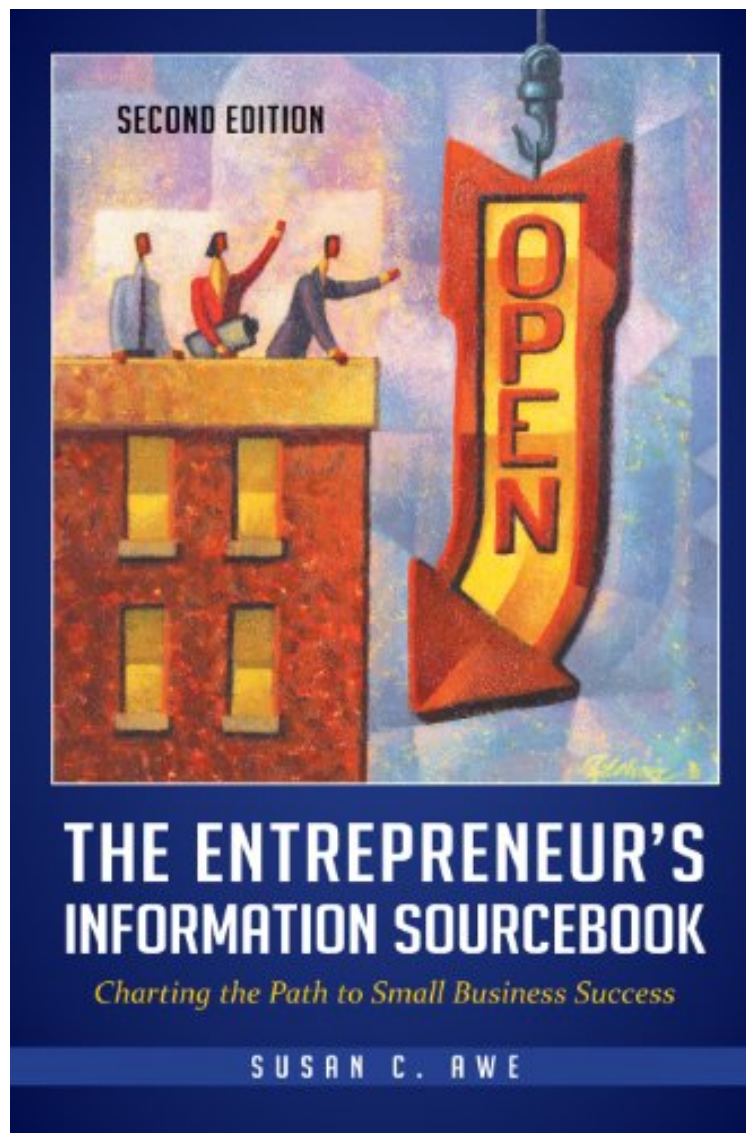


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The Entrepreneur's Information Sourcebook: Charting the Path to Small Business Success, 2nd Edition: Charting the Path to Small Business Success

Susan Awe

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Susan Awe : The Entrepreneur's Information Sourcebook: Charting the Path to Small Business Success, 2nd Edition: Charting the Path to Small Business Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Entrepreneur's Information Sourcebook: Charting the Path to Small Business Success, 2nd Edition: Charting the Path to Small Business Success:

0 of 1 people found the following review helpful. Wasn't Quite What I Expected By Steve R This was a Christmas gift that made the receiver happy. It is hard figuring out what everyone would like, but something like this makes a great gift to a beginning business owner.

2 of 2 people found the following review helpful. One of those great initial resources an entrepreneur should use when writing his or her biz plan in '06 or a few years thereafter By Jeff Lippincott I pulled this book from my public library's shelves the other day. I noticed it had a 2006 copyright date. So I figured it was worthy of a book review. I'm glad I decided to read it and write a review. It is a good book for wanta-be entrepreneurs to read. I highly recommend you use it to help you put together your business plan. It is written by a university librarian. She's done a pretty good job citing books and online resources to be examined when doing the necessary research to write a sound business plan for your business. The book is comprised of the following chapters:

0. Introduction
1. Are you an entrepreneur?
2. Research, statistics, and information gathering
3. Start-up
4. Your business plan
5. Ups and downs of franchising
6. Raising capital
7. Marketing and advertising
8. Management
9. Personnel/human resources
10. Legal/taxes
11. Working with the government
12. Competitive analysis
13. Growing your business and moving on

Over the past year and a half now that I have been researching small business resources and writing book reviews on to help me in my SCORE volunteer work I have come across many of the books and Web sites cited in this book. Some of them I like. Some of them I'm not particularly fond of. But it's nice to see a fairly good list compiled by the author. And it will make your life easier when writing your business plan. Beware that in a few years this book will be out of date since it cites a bunch of Web sites and books that will no doubt go out of print. I particularly liked the chapter titles and organization of the book. It was very comprehensive. I was a little disappointed that SCORE was not mentioned more often along with its Web site's URL. But we're in there enough. I would have liked the book better if in Chapter 4 the multi-volume Business Plans Handbook series had been cited. It wasn't. See BHP Volume 1 at ISBN 0810392224. There are currently 13 volumes as of 2007. I'm not so sure Chapter 5 on franchising was necessary. I'm not a fan of franchises and I don't usually consider it to be part of entrepreneurship per se. And when LLC's were discussed the author suggested they are just as expensive to put together as a corporation. They usually are more expensive if they are multi-member LLCs. But they are far less expensive if they are single-member LLCs. The difference in cost depends on whether an Operating Agreement is necessary. 5 stars!

0 of 0 people found the following review helpful. Key Resource for Would-Be Entrepreneurs (and Those Helping Them) By Kim Dority This sourcebook serves two purposes: as a walk-through of the processes and questions involved in starting a new business, and a directory of resources you can use to complete those processes and/or answer those questions. Covers such topics as selecting what business you want to start (and grow), putting together a business plan, pros and cons of franchises, raising capital, marketing and advertising, and other operations topics. The sections on competitive analysis, landing government contracts, and "moving on" - e.g., selling and other exit strategies - are especially helpful. Highly recommended for individuals considering entrepreneurship as well as those organizations (libraries, Small Business Development Centers, SBA offices, etc.) dedicated to helping them.

For 21st-century entrepreneurs, this book provides the practical guidance they need to overcome the often intimidating challenges of starting, organizing, and running a new business effectively and efficiently.

- 400 unique evaluative descriptions of print and electronic resources for initial start-up, creating a business plan, management, marketing, personnel and HR, and competitive analysis
- Screenshots of important and useful web pages
- A glossary of relevant terms and acronyms
- An index provides access by author, title, subject, and webpage

"For library-studies students, this is a great case study in assembling and presenting content in a user-friendly way, and for the rest of us it is about the future: we're standing in it." - Australian Library Journal

"The book is a mixture of straight-up advice and references to information sources offering clear and useful hints for entrepreneurs from small business conceptualization to retirement. . . . This book is recommended for public and academic library collections with clientele who are small business owners, future entrepreneurs, and business students." - ARBA

About the Author Susan C. Awe is full professor of librarianship for the University Libraries at the University of New Mexico, Albuquerque, NM. Awe has been a business librarian for 30 years.