research. (Management Library Reference HF 5410 M34) Ranks top competitors in various industries.

Ward's business directory of U.S. private and public companies Detroit: Gale Research. Annual; most recent edition at Management is 2000; Most recent edition at Hotel is 2003. (Management Library Financial Services Tables HD 9503 W26) Lists industry competitors (more competitors listed than in the market share books).

World Market Share Reporter Detroit: Gale Research. Annual; most recent edition is 2002. (Management Library Reference HF 5410 W92) Ranks top competitors in various industries worldwide.

[Table of Contents](#)

[Competitive Environment Topic List](#)

Company Profiles and Financial Information

Factiva. (Top Business Databases Resource) Online service providing access to a variety of business databases. Full-text articles from the Wall Street Journal, Barron's, business wire services, and the general business press. SEC filings and financial market data. Contains fundamental financial reports, corporate overviews and histories, and company - to - industry comparative financial reports. Company data is available for U.S. public firms only; article coverage is worldwide, public and private firms.

Mergent Online (Top Business Databases Resource) Mergent Online provides web-based access to detailed corporate financial histories (including capital changes) and operational histories. It also details properties, subsidiaries, officers/directors, long-term debt, financial statements, capital stock, and financial statements and ratio analysis. Includes links to news headlines and annual reports. Financial statements are more detailed in terms of line breakdowns than they are in Thomson Research.

Thomson Research (Top Business Databases Resource) provides 10-years of company financial data in spreadsheet format, as well as access to financial filings, corporate profiles, and news articles.

Hoovers online (Top Business Databases Resource) provides descriptive and financial profiles and histories of large firms. Identifies product/service lines, lists officers, and includes competitors.

NOTE: You may also wish to consult our [Article Research FAQ](#) which provides tips on searching for newspaper and magazine articles about companies. Also check out our FAQ for [Annual Reports](#) which lists a variety of sources from which annual reports or company financial statements can be retrieved.

[Competitive Environment Topic List](#)

[Table of Contents](#)

Industry Information

Encyclopedia of American Industries. Detroit: Gale Research. (Management Library Reference HC 102 E53x) Covers a large selection of industries. The two volume set covers the major manufacturing and service industries as well as smaller industries not profiled by most other sources.

Encyclopedia of Emerging Industries. Detroit: Gale Research. (Management Library Reference HC 102 E533) Profiles industries that are displaying substantial growth trends. Industries range from the high tech (e.g. wireless communications and genetic engineering) to the timely (adventure tourism, retirement communities).

Encyclopedia of Global Industries. Detroit: Gale Research. (Management Library Reference HC 102 E534) Companion to the Encyclopedia of American Industries, this volume profiles industries on an international scale and reviews the state of industries in the countries which dominate them.

Investext Plus. (Top Business Databases Resource) Contains analyst reports on industries and companies, as well as association reports on specific industries.

Standard & Poor's Industry Surveys. New York: Standard and Poor's Corp. (Management Library Financial Services Tables HG 4921 S78 I39 and now online as part of the [Market Insight](#) service) These surveys report quarterly on industries, products, and key companies. Industry trends, market share, and company analyses are provided in text, charts, and statistics. S&P Industry Surveys are very good for researching large industries. **Access Note:** In *Market Insight*, click the **Industry** button, select your industry from the pull down menu and click **Go**. Then click the arrow for **S&P Industry Surveys** and select the **.pdf** report.

Stat-USA. (Top Business Databases Resource) Contains comprehensive reports by the Department of Commerce which

detail the developments of specific industries in specific countries.

[Competitive Environment Topic List](#)

[Table of Contents](#)

Industry Financial Ratios

Almanac of business and industrial financial ratios. Englewood Cliffs, NJ: Prentice-Hall. (Management Library Reference HF 5681 R25 T861) Provides an annual overview of industries including operating expenditures, return on assets, debt ratio, and other financial ratios.

Business profitability data. John B. Walton, ed. Dallas: Weybridge Publishing Company. (Management Library Reference HD 2346 U5 B97) Data on profitability, risk, trends, and potential for small businesses, arranged by industry.

Financial studies of the small business. Winter Haven, FL: Financial Research Associates. (Management Library Reference HD 2346 U5 F49) Balance sheet, income statement and ratio data for small businesses, arranged by asset size and industry.

Industry norms and key business ratios. NY: Dun & Bradstreet Credit Services. (Management Library Reference HF 5681 R25 D89) Provides financial ratios by SIC code including accounts receivable, net sales, inventory, total liability and net worth.

RMA annual statement studies. Philadelphia: Robert Morris Associates. (Management Library Reference HF 5681 B2 R63) Examines specific industries; includes balance sheet information and ratios.

[Competitive Environment Topic List](#)

[Table of Contents](#)

Marketing Research

- [Economic and Demographic Statistical Analysis](#)
- [Consumer Markets](#)
- [Advertising and Brand Data](#)

[Table of Contents](#)

Economic and Demographic Statistical Analysis

County business patterns. Washington, D.C.: Bureau of the Census. Annual series with a report for each county, state, District of Columbia, Puerto Rico, and a U.S. summary. Contains employment, payroll data, and number of establishments by employment size. Only government series providing annual sub-national data at the detailed NAICS industry classification level. **Location:** County Profiles, available by NAICS classification, are available at the [U.S. Census Web Site](#).

Current population reports. Washington, D.C.: Bureau of the Census. Detailed statistical series on the population of the United States. Provides information on specific population characteristics and projected population trends. **Location:** Reference HA 203 C97 in print. Many of the Population reports are available online at the census web site (click on the links below for the series in which you are interested).

- Consumer income ([Series P-60](#))
- Household economic studies ([Series P-70](#))
- Population characteristics ([Series P-20](#))
- Population estimates and projections ([Series P-25](#))
- Special studies ([Series P-23](#))

Economic censuses. Washington, D.C.: Bureau of the Census. Economic censuses are run every five years. Annual surveys are conducted to update the data. Data elements include value of shipments, capital expenditures, number of

employees, payroll data and number of establishments. Data is arranged by SIC code and by geographic area. **Location:** Special industry censuses and data by SIC and NAICS codes at the national and state level are available at the [Census Web Site](#).

[Sourcebook America](#). (Management Library Reference Workstation) Washington, D.C.: CACI Marketing Systems. Annual CD tracks statistics on income and purchasing power by county or zip code.

Survey of current business. Washington, D.C.: U.S. Dept. of Commerce, Economics and Statistics Administration, Bureau of Economic Analysis. Monthly periodical tracking economic indicators, industry data, and import/export data. Special issue in July, "National Income and Product Accounts," includes "Personal Consumption Expenditures by Type of Product". **Location:** Full-text of issue is available via *Stat-USA's State of the Nation Library*. Go to the [Top Business Databases](#). When the resource comes up, click **State of the Nation Library** and click **Survey of Current Business**. Issues are in .pdf format. Also available in print in the library under HC 101 A13 (Current issues are in the Periodicals section)

[Marketing Research Topic List](#)

[Table of Contents](#)

Consumer Markets

American Generations: Who they are, how they live, what they think. Ithaca: New Strategist Publications, 2000. Data on U.S. consumers from different generations extracted from the Consumer Expenditure Survey and repackaged in an easy to use format. Compares the attitudes & behavior, education, health, households & housing, income, labor force, population, spending, and wealth of the different generational groups. **Location:** Reference HC 110 C6 A432x.

American Marketplace: Demographics and Spending Patterns. Ithaca: New Strategist Publications, 2001. Data on U.S. consumers extracted from the Consumer Expenditure Survey and repackaged in an easy to use format. Includes data on the spending patterns, health, labor force, living arrangement, income & wealth, demographics, and psychographics of U.S. citizens. **Location:** Reference HC 110 C6 A432x.

Americans 55 and Older. Ithaca: New Strategist Publications, 2001. Data on senior citizens extracted from the Consumer Expenditure Survey and repackaged in an easy to use format. Includes data on the spending patterns, income, demographics, and psychographics of senior citizens. **Location:** Reference HC 110 C6 C66.

Baby Boom: Americans Aged 35 to 54. Ithaca: New Strategist Publications, 2001. Data on baby boomers extracted from the Consumer Expenditure Survey and repackaged in an easy to use format. Includes data on the spending patterns, income, demographics, and psychographics of baby boomers. **Location:** Reference HC 110 C6 R868.

[Choices III](#). *Current data set is 2000.* Use this service to find data about consumers at the brand level. This is an electronic version of "Simmons Survey of Media and Markets." **Location:** Reference Workstation.

Consumer dimensions. New York: Media Dynamics, 2001. Discusses and provides data reflecting and projecting demographic and consumer behavior trends. Includes data on internet usage and e-commerce. Some data from ACNielsen, Total Research Corp, and other market research firms. **Location:** Reference HC 110 C6 C66.

Consumer expenditure survey. Washington, D.C.: U.S. Department of Labor, Bureau of Labor Statistics. Nationwide, ongoing study of household spending. **Location:** online at <http://www.bls.gov/cex/home.htm>.

[Factiva](#). Provides access to articles from thousands of business publications, including market research journals such as *American Demographics*. **Location:** [Top Business Databases](#).

European Marketing Data and Statistics London: Euromonitor. 2003. (Annual). Statistical information on consumer expenditures, advertising, retailing, consumer market sizes, and household consumption. **Location:** Reference HA 1107 E89 -- much of this data is also online via [Global Market Information Database](#).

[Gartner IntraWeb](#). Provides Gartner Group's market research reports for the information technology professional. **Location:** [Top Business Databases](#).

Generation X: The young adult market. Ithaca: New Strategist Publications, 2001. Data on young adults extracted from the Consumer Expenditure Survey and repackaged in an easy to use format. Includes data on the spending patterns, income, demographics, and psychographics of young adults. **Location:** Reference HC 110 C6 M544x

[Global Market Information Database](#). A marketing tool provided by Euromonitor which covers countries worldwide. It contains data for many countries on consumer market sizes, market data & forecasts, consumer lifestyles, companies and brands, and business information sources. For United Kingdom, Germany, United States, Australia, China, Japan, South Korea, and France it provides full-text market research reports for specific products/industries. **Location:** [Top Business Databases](#).

International Marketing Data and Statistics London: Euromonitor, 2003. (Annual). Statistical information on consumer expenditures, advertising, retailing, consumer market sizes, and household consumption. **Location:** Reference HA 42 I56 -- much of this data is also online via [Global Market Information Database](#).

Lifestyle market analyst. Wilmette, IL: Standard Rate & Data Service, 2003. (Annual). Provides profiles of consumers by bringing together demographic, geographic, and lifestyle information for each ADI market. Unique in that it focuses on hobbies/lifestyles (e.g. gardening, travel for business) rather than expenditures on a particular product. **Location:** Reference HF 5415.33 U6 L72.

The Millennials : Americans under age 25. Ithaca, NY: New Strategist Publications, 2001. (Management Library Reference HC 110 C6 M55 2001). Data on young consumers extracted from the Consumer Expenditure Survey and repackaged in an easy to use format. Examines the youth generation from two perspectives: (1) as independent individuals establishing themselves in the household and labor market, and (2) as children in the homes of their parents.

Mintel. Provides full-text market research reports on a wide variety of consumer service and product industries and demographic groups. U.S. and U.K. coverage, plus some coverage of other countries. **Location:** [Top Business Databases](#).

Sports Business Research Network. A continuously updated source of full-text articles providing news and market research information from sports industry sources. Includes international sporting goods equipment market reports for 35 countries, export and import statistics, trade magazine and newsletter pages dealing with finance, licensing, fashion, women's and youth sports, marketing, sponsorship, research reports, sports broadcasting, ratings and more. **Location:** [Top Business Databases](#).

STAT-USA. U.S. Department of Commerce. The **Globus & NTDB** component contains *Market Research Reports* for industries in countries worldwide and *Country Commercial Guides*, which provide information on doing business in and marketing products to different countries. **Location:** [Top Business Databases](#).

Survey of buying power and Media Markets. Special issue of *Sales & Marketing Management*. New York: Sales Management, 2002. (Annual). Tracks retail sales and population trends and provides an "effective buying income" index for all metros, counties, and major U.S. cities. Ranks metros by their sales and by specific socioeconomic characteristics. Companion volume, *Survey of media markets*, provides similar data plus 5 year metro market projections and current merchandise line sales statistics. **Location** Reference HC 106.3 S162. [Marketing Research Topic List](#)

[Table of Contents](#)

Advertising and Brand Data

Ad\$Summary. New York: Leading National Advertisers. (Management Library Reference HF 5801 A18) Identifies brands and their respective media expenditures across 10 media dimensions. Ranks industries and companies by total media expenditures.

Mediaweek. New York: A/S/M Communications. (Current issues in Periodicals stacks; older issues are shelved under HF 5801 M486). Publishes regular feature, "Market Trends," which tracks media spending for a variety of brand categories.

Superbrands. New York: A/S/M Communications. (Management Library Reference HF 5415.1 S95) Annual analysis of the top 2,000 U.S. brands. Published as a special issue of **Brandweek**.

[Marketing Research Topic List](#)

[Table of Contents](#)

Special Topics

- [New York State Business](#)
- [High Technology / E-Business](#)

- [Family-Owned Businesses](#)
- [Franchises](#)
- [Biographies of Entrepreneurs](#)
- [Recommended Desk Reference Books](#)

[Table of Contents](#)

New York State Business

How to form your own New York corporation. Mancuso, Anthony. Berkeley: Nolo Press, 1998. (Management Library KFN 5357 C5 M36x) Explains NYS corporate law, tax structure, and NYS initial public offerings.

How to incorporate and start a business in New York. Dicks, J.W., Esq. Holbrook, Mass: Adams Media Corporation, 1997. (Management Library Reference KFN 5345 Z9 D53x 1997) Discusses state and federal requirements; choosing a business type; S corporations; labor law employee benefits, and payroll taxes; providing credit for customers; working with lawyers, and other legal aspects to starting a business.

New York forms: practice-oriented forms for New York legal and business transactions. Rochester, N.Y.: Lawyers Co-operative Pub. Co. Updated annually. (Law Library Reference KFN 5068 N53)

New York laws affecting corporations. New York, N.Y.: Prentice Hall Legal & Financial Services. (Management Library Reference HD 2798 N7 N56) Contains full-text of Business Corporation Law, Not-for-Profit Law, Cooperative Corporations Law, and Limited Liability Law, as well as excerpts from other laws affecting corporations.

New York red book. Guilderland, NY: New York Legal Publishing Corp. Updated annually. (Management Library Reference JK 3431 N537) Handbook of NYS governmental departments and officials.

New York State statistical yearbook. Albany, NY: Nelson A. Rockefeller Institute of Government, SUNY; Albany, N.Y.: New York State Division of the Budget, Office of Statistical Coordination. Updated annually. (Management Library Reference HA 541 A35) Annual publication contains a variety of demographic, economic, business, and social statistics.

[Special Topics Topic List](#)

[Table of Contents](#)

High Technology / E-Business

Building an eBusiness from the ground up. Reding, Elizabeth Eisner. New York: McGraw-Hill/Irwin, 2001. (Management Library HF 5548.32 R43x 2001). Introduction to the process of creating a web presence, with detailed instructions on creating a business plan, developing a marketing plan, technical aspects of designing a web page and maintaining a site, and running an e-business. Includes rudimentary html training.

Businessplan.Com: how to write an e-commerce business plan. Ross, L. Manning. Central Point, OR : Oasis Press, 2000. (Management Library HD 30.28 R664x 2000).

Culture.com: Building corporate culture in the connected workplace. Neuhauser, Peg C., Ray Bender, and Kirk L. Stromberg, Toronto: John Wiley & Sons Canada, Ltd, 2000. (Management Library HD 58.7 N484x). Discusses strategies for building an effective corporate culture in an e-business company, with topics such as adapting to the speed of the net world, addressing issues such as hiring, conditioning, training, reward, establishing shared values, legends, and folklore, and providing role models. For transitioning companies, it discusses living with parallel cultures during the change to an e-business model.

eBrands: building an internet business at breakneck speed. Carpenter, Phil, Boston: Harvard Business School Press, 2000. (Management Library HD 69 B7 C37x and online as an e-Book via the [Cornell Library Catalog](#)). This book contains six case studies of internet companies who have successfully branded their products despite the intensely competitive internet marketplace. The studies include mistakes and breakthroughs of each company. Companies profiled: iVillage, CDNOW, BarnesandNoble.com, Yahoo!, Fogdog Sports, and Onsale.

Entrepreneurial web: first, think like an e-business. Small, Peter. New York: ft.Com, 2000. (Mann Library HD 30.37 S567x 2000).

Entrepreneurship.com. Burns, Tim. Chicago: Dearborn Trade, 2000. (Management Library HD 30.37 B867x). A guide

to creating a sustainable e-commerce firm (or a web presence for a brick & mortar firm) in today's tough internet economy. Addresses strategies for finding a niche in the competitive landscape, choosing a team of staff, researching your market and industry, and dealing with financial accounting, internet law, and getting financing.

Essential business tactics for the Net Chase, Larry and Eileen Shulock, with Nancy C. Hanger. New York: Wiley, 2001. (Mann Library HD 30.37 C37x 2001).

Essential guide to web strategy for entrepreneurs. Bergman, Dr. Thomas P. Upper Saddle River, NJ: Prentice Hall, 2002. (Management Library HF 5548.32 B468x 2002). Discusses targeting customers and building an email list, promoting through email, building internal email systems, setting up internal networks, using web sites to tell your company's story, and the mechanics of setting up electronic commerce, including design, infrastructure, and construction, generating traffic, and making sure it works.

E-trepreneur!: a radically simple and inexpensive plan for a profitable internet store in 7 days Szydluk, Sherry and Lamont Wood. New York: Wiley, 2000. (Mann Library HF 5548.32 S984x 2000).

High tech startup: the complete handbook for creating successful new high tech companies. Nesheim, John L., New York: Free Press, 2000. (Management Library HD62.5 N47x). The entrepreneurial process as it applies to high tech companies. A favorite of the entrepreneurship faculty at Cornell (written by one of them).

How to write a .com business plan: the internet entrepreneur's guide to everything you need to know about business plans and financing options. New York: McGraw-Hill, 2001. (Management Library HD 62.5 H683x 1999) Discusses the issues involved in deciding whether to take your offline business online, and how to decide if the web is the right place to start your *new* business. Discusses technical aspects of setting up an e-business (designing your site, security, marketing) and of creating a digital business plan.

Internet Marketing Plan Bayne, Kim M., New York: John Wiley, 2000. (Management Library HF 5415.1265 B39x) Target audience is the existing company that is developing its internet presence. Describes the process of creating and implementing an internet marketing plan and talks about weaving internet marketing in with the rest of the company's marketing communications.

The professional's guide to doing business on the internet. Gutterman, Alan S., Robert Brown, and James Stanislaw. San Deigo: Harcourt Brace Professional Pub, 2000. (Mann Library HF 5548.32 L54x).

Small business solutions for E-commerce. Kienan, Brenda. Redmond, WA: Microsoft Press, 2000. (Management Library HF 5548.32 K54x 2000) Addresses issues facing companies creating a web presence, including budgeting, legal issues, creating online branding, providing customer service, building traffic, html/web site creation fundamentals, working with web developers, understanding site hosting issues, assessing site success, and creating intranets. Promotes Microsoft products.

Start right in E-business: A step-by-step guide to successful e-business implementation. San Diego: Academic Press, 2001. (Management Library HF 5548.32 L54x) A guide to the established business considering implementing an e-business model.

Underdogs in overdrive: 10 insanely great ideas for the Asian technopreneur. Khan, Ilyas. New York: John Wiley, 2001. (Asia Collections, Kroch Library HC 415 I55 K47x 2001).

Web rules: how the internet is changing the way consumers make choices. Murphy, Tom. Chicago: Darborn Trade, 2000. (Mann Library HF5415.1265 M87x 2000 and online as an e-Book via the [Cornell Library Catalog](#)).

[Special Topics Topic List](#)

[Table of Contents](#)

Family-Owned Businesses

Getting along in family business: the relationship intelligence handbook. Hoover, Edwin A. and Colette Lombard Hoover. New York: Routledge, 1999. (Hotel Library HD 62.25 H66x 1999).

Survival guide for business families: critical choices for success. LeVan, Gerald. New York: Routledge, 1999. (Mann Library & Hotel Library HD 62.25 L48x 1999).

Sustaining the family business: an insider's guide to managing across generations. Paisner, Marshall B. Reading, Mass: Perseus Books, 1999. (Mann Library HD 62.25 P35x 1999).

Whose business is it anyway?: smart strategies for ownership succession. PricewaterhouseCoopers LLP, 1999. (Management Library HD 1393.25 W46 1999).

[Special Topics Topic List](#)

[Table of Contents](#)

Franchises

Bond's Franchise guide. Oakland, CA: Source Book Publications. (Hotel Library Reference HF 5429.235 U5 S66) Directory of Franchise opportunities, organized by industry with an alphabetical index. Entries contain contact information, description, background, financial terms, support and training, and expansion plans. U.S and Canada.

Franchise annual. Lewiston, N.Y.: INFO Press, International Franchise Opportunities. Updated annually. (Management Library Reference HF 5429.3 FE) American, Canadian, and limited overseas listings. Contains contact information, number of franchised vs company owned units, start-up costs, and financing help, if available.

Franchise opportunities guide. Washington, D.C.: International Franchise Association. Updated annually. (Management Library Reference HF 5429.23 F81) Directory of franchise opportunities by industry. Also discusses trends in franchising and legal/finance tips. Contains international franchise opportunities.

Franchise opportunities handbook: a complete guide for people who want to start their own franchise. Ludden, LaVerne. Indianapolis: Park Avenue, 1999. (Hotel Library Reference HF 5429.235 U5 L83x 1999).

Franchising 101: the complete guide to evaluating, buying, and growing your franchise business. Chicago: Upstart Publishing, 1998. (Hotel Library HF 5429.3 F718x)

[Special Topics Topic List](#)

[Table of Contents](#)

Biographies of Entrepreneurs

NOTE: The list below is a small selection from the books available. A guided keyword search in the [Library Catalog](#) on **entrepreneurs** and **biography** will return a more complete list. Or, do a guided keyword search on a specific person's name for biographies about that person.. Or, try **businesspeople** in the library catalog.

50 usahawan tahan banting : kiat sukses di masa krisis. (Biographies of fifty Indonesian entrepreneurs). Burhanuddin Abe, editor. Jakarta : Tajuk : Millennium Publisher, 2000. (Kroch Library Asia HC446.5.A2 L56x 2000).

A to Z of American women business leaders and entrepreneurs. Sherrow, Victoria. New York: Facts On File, 2002. (Management Library HD 6054.4 U6 S5x 2002). Contains career biographies of famous and not-so-famous women executives and entrepreneurs throughout the history of this country. Biographies include references for further information on the women covered.

Against All Odds : Ten Entrepreneurs Who Followed Their Hearts and Found Success Harris, Wendy Beech. New York : John Wiley, 2000. ([online](#) to members of the Cornell Community). Tells the stories of ten African-american entrepreneurs, including: Sylvia and Herbert Woods of Sylvia's Restaurant, Effie Booker of Cabana Car Wash, Vivian Gibson of the Millcreek Company, Inc., Lorraine Carter of Caption Reporters, Inc., Alonzo Washington of Omega 7, Inc., Frank Mercado-Valdes of African Heritage Network, Roscoe Allen of Roscoe Allen Company, Vera Moore of Vera Moore Cosmetics, Renee E. Warren and Kirsten N. Poe of Noelle-Elaine Media Consultants, and Albert and Odetta Murray of Hillside Inn.

Betting it all: the entrepreneurs of technology. Malone, Michael S. New York: Wiley, 2002. (Uris Library HC102.5 A2 M32x 2002). Biographies of some of the leaders of the computer and microelectronic industries. Contains interviews. Focus is on Santa Clara County.

Business builders in fast food. Aaseng, Nathan. Minneapolis, Minn.: Oliver Press, 2000. (Hotel Library TX 910.3 A27x 2000). Profiles ten entrepreneurs who started fast food businesses, including Fred Harvey (Harvey House), Walter Anderson and Billy Ingram (White Castle), J.F. McCullough and Harry Axene (Dairy Queen), Maurice and Richard

McDonald and Ray Kroc (McDonald's), Harland Sanders (Kentucky Fried Chicken), and Tom Monaghan (Domino's Pizza).

Dreamers, doers, risktakers : entrepreneurial case stories. Quezon City: Small Enterprises Research and Development Foundation: U.P. Institute for Small-Scale Industries, 2001. (Kroch Library Asia HD 2346 P6 D74 2001). Contains biographical information on entrepreneurs from the Philippines.

Entrepreneur Magazine (The): Encyclopedia of Entrepreneurs. Hallett, Anthony and Diane. New York: Wiley, 1997. (Hotel Library HC 102.5 A2 H35x 1997)

Historical encyclopedia of American women entrepreneurs : 1776 to the present. Oppedisano, Jeannette M. Westport, Conn. : Greenwood Press, 2000. (Olin Library HF 3023 A2 O64x 2000).

Kitchen table entrepreneurs: the passion, strength, and struggles of eleven women escaping poverty through self-employment. Shirk, Martha and Wadia, Anna. Boulder, CO: Westview Press, 2002. (Catherwood Library HD 6072.6 U5 S557 2002).

Made in America : the true stories behind the brand names that built a nation. Gove, John. New York: Berkley Books, 2001. (Olin Library HC 102.5 G64x 2001).

Net entrepreneurs only: 10 entrepreneurs tell the stories of their success. Ericksen, Gregory K. New York : John Wiley, 2000. ([online](#) to members of the Cornell Community). Provides biographical information for: Jay S. Walker of Priceline.com, Mike McNulty & Mike Hagan of VerticalNet, Christina Jones of pcOrder, William Porter & Christos Cotsakos of E*Trade, Gregory K. Jones of uBid, Inc., Russell C. Horowitz of Go2Net, Ken Pasternak of Knight Trading, William Schrader of PSINet, Pierre Omidyar of eBay, and Mark Cuban & Todd Wagner of Yahoo! Broadcast.

Young entrepreneurs : success made in Singapore. Singapore : Martin & Elliott Books, 1999. (Kroch Library Asia HF 3800.67 Z5 Y684z 1999).

[Special Topics Topic List](#)

[Table of Contents](#)

Recommended Desk Reference Books

Business information sources. Daniells, Lorna M. Berkeley: University of California Press, 1993. (Management Library Reference Z 7164 C81 D182 1993) Considered the "bible of business reference." Each chapter focuses on a major business area. Includes basic handbooks, books, periodicals, directories and databases. (1993 edition: \$40)

Business information: how to find it, how to use it. Lavin, Michael R. Phoenix: Oryx Press, 1992. (Management Library Reference HF 5356 L41) Provides in-depth descriptions of major business publications and databases with explanations of business terms and concepts. (\$42.50)

Data sources for business and market analysis. Ganly, John. Metuchen, NJ: Scarecrow Press, 1994. (Management Library Reference HF 5415. F81 1994) Annotated bibliography of business and marketing information sources. Extensive coverage of government produced data and reports relevant to marketers. (\$55)

Encyclopedia of business information sources. Detroit: Gale Research Co. (Management Library Reference HF 5353 E56) Broad-based business bibliography covering over 1,100 subjects of interest to businesses. Each subject entry identifies basic handbooks and background materials, relevant indexing and abstracting sources, trade associations, yearbooks and almanacs, periodicals, and online databases. (2000 edition: \$314)

Encyclopedia of small business Hillstrom, Kevin and Laurie Collier Hillstrom. Detroit: Gale Research Co. (Management Library Reference HD 62.7 H553x 2001). (cost unavailable)

[Table of Contents](#)

[Special Topics Topic List](#)

Note: Top Business Databases is a shortcut page to the most popular business resources used at Cornell. It is in part a subset of the *Cornell Library Gateway's* [Find Databases](#).

CORNELL

www.cornell.edu

©2003-04 Johnson Graduate School of Management Library
Cornell University, Ithaca, New York 14853 USA

Cornell University Library

