

Business & Industry

Books

[Basic Business Library: Core Resources and Services.](#)

Forte, E. J. (2012). *The basic business library: core resources and services*. (5th ed. / Eric Forte and Michael R. Oppenheim, editors.). Santa Barbara, Calif.: Libraries Unlimited.
@ SILS Library

Includes sources for market research, investment, economics, management and marketing, and guide to doing business research

Business Plans Handbook: A Compilation of Actual Business Plans Developed by Small Businesses Throughout North America. [[print](#)] [2012 [online](#) via UNC Libraries]
Gale Research Inc. (2012). *Business plans handbook [serial] : a compilation of actual business plans developed by small businesses throughout North America*. Detroit, MI: Gale Research, Inc.

Collection of actual business plans compiled by entrepreneurs seeking funding for small businesses throughout North America.

[Business Ratios and Formulas : A Comprehensive Guide](#)

Bragg, S. M. (2012). *Business ratios and formulas : a comprehensive guide* (3rd ed.). Hoboken, N.J.: Wiley.
@ Davis Library

A complete appraisal of analytical tools available to managers to assess performance. Nearly 250 operational criteria

[Business Statistics of the United States.](#)

Business statistics of the United States. (2011). Lanham, MD: Bernan Press.
@ Davis Library

2,000 economic time series, mostly from federal government sources. The period covered is 1970 to 1999 for annual data, 1991 to 1999 for quarterly data and 1996 to 1999 for monthly data.

Gale e-Commerce Sourcebook. [[online](#) via UNC Libraries]
Burton, V. L. (Ed.). (2012). *Gale e-commerce sourcebook*. Detroit: Gale.

Includes sample business plans, advertising trend data, and directory listings of companies, services and government agencies related to e-commerce.

Internet Retail Operations: Integrating Theory and Practice for Managers.

Laseter, T. M. (2012). *Internet retail operations : integrating theory and practice for managers*. Boca Raton, FL: CRC Press.

@ Davis Library

Covers evolution of information technology's role in retail supply chain networks, its impact on supply chain networks, and how this has changed service operations. It includes tables, vignettes, and graphs.

Localization Strategies for Global e-Business.

Singh, N. (2012). *Localization strategies for global e-business*. Cambridge ;New York: Cambridge University Press.

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Non-technical guide to leveraging website localization strategies for global e-commerce success. Also features step-by-step guidelines to developing, managing and optimizing international-multilingual websites and insights into cutting-edge web localization strategies.

Market Share Reporter, An Annual Compilation of Reported Market Share: Data on Companies, Products, and Services. [[print](#)] [[online](#) via UNC Libraries]

Gale Research Inc. *Market share reporter [serial]*. Detroit, MI: Gale Research.

@ Davis Reference--in library use only, previous editions @ Park Library, Davis Library

Market share data on hundreds of industries, businesses, and products..

[The Portable MBA](#)

Eades, K. M. (2010). *The portable MBA* (5th ed.). Hoboken, N.J.: John Wiley & Sons.

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Covers all the core topics you'd learn in business school, including finance, accounting, marketing, economics, ethics, operations management, management and leadership, and strategy.

U.S. Industry& Trade Outlook. [[print](#)] [[online](#)]

DRI/McGraw-Hill. *U.S. industry & trade outlook [serial]*. New York: DRI/McGraw-Hill.

@ Davis Reference--in library use only, Park Library, Library Service Center

Industry-by-industry overview of the U.S. economy. Detailed examinations of more than 220 industries in 51 sectors.

Dictionaries & Encyclopedias

[The American Heritage Dictionary of Business Terms.](#)

Scott, D. L. (2009). *The American Heritage dictionary of business terms*. Boston: Houghton Mifflin Harcourt.

@ Undergrad Reference--in library use only, Davis Library

6,000 terms from all aspects of business in clear, understandable language. Covers investing, finance, marketing, law, real estate, management, economics, accounting, insurance, and international business.

[Blackwell Encyclopedia of Management.](#)

Argyris, C. (2005). *The Blackwell encyclopedia of management* (2nd ed.). Malden, MA: Blackwell Pub.

@ Davis Reference--in library use only, Davis Library

Each of the eleven volumes is also issued as a separate “encyclopedic dictionary” covering such topics as accounting, business ethics, and strategic management.

[A Dictionary of Business and Management.](#) [[print](#)] [[online](#)] via UNC Libraries

A dictionary of business and management. (2009). Oxford ;New York : Oxford University Press.

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7,000 entries covering all areas of business and management, including marketing, organizational behavior, business strategy, and taxation. Includes recent vocabulary associated with structured finance and the subprime lending crisis.

[Dictionary of Finance and Investment Terms.](#)

Downes, J. (2010). *Dictionary of finance and investment terms* (8th ed.). Hauppauge, NY: Barron's Educational Series.

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5,000 terms related to stocks, bonds, mutual funds, banking, tax laws, and transactions in the various financial markets. Info on terms related to new financial regulations and recent dramatic swings in equities, credit, and other financial resources.

[Encyclopedia of Business Information Sources.](#)

Encyclopedia of business information sources [serial]. (2012). Detroit, Mich.: Gale Research Co.

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List of business info resources including for directories, encyclopedias, dictionaries, financial ratios, handbooks, databases, periodicals, newsletters, price sources, research centers, statistical sources, trade associations, professional societies, and others.

Encyclopedia of Management. [[print](#)] [[online](#) via UNC Libraries]

Helms, M. M. (2006). *Encyclopedia of management* (5th ed.). Detroit: Thomson/Gale.

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This standard reference work covers nearly 350 topics in management theories and applications.

Gale E-Commerce Sourcebook. [[online](#) via UNC Libraries]

Baker, D. J. (2012). *Gale e-commerce sourcebook*. Detroit: Gale.

A companion to the Gale Encyclopedia of E-Commerce, this publication focuses on how- to information and includes sample business plans. A directory of the top e-businesses is included.

Gale Encyclopedia of E-Commerce. [[print](#)] [[online](#) via UNC Libraries]

Malonis, J. A. (2002). *Gale encyclopedia of e-commerce*. Detroit: Gale Group, Thomson Learning.

@ Davis Library

Provides 470 essays on topics, companies, people, legislation and other information related to the development of e-commerce, including a chronology and timeline. Each essay concludes with references, including many URLs.

[The Palgrave Macmillan Dictionary of Finance, Investment and Banking.](#)

Banks, E. (2010). *The Palgrave Macmillan dictionary of finance, investment and banking*. New York: Palgrave Macmillan.

@ Davis Library

Over 5,000 terms commonly used in the industry, covering the disciplines of accounting, banking, corporate finance, investment management and insurance.

Directories

[Brands and Their Companies.](#)

Brands and their companies [serial]. . (2003). Detroit, MI: Gale Research.

@ Park Library, Library Service Center

Covers over 420,000 brands and the companies that own them. See also Companies and Their Brands.

[Companies and Their Brands.](#)

Companies and their brands [serial]. . (2003). Detroit, MI: Gale Research.
@ Library Service Center

A companion volume to Brands and Their Companies, this set is arranged by company name and lists the brand names, trademarks, and trade names owned by the company listed.

Journals & Trade Publications

Journal of Personal Selling and Sales Management. [[print](#)] [[online](#) via UNC Libraries]
@ Davis Library

Journal of Retailing. [[print](#)] [[online](#) via UNC Libraries]
@ Davis Library

Online & Other Resources

Bloomberg.com

Up-to-the-minute news and data about money and markets from Bloomberg. See Bloomberg terminal @ Park Library

Sports Business Research Network
<http://www.sbrnet.com/>

Market research for sports business. Some info freely available, most requires paid subscription, or sign up for 1 month free trial.

Databases

[Business Source Complete](#)

Industry reports, company profiles, market research reports, SWOT analyses and more. Articles about thousands of companies.

[Factiva](#)

This database, offered by Dow Jones and Reuters, provides up-to-the-minute national and international general and business news, international newswires, television and radio transcripts, and business periodicals.

[IBISWorld](#)

Industry reports, covering over 700 U.S. industries. Reports include key statistics, market characteristics, segmentation, industry conditions, key factors, key competitors and outlook. Updated regularly.

[Passport GMID](#)

Industry data - multi-country relational database of market and category sizes, market shares, distribution patterns, sales forecasts and other measurements relevant to each sector. You will be asked to login. On-campus access is limited to current students, faculty, and staff or AHEC users affiliated with UNC-CH with an AHEC Digital Library account.

[TableBase](#)

Provides tabular information on companies, industries, products, countries, and market shares. Includes data on advertising expenditures.

Government Information

[Business USA](#)

One-step access to federal government information, services, and programs for businesses. Coordinates information from over 60 different government agencies.

[Economic Report of the President](#)

Annual Presidential report to Congress on the state of the economy. Reports and supporting economic data provided here for each year, 1995-2013.

[EDGAR Database of Corporate Information](#)

Corporate reports submitted to the Securities and Exchange Commission from 1993 to the present.

[GPO Access](#)

Official versions of U.S. government publications including the Federal Register and the Code of Federal Regulations, Public Laws and the U.S. Code, Commerce Business Daily, the Congressional Record, and more. Links to the full text of U.S. documents.

[North American Industry Classification System \(NAICS\)](#)

Find industry NAICS codes, descriptions of industry sub-divisions.

[North American Product Classification System \(NAPCS\)](#)

Find product names and descriptions, organized by industry.

[Standard Industrial Classification \(SIC\) Manual](#)

Find SEC codes by number or industry keyword(used until 1997 and still used in some data sets. Replaced by NAICS codes).

[Thomas: Legislative Information on the Internet](#)

Bills, laws, & debates of Congress. Info about the House and Senate calendars, committees, members, "Bills in the News," and other Congressional/legislative content.

[U.S. Department of Commerce](#)

Current business news and statistics, including economic indicators, and many publications full-text.

[U.S. Department of Labor](#)

News, laws, policies, resources related to US workforce.

[U.S. International Trade Commission](#)

Independent, non-partisan, quasi-judicial federal agency that gathers and analyzes trade data and advises both the legislative and executive branches of government. Find investigation reports, economic & industrial analysis.

[U.S. Small Business Administration](#)

Provides a wide variety of information and assistance for small business owners. There is a section of this site devoted especially to entrepreneurs who are starting a business.

[U.S. Trade Representative](#)

Find trade agreements and reports, organized by region or topic.