

Small Business Bibliography
MCC Library
2/11/2010

Leisure travel : a marketing handbook

Plog, Stanley C.
G 155 .A1 P58 2003

Start your own event planning business : your step-by-step guide to success

Turner, Krista.
GT 3405 .T87 2004

No cash, no fear : entrepreneurial secrets to starting any business with no money

Allen, Terry F.
HB 615 .A67 2001

The startup garden : how growing a business grows you

Ehrenfeld, Tom.
HB 615 .E455 2001

The Book of entrepreneurs' wisdom : classic writings by legendary entrepreneurs

HB 615 .K72 1999

Intrapreneuring : why you don't have to leave the corporation to become an entrepreneur

Pinchot, Gifford.
HB 615 .P46 1985

New ideas from dead CEOs : lasting lessons from the corner office

Buchholz, Todd G.
HC 102.5 .A2 B77 2007

Rare breed : the entrepreneur, an American culture

MacPhee, William A.
HC 102.5 .A2 M326 1987

Starting from scratch : secrets from 21 ordinary people who made the entrepreneurial leap

Moss, Wes.
HC 102.5 .A2 M67 2005

Latino boom! : everything you need to know to grow your business in the U.S. Hispanic market

Cartagena, Chiqui.
HC 110 .C6 C365 2005

Marketing to American Latinos : a guide to the in-culture approach

Valdés, M. Isabel.

HC110 .C6 V348 2000 pt. 1

The instant business plan book : 12 quick-and-easy steps to a profitable business

Berle, Gustav

HD 30.28 .B455 1994

AMA complete guide to strategic planning for small business

Cook, Kenneth J. (Kenneth Joseph)

HD 30.28 .C662 1994

Your first business plan : a simple question and answer format designed to help you write your own plan

Covello, Joseph A.

HD 30.28 .C6967 2002

Business plans that work : a guide for small business

Timmons, Jeffrey A.

HD 30.28 .T5766 2004

Management: tasks, responsibilities

Drucker, Peter Ferdinand

HD 31 .D773 1974

Tradesmen in business : a comprehensive business guide and handbook for the skilled tradesman

Rowan, Bob

HD 31 .R76 1988

Entrepreneurship : starting a new business

Anderson, Robert Lee

HD 62.5 .A53 1990

Diary of a small business owner : a personal account of how I built a profitable business

Brattina, Anita F.

HD 62.5 .B73 1996

The portable MBA in entrepreneurship

Bygrave, William D.

HD 62.5 .B94

The complete book of business plans : simple steps to writing a powerful business plan

Covello, Joseph A.

HD 62.5 .C68 1993

Your first business plan

Covello, Joseph A.

HD 62.5 .C685 1993

Your first business plan

Covello, Joseph A.

HD 62.5 .C685 1995

Business basics : a microbusiness startup guide

Dodd, Gerard R.

HD 62.5 .D626 1998

Country living : crafting a business : make money doing what you love

Fitzgerald, Kathie.

HD 62.5 .F5343 2007

Your small business made simple

Gallagher, Richard R.

HD 62.5 .G35 1989

Self-employment : from dream to reality!

Gilkerson, Linda D.

HD 62.5 .G537 1998

Starting on a shoestring : building a business without a bankroll

Goldstein, Arnold S.

HD 62.5 .G65 1995

The right fit : the entrepreneur's guide to finding the perfect business

Halloran, James W.

HD 62.5 .H353 1989

The McGraw-Hill guide to starting your own business : a step-by-step blueprint for the first-time entrepreneur

Harper, Stephen C.

HD 62.5 .H3734 1991

How to start a business in North Carolina

HD 62.5 .H68546 2003

Starting and operating a business after you retire : what you need to know to succeed

May, Bess Ritter
HD 62.5 .M38 1993

The smart woman's guide to starting a business

Montgomery, Vickie
HD 62.5 .M665 1998

The complete idiot's guide to starting your own business

Paulson, Ed.
HD 62.5 .P39 1995

The complete idiot's guide to starting your own business

Paulson, Ed.
HD 62.5 .P39 1998

Tips and traps for entrepreneurs : real-life ideas and solutions for the toughest problems facing entrepreneurs

Price, Courtney H.
HD 62.5 .P654 1998

The insider's guide to growing a small business : straight advice from one who's been there : introducing the powerful concepts of people-savvy and future-savvy

Richman, Peter
HD 62.5 .R53 1996

The small business start-up guide

Root, Hal,
HD 62.5 .R66 1994

The small business start-up guide : a surefire blueprint to successfully launch your own business

Root, Hal,
HD 62.5 .R66 2002

The big idea book for new business owners : straight talk from an expert on how to get your business up and running easily

Weltman, Barbara
HD 62.5 .W45 1997

How to organize and operate a small business

Baumbach, Clifford Mason
HD 62.7 .B39 1985

An owner's guide to operating a really small business

Bivins, Betty M.

HD 62.7 .B4147 1994

122 minutes a month to greater profits

Goldstein, Harvey A. (Harvey Arthur)

HD 62.7 .G65 1985

Why entrepreneurs fail : avoid the 20 fatal pitfalls of running your business

Halloran, James W.

HD 62.7 .H35 1991

How to start, run, and stay in business

Kishel, Gregory F.

HD 62.7 .K58 1998

How to start & manage your own business : a practical way to start your own business

Lewis, Jerre G.

HD 62.7 .L48 1992

The legal guide for small business

Lickson, Charles Pritzker.

HD 62.7 .L52 1994

The 7 irrefutable rules of small business growth

Little, Steven S.

HD 62.7 .L58 2005

Starting a mini-business : a guidebook for seniors and others who dream of having their own part-time, home-based business

Olsen, Nancy

HD 62.7 .O46 1986

Big profits from small companies : a manager's guide

Popell, Steven D.

HD 62.7 .P67 1985

The small business bible : the make-or-break factors for survival and success

Resnik, Paul.

HD 62.7 .R47 1988

Setting up shop : the do's and don'ts of starting a small business

Smith, Randy Baca.

HD 62.7 .S63 1982

Running your own business : a handbook of facts and information

Stern, Howard H.

HD 62.7 .S815 1986

Avoiding mistakes in your small business

Karlson, David.

HD 62.7 K37 1994

Small business management

Broom, H. N. (Halsey N.)

HD 69 .S6 B77 1975

Managing new enterprises

Buskirk, Richard Hobart

HD 69 .S6 B87

Successful small business management

Frantz, Forrest H.

HD 69 .S6 F7

Small business management : a guide to entrepreneurship

Siropolis, Nicholas C.

HD 69 .S6 S573

Small business management fundamentals.

Steinhoff, Dan.

HD 69 .S6 S69

Successful small business management

HD 69 .S6 S79

In search of excellence : lessons from America's best-run companies

Peters, Thomas J.

HD 70 .U5 P424 1984

The home office and small business answer book : solutions to the most frequently asked questions about starting and running home offices and small businesses

Attard, Janet.

HD 2333 .A75 1993

1101 businesses you can start from home

Hall, Daryl Allen

HD 2333 .H35 1995

Growing your home-based business : a complete guide to proven sales & marketing strategies

Gordon, Kim T.

HD 2336 .U5 G68 1992

Starting and succeeding in your own small business.

Allen, Louis L.

HD 2341 .A6

Start and run a profitable craft business : a complete step-by-step business plan

Hynes, William G.

HD 2341 .H95 1992

Start and run a profitable craft business : a step-by-step business plan

Hynes, William G.

HD 2341 .H95 1993

A treasury of home business opportunities

Hoelscher, Russ von.

HD 2346 .U5 H64 1984

Entrepreneurial women

Perri, Colleen

HD 2346 .U52 K376 1987

How to run your business like a girl : successful strategies from entrepreneurial women who made it happen

Baskin, Elizabeth Cogswell.

HD 6072.5 .B37 2005

Kitchen table entrepreneurs : how eleven women escaped poverty and became their own bosses

Shirk, Martha.

HD 6072.6 .U5 S557 2002

Exceptional entrepreneurial women : strategies for success

Taylor, Russel R.

HD 6072.6 .U5 T39 1988b

Complying with the ADA : a small business guide to hiring and employing the disabled

Allen, Jeffrey G.

HD 7256 .U5 A683 1993

Steps to professional independence : a guide to packaging, pricing, and selling your skills

Creedy, Richard F.
HD 8036 .C73 1988

Self-employed in your own business

DeLeon, Benjamin B.
HD 8036 .D44 1990

Working for yourself : how to be successfully self-employed

Hewitt, Geof
HD 8036 .H48

132 ways to earn a living without working (for someone else)

Rosenthal, Ed.
HD 8036 .R67

Automotive repair service : start and run a money-making business

Ramsey, Dan
HD 9710 .A2 R35 1994

1001 ways to market your services : even if you hate to sell

Crandall, Rick.
HD 9980.5 .C7 1998

Marketing your services : for people who hate to sell

Crandall, Rick.
HD 9980.5 .C73 2003

Start your own cleaning service : your step-by-step guide to success

Lynn, Jacquelyn
HD 9999 .B882 L96 2003

Entrepreneur magazine's start up : start your own crafts business : your step-by-step guide to success

Lynn, Jacquelyn
HD 9999 .H362 L95 2004

How to start and run a successful taxidermy business

Phillips, Archie.
HD 9999 .T272 P48 1981 TAXIDERMRY

Start your own freight brokerage business : your step-by-step guide to success

Lynn, Jacquelyn
HE 199 .A2 L96 2003

Building an import/export business

Weiss, Kenneth D. (Kenneth Duane)

HF 1416 .W43 2002

Untold facts about the small business game : how to be competent in business

Blagrove, Luanna C.

HF 5356 .B59

Standard legal forms and agreements for small business : do it yourself, save time and money

HF 5371 .S72 1990

Careers inside the world of entrepreneurs

Hurwitz, Sue

HF 5381.2 .H87 1994

Opportunities in your own service business

McKay, Robert

HF 5381 .M39644

Built to last : successful habits of visionary companies

Collins, James C. (James Charles)

HF 5386 .C735 2002

1 businesses, 2 approaches : how to succeed in Internet business by employing real-world strategies

Gielgun, Ron E.

HF 5415 .I265 G54 1998

Guerrilla marketing : easy and inexpensive strategies for making big profits from your small business

Levinson, Jay Conrad.

HF 5415 .L477 2007

What's your story? : storytelling to move markets, audiences, people, and brands

Mathews, Ryan.

HF 5415 .M3365 2008

Sun Tzu strategies for marketing : 12 essential principles for winning the war for customers

Michaelson, Gerald A.

HF 5415 .M5268 2004

Sales and marketing.

HF 5415 .S878 1996

Make your web site work for you : how to convert your online content into profits
Cannon, Jeff.
HF 5415.1265 .C36 2000

Dan Janal's guide to marketing on the Internet : getting people to visit, buy, and become customers for life
Janal, Daniel S.
HF 5415.1265 .J358 2000

Business-to-business Internet marketing : seven proven strategies for increasing profits through internet direct marketing
Silverstein, Barry
HF 5415.1265 .S535 2000

Email marketing : using email to reach your target audience and build customer relationships
Sterne, Jim, 1955-
HF 5415.1265 .S7417 2000

Planning your internet marketing strategy : a Doctor Ebiz guide
Wilson, Ralph F.
HF 5415.1265 .W55 2001

Marketing strategies for small businesses
Gerson, Richard F.
HF 5415.13 .G43 1994

The one-day marketing plan : organizing and completing a plan that works
Hiebing, Roman G.
HF 5415.13 .H518 2004

The successful marketing plan : a disciplined and comprehensive approach
Hiebing, Roman G.
HF 5415.13 .H523 2003

Big business marketing for small business budgets
McMurtry, Jeanette Maw.
HF 5415.13 .M3694 2003

Why (smart companies) do dumb things : lessons learned from innovation blunders : avoiding eight common mistakes in new product development
Hodock, Calvin L.
HF 5415.153 .H62 2007

Wise up to teens : insights into marketing and advertising to teenagers

Zollo, Peter.

HF 5415.32 .Z65 1999

Satisfied customers tell three friends, angry customers tell 3,000 : running a business in today's consumer driven world

Blackshaw, Pete.

HF 5415.335 .B55 2008

Planting flowers, pulling weeds : identifying your most profitable customers to ensure a lifetime of growth

Rubio, Janet.

HF 5415.5 .R83 2002

The specialty shop : how to create your own unique and profitable retail business

Finell, Dorothy.

HF 5429 .F497 2007

Start your own successful retail business : your step-by-step guide to success

Kingaard, Jan

HF 5429 .K525 2002

Franchising : the inside story : how to start your own business and succeed!

Kinch, John E.

HF 5429.235 .U5 K56 1986

Top careers in two years : retail, marketing, and sales

Stinson, Paul.

HF 5429.29 .S75 2008

Money making marketing : finding the people who need what you're selling and making sure they buy it

Lant, Jeffrey L.

HF 5438.25 .L36 1987

Creative cash : how to sell your crafts, needlework, designs & know-how

Brabec, Barbara.

HF 5439 .H27 B7 1991

How to sell what you make : the business of marketing crafts

Gerhards, Paul.

HF 5439 .H27 G47 1990

How to sell what you make : the business of marketing crafts

Gerhards, Paul.

HF 5439 .H27 G47 1996

Mail order moonlighting

Hoge, Cecil C.

HF 5466 .H6

Start your own mail order business

HF 5466 .S689 1994

How to do everything with your eBay business

Holden, Greg.

HF 5478 .H69 2003

Start and run a profitable office service business from your home : your step-by-step business plan

Hagan, Louise.

HF 5548 .H34 1995

How to computerize your small business

Xiradis-Aberle, Lori.

HF 5548.2 .X57 1995

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.

HF 5548.32 .E33 2000

Web business bootcamp : hands-on Internet lessons for managers, entrepreneurs, and professionals

Seltzer, Richard.

HF 5548.32 .S458 2001

E-trepreneur! : a radically simple and inexpensive plan for a profitable Internet store in 7 days

Szydlik, Sherry

HF 5548.32 .S984 2000

Personnel planning guide

Bangs, David H.

HF 5549 .P44 1987

HR for small business : from hiring to firing and everything in between

Fleischer, Charles H.

HF 5549.17 .F59 2005

Basic accounting for the small business : simple, foolproof techniques for keeping your books straight and staying out of trouble

Cornish, Clive G.
HF 5635 .C68 1980

Uses of accounting for small business.

Zeff, Stephen A.
HF 5635 .Z35

QuickBooks 2007 finance software for small business QuickSteps

Fox, Cindy.
HF 5679 .F69 2007

Quickbooks 2008 : the official guide

Ivens, Kathy.
HF 5679 .I9495 2008

Accounting and finance for small business made easy : secrets you wish your CPA had told you

Low, Robert J.
HF 5686 .C7 L6542 2004

The advertising handbook for small business : make a big impact with a small budget

Dennison, Dell
HF 5823 .D46 1994

The small business guide to borrowing money

Rubin, Richard
HG 3726 .R8 1980

How to finance your small business with government money : SBA loans

Hayes, Rick Stephan
HG 3729 .U5 H35

The Small Business Administration

Parris, Addison W.
HG 3729 .U5 P28

Financial control for the small business : a practical primer for keeping a tighter rein on your profits and cash flow

Coltman, Michael M.
HG 4027.7 .C64

Budgeting for a small business

Dickey, Terry.

HG 4027.7 .D53 1994

Financial basics for small business success

Gill, James O.

HG 4027.7 .G55 1994

From babysitter to business owner : getting the most out of your home child care business

Dischler, Patricia A.

HQ 778.63 .D57 2005

How to own and operate your own home day care business successfully without going nuts! : the day care survival handbook and guide for aspiring home day care providers and working parents

Simmons, Terri

HQ 778.63 .S56 1998

Start your own childcare business

HQ 778.63 .S73 1995

How to start a quality childcare business in your home: everything you need to know

Carlson, Melody

HV 851 .C34 1995

The entrepreneur's legal guide : strategies for starting, managing, and making your business profitable

Boulay, D.-M. (Donna-Marie)

KF 1355 .Z9 B683 2003

The complete book of small business legal forms

Sitarz, Dan

KF 1659 .A65 S43 1991

Small business formation handbook

Cooke, Robert A.

KF 1659 .C66 1999

The law (in plain English) for small businesses

DuBoff, Leonard D.

KF 1659 .Z9 D83 1987

The small business legal guide

Frasier, Lynne Ann
KF 1659 .Z9 S574 1995

The small business legal guide : the critical legal matters affecting your business

Frasier, Lynne Ann
KF 1659 .Z9 S574 1998

How to start your own S corporation

Cooke, Robert A.
KF 6491 .Z9 C67 2001

Stay out of court! : the small business guide to preventing disputes and avoiding lawsuit hell

Caffey, Andrew A.
KF 9084 .C34 2005

Art marketing 101 : [a handbook for the fine artist]

Smith, Constance
N 8353 .S63 2007

Promoting & selling your art

Katchen, Carole
N 8600 .K37 1978

The complete idiot's guide to publishing children's books

Underdown, Harold D.
PN 147.5 .U53 2008

Small business computers, a guide to evaluation and selection

Isshiki, Koichiro R.
QA 76.5 .I834

The independent medical transcriptionist : a comprehensive guide for the health language specialist

Avila-Well, Donna
R 728.8 .A98 1994

Business plans handbook : a compilation of actual business plans developed by small businesses throughout North America

REF HD 62.7 .B865 1995 REFERENCE

Business plans handbook : a compilation of actual business plans developed by small businesses throughout North America.

REF HD 62.7 .B865 v. 13 REFERENCE

Your business plan : a workbook for owners of small businesses

Sargent, Dennis J.

REF HD 62.7 .S243 1993

REFERENCE

J.K. Lasser's business forms for managing the smaller business

REF HF 5371 .J18 1994

REFERENCE

Starting & running your own small farm business

Aubrey, Sarah Beth.

S 494.5 .A4 A93 2007

Start your own lawn care business : your step-by-step guide to success

Sandlin, Eileen Figure.

SB 433.27 .S26 2003

How to open & operate a financially successful landscaping, nursery, or lawn service business : with companion CD-ROM.

SB 472.5 .M68 2009

Start your own automobile detailing business : your step-by-step guide to success

TL 152.15 .E58 2005

How to shoot stock photos that sell

Heron, Michal.

TR 690.6 .H47 1996

Start your own bed & breakfast : your step-by-step guide to success

Adams, Terry

TX 911.3 .M27 A25 2003

Entrepreneur magazine's restaurant and five other food businesses

Lynn, Jacquelyn

TX 911.3 .M27 L96 2001

Start your own bar and tavern : your step-by-step guide to success

Shelton, Sonya

TX 930.7 .S53 2002

Start and run a profitable desktop publishing business

Fanson, Barbara A.

Z 286 .D47 F36 1997

Going solo : the best resources for entrepreneurs & freelancers

Z 7164 .C81 G65 1999

However, the reality is that travel for leisure, business, meetings, sports or visiting loved ones has grown to be a very real sector of the global economy, requiring sophisticated business and marketing practices. The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical, methodological and practical processes of marketing within this complex and multi-sector industry. It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical re D Jones. Leisure travel: A marketing handbook. S C Plog. Tourist's experience of place. This article uses data from the large annual American Traveler Survey to examine the predictive power of the venturesomeness concept versus household income, the demographic variable used by travel providers to target travel-prone households. Overall, venturesomeness shows a stronger relationship to travel characteristics than household income. Income correlates better with travel spending, but venturesomeness relates more strongly to total trips taken. More important, venturesomeness is a better predictor of the types of activities pursued on leisure trips. The correlation between venturesome