Louisiana Small Business Development Center  
Southeastern Louisiana University  
Library

Reference Books

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

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

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

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

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

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

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

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

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

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


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

How to Form your own “S” Corporation and Avoid Double Taxation – Explains in detail how you can apply for “S” corporation status for either a new or existing small business.
Launching Your Home-Based Business: How to Successfully Plan, Finance, and Grow Your New Venture – Comprehensive start-up guide for anyone interested in starting a home-based business – either as a part-time or full time-venture.

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

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

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

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

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

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

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

1987 Standard Industrial Classification Manual

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

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

Owning and Managing a Resume Service

Owning and Managing a Bar or Tavern

Owning and Managing a Desktop Publishing Service

Owning and Managing a Travel Service

Owning and Managing a Bed and Breakfast

Owning and Managing a Mail Order Business

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

Do It Yourself Marketing Research – This guide shows you simple, easy to use procedures for checking in advance the profitability of all your day-to-day marketing, sales, and product decisions
Represent Yourself in Court – This book provides the information you need to prepare for trial and represent yourself in court.

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

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

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

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

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

Best Customers (New Strategist) – Book divided into 19 chapters, with each chapter focusing on the major spending categories as defined by the Bureau of Labor Statistics – such as food at home, transportation, entertainment, and so on.

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

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


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

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

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

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


Financial Essentials for Small Business Success – Serves as a tool to help the small business owner meet the challenges they face.
Small Business Course – This book provides examples of companies that have become hugely successful because they devoted themselves to solving the problems of individuals or other businesses.

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

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

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

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

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

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

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

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

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

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

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

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

The Best of Brochure Design

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

Designing with Color

How’d They Design and Print That?

Quick Solutions to Great Layouts

Fresh Ideas in Letterhead & Business Card Design
The Desktop Publisher’s Idea Book

How to Design Trademarks & Logos

QuickBooks Pro 4.0 – User’s Guide

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

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

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

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

Association of Small Business Development Centers – 1997 Membership Edition

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

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

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

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

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

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

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

Business Research Methods – Comprehensive, practical, and extremely accessible presentation of the field of business research.
Strategic Management – Integrated approach that reexamines the balance between strategy formulation and strategy implementation.

How to Set Up Your Own Small Business

Starting a Profitable Small Business

Running a Profitable Small Business

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

Start – Up Guides

The 25 Hottest Businesses for the ‘90’s

Advertising Agency

Antique Sales & Restoration

Apartment Preparation

Automative Services

Bar & Tavern

Bicycle /Moped Store

Body Care Boutique

Bridal Consultant

Burglar Alarm Installation

Business Service Centers

Car Wash

Catering Service

Children’s Bookstore (Vol 1&2)

Children’s Daycare

Child Care Services

Children’s Fitness Center

Christmas Retail Business
Coffee House I
Coffee House II
Compact Disk Store Only
Computer Consulting
Computer Repair
Consignment/Retail Clothing Store
Consignment Used Furniture & Home Accessories Store
Convenience Food Store
The Corporate Forms Kit
Crafts Business
Cross Country Trucking
Custom Home Entertainment Installation
Desktop Publishing
Donut Shop
Dry Cleaners
Event Planning Service
Executive Recruiting
Flower Shop
Food Court Restaurant
Food Delivery Service
Free Classified Newspaper Publishing
Gift Basket Service
Gift Shop
Health Food/Vitamins
Hobby Shop
Home Health Agency
House Painting
Ice Cream Parlor
Import/Export Business
Incorporation
Interest Entrepreneur
Interior Cleaning Service
Interior Design
Internet Entrepreneur
Janitorial Service
Kiosk & Cart Business
Language Translation Services
Large-Size Women’s Apparel Store
Lawn Care Services
Lingerie Shop
Liquor Store
Low Calorie Bakery
Maid Service
Mail Order Business
Marketing a Family Recipe (Vol 1&2)
Medical Claims Processing
Micro Brewery
Mobile Disk Jockey
Nail Salon
New Construction
Outdoor Sports Store
Parking Lot Striping Service
Pasta Shop
Party & Gift Store
Personal Shopper
Pest Control
Pet Hotel
Pet Shop
Physical Fitness Center
Physical Fitness Industry
Pizzeria
Plant Rental Service
Pool Cleaning and Repair Service
Private Investigation
Public Relations Agency
Quick Oil Change/Lube Shop
Recycling Consultant/Broker
Recycled Record & CD Store
Recycling Enterprises
Referral Services
Resource Guide
Restaurant
Resume Writing Service
Sandwich Shop & Deli
Secretarial Service
Self Improvement
Self Service Storage/Mini Warehouses
Seminar Promotion
Senior Daycare Center
Sports Memorabilia
Standard Business Forms for the Entrepreneur
Sun Tanning Center
Telephone Answering Service
Temporary Help Service
Travel Agency
T-Shirt Shop
Tune-up shop
Video Arcade
Videocassette Rental Store
Videotaping Service
Welding Shop
Women's Accessories Store

**Entrepreneur Start-up Guides**

How to Start a Mail Order Business
How to Start a Child Care Service
How to Start a Seminar Production Business
How to Start a Car Wash
How to Start an Import/Export Business
How to Start a Business Support Service
How to Start an Automobile Detailing Business
How to Become a Consultant
How to Start a Travel Agency
How to Start a Network Marketing Business
How to Start a Consignment Clothing Store
How to Become an Information Consultant
How to Start a Bed and Breakfast
How to Start a Herb Farm
How to Start a Desktop Publishing Business
How to Start a Home Inspection Service
How to Start a Home Health Care Agency
How to Start a Specialty Travel and Tours Business
How to Start a Wholesale Distribution Business
How to Start a Medical Transcription Service
How to Start a Restaurant and 5 Other Food Businesses
Managing Your Small Business
How to Start a Personal Concierge Service
The Small Business Encyclopedia
How to Start an Apparel Business
How to Start a Bar/Tavern
How to Become a Bridal Consultant
Bringing Your Product to Market
How to Start a Coffeehouse
How to Start a Coin-Op Laundry
How to Start a Computer Consulting Service
How to Start a Crafts Business
Creating a Successful Business Plan
How to Start an Event Planning Service
How to Start an Executive Recruiting Service
Financing Your Small Business
How to Become an Internet Entrepreneur
How to Start a Maid Service
How to Start a Medical Claims Processing Service
Starting/Running Your Home Based Business
How to Start a Temporary Help Agency (Staffing Service)
How to Start a Vending Business
Successful Sales and Marketing
How to Start a Hair Salon

Videos and Cassettes

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

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

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

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

America at Work: 5-Minute Promo

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

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

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

The Louisiana 9K Program
Small Business Tax Education Program

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


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

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

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

The Technology Wheel – Presented by the Louisiana Productivity Center

National Contract Management Association: Solicitations, Bids, and Awards

National Contract Management Association: Procurement Process

Instructional and Troubleshooting Guide – CV-7 Autofolder

Your Turn to Win

Winning the Race

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

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

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

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


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

SLU Auxiliary Services
Louisiana Contractors Accreditation Institute – Management and Leadership Principles and Techniques

Louisiana Contractors Accreditation Institute – Converting to the Metric System

Photoshop 3.0 Video Training Series (Vol 1&2)

**Software**

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

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

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

Commercial Loan Analyzer

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

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

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

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

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