



GENERAL INFORMATION - Information that is useful for business owners, business professionals, and prospective business owners.

Business and Grants Page - On our Home page: toledolibrary.org *Services > Business and Grants*

New Business Books - Each month a list is generated of new business books with direct links to the library catalog allowing you to check availability and reserve copies. tlcpl.org/tlcplbusiness

Business Plans Handbook [R658.4012 Bus] – Sample business plans; Business Reference Desk, Main Library. Also available online under: *Research > alphabetical listing > G > Gale Virtual Reference > Business > Business Plans Handbook*

Business Magazines - *Books and Media > Emedia > Access Downloads* Magazines are located in **Flipster**, **Issuu**, and **Zinio**. You will find *Entrepreneur*, *Fast Company*, *Inc.*, *Forbes*, and *Wall Street Journal*, to name a few. All are available online with your library card. **Flipster** is live streaming; **Zinio** may be downloaded and saved forever; **Issuu** is searchable and includes thousands of publications like *The Toledo City Paper*.

Business Services - From the library home page: *Services > Business & Grants > Business & Grants > Small Business* Here you'll find downloadable templates for planning and starting a business. You'll also find links to local resources.

INDUSTRY CLASSIFICATION - Knowing the classification of your business helps with marketing and planning and is often necessary for loans and government contracts.

NAICS [R338.02 Nor] - North American Industry Classification System; In print at the **Business Technology Science Reference Desk, Main Library**. Available online: census.gov/eos/www/naics

SIC [R338.0209 Sta] - Standard Industrial Classification; Not updated since 1987 but still used by marketers and other business researchers; In print at the **Business Technology Science Reference Desk, Main Library**. osha.gov/pls/imis/sicsearch

Available in **One Source** - online database - see below

BUSINESS DATABASES - Electronic databases are available with your library card from your office, home, or mobile device. Below are some primary business links and financial and investing databases.

Found at toledolibrary.org under *Research > Business and Careers > Find a Tool*

Business Source Premier - A complete resource for all aspects of business, including management, economics, finance, accounting, international business, and more with full-text from over 2,200 journals.

Gale Legal Forms - Legal form templates in MSWord or Rich Text Format (RTF) that can be edited. Database includes contracts, agreements, and other forms for use in Ohio and throughout the U.S.

Gale Virtual Reference Library - Business section has resources for specific industries. Updated regularly.

Lynda.com - Premium online learning site with over 3,000 courses. Topics include design, business, office software, and personal and professional goals. Certificates of completion may be uploaded to your LinkedIn profile.

One Source - International business directory and database that includes industry financial profiles, provided by the Risk Management Association (RMA).

Plunkett Research - Database with a wealth of information on different industries, trends, statistics, and business profiles.

Business Databases continued-

Reference USA - Over 45 million businesses in North America; modules include U.S. White Pages listing over 145 million residents

Regional Business News – Full-text articles from 75 journals, newspapers, and newswires from across the U.S.

COMPETITORS - Finding competitors and details about their locations, number of employees, and sales is useful for a growing business. If your customers are businesses these resources are invaluable.

Reference USA – see **Business Databases**

Duns Regional Business Directory [R338.7402 Dun] **Business Technology Science Reference Desk, Main Library**

Harris Ohio Industrial Directory [R338.0977 Har] **Business Technology Science Reference Desk, Main Library**
(also available for Michigan)

INDUSTRY SECTOR INFORMATION AND FINANCIAL RATIOS - Financial Ratios are useful for comparing other businesses and also when a growing business takes on new markets.

The following resources are available at the **Business Technology Science Reference Desk, Main Library**:

Standard and Poor's Industry Survey [R332.67 Sta]

RMA Annual Statement Studies [R338.0973 M] (See also One Source online)

Almanac of Business and Industrial Financial Ratios [R338.50973 Tro]

Financial Studies of the Small Business [R658.159 Fin]

CUSTOMER DEMOGRAPHICS - Learn more about individual customers and as a whole.

Available online at factfinder.census.gov

Reference USA - Consumer Lifestyles section of Reference USA provides methods to analyze -- right down to neighborhoods -- the finer points of tastes and lifestyles.

TMACOG Traffic Flow Map - Where are people driving? This agency can give you the numbers. Call **419.241.9155** or visit tmacog.org/transportation/traffic_flow.htm

RESEARCH CENTERS

Business Plan Pro and **Marketing & Sales Plan Pro** - Business planning software package includes sample plans, financial formulas, and industry profiles, with a chart and graph component.

Patent Trademark Resource Center - Materials, resources, and special access to the United States Patent and Trademark Office. Our Business Specialist is available to assist you with initiating a patent or trademark search.

Grants Center - TLCPL has a Grants Specialist Librarian to help nonprofits search for funding opportunities and partners with The Center for Nonprofit Resources.

Living Better, Spending Smarter - Visit the LBSS website to learn more about investing and saving your money. TLCPL hosts informative programs, has books, ebooks, and links to great websites and apps that will make you a smarter saver, spender, and investor.

Need help? Stop by the **Business Technology Science Reference Desk at Main Library** or call **419.259.5209** and ask to talk with the Business Technology Specialist. Our mission is to engage all of our communities, inspire lifelong learning, and provide universal access to a broad range of information, ideas, and entertainment.