

Most Popular Tools for the Entrepreneur From The Seattle Public Library

Ask a business librarian for help with any of these resources. The business collection is located in the Central Library 7th Floor.

- ***Better Buys for Business.*** This monthly magazine chooses one business machine or business tool each month and then evaluates it by brand, model and technological change. Because this is a magazine, it is housed on the 6th floor at Central.
- ***Nolo Press books on business law.*** Check out the Nolo Press website (www.nolo.com) for their highly regarded legal books. Because the library owns over 300 Nolo titles and because you may find a title not in the library collection, begin with the Nolo site, using their subjects such as LLC's or independent contractors. Especially popular books from Nolo, which SPL owns, are on subjects such as leasing space, independent consultants, retirement plans, personnel law, partnerships, selling a business, etc. ***Legal Guide for Starting and Running a Small Business*** is one of their most popular titles and is published biannually.
- ***RMA, Dun and Bradstreet and Troy business ratio books.*** These books are all held at the 7th floor reference desk. The three titles contain percentage figures and index numbers to allow an entrepreneur to analyze expenses in relation to sales and profits. Look for data based on revenue or asset size when using these texts. In addition, the library holds ***Restaurant Industry Operations Report***, which contain detailed business ratios for restaurants from the National Restaurant Association.
- ***E-myth series of books for the entrepreneur.*** Entrepreneurs have recommended these management books to each other for years. Older and out-of-print books can be ordered through online used book services. A list of the ones currently held by the library can be found under author Micahel Gerber.
- ***www.census.gov*** On this page, check under "Economic" for statistics by industry or service, as well as analysis of Washington state and Seattle business figures by NAICS code. The decennial population census available here is detailed. In addition, the library purchases updated, detailed demographic data from Dun and Bradstreet in ***Market Profile Analysis***.
- ***Market research data on specific business lines, such as restaurants, drycleaning, pet services.*** This collection can be accessed by contacting a business research specialist at the library. The largest part of the collection will be found in trade journals accessible online via ***General Onefile*** and ***Business and Industry*** Seattle Public Library databases. In addition there is a small collection of published market research in the library. Examples include ***Lifestyle Market Analyst***, ***US Pet Ownership and Demographics Sourcebook***, and ***Market Profile Analysis***.
- ***Local Business Directories and News Sources.*** The Business Department at the Central Library collects a large number of business directories useful for procurement and business-to-business contacts. Local business news, including local company news coverage, is available through the Library's databases ***Washington Newstand*** and ***General Onefile***. ***General Onefile*** includes the older editions of ***Puget Sound Business Journal***. ***Washington CEO***, ***Puget Sound Business Journal*** and ***Seattle Daily Journal of Commerce*** are indexed in detail by the librarians at the SPL. Ask a librarian for access to this.
- ***Small Business Sourcebook.*** This reference book gives statistical sources, basic start-up guides, franchises, trade associations, and more for over 200 types of small businesses. (658.02207 Sm18)
- ***Business Plans Handbook.*** Multi-volume set of over 50 examples of 3-5 page business plans. (658.4012 Business)
- ***Reference USA.*** SPL online database listing 13 million businesses; searchable by employee size, zipcode, street, sales range and product. Great for locating competitors and future customers.

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386-4636 (Ask for a business research specialist.)