



Business & Marketing

Basic Reference Sources

Advertising Age Encyclopedia of Advertising R/659.103/Ad96/3vols.

Published by the editors of the respected trade journal, this encyclopedia illuminates all aspects of the history of advertising with signed entries covering advertisers, their agencies, and biographies of the principal movers and shakers in the field. Each volume contains full color plates and illustrations from the collections of the Hartman Center at Duke University.

Gale Directory of Publications and Broadcast Media [REF DESK] R/016.071/6131/year

“The definitive media source since 1869.” (Preface) Essential for identifying marketing “channels” for your business. Covers U.S., Canadian and international print and broadcast media.

Indexes to Periodicals (Use the **FIND ARTICLES** tab on the **JSC Library Web site**.)

Business & Company Resource Center This database includes online business directories and encyclopedias in addition to coverage of business journals and trade publications. Using the advanced search, select “Associations” to find directory information for key associations in business and industry.

Business Source Premier is a robust database consisting of thousands of case studies, market research reports, trade publications and journals. Extensive coverage is available for numerous periodical titles such as the *Harvard Business Review*, which is in full text from 1922 to date.

Lexis-Nexis contains full text of public and private company documents and business information galore. Use the Business section of the database to locate information on companies (financial reports, profiles, SEC filings), articles from major newspapers, coverage of over 25 industries.

New York Times Historical Search the full content of the NYT from 1851. The archive is a digital reproduction of every page or article image of a source that has been considered the national newspaper of record. Use the *Advanced Search* to choose from numerous searchable document types, i.e., birth notices, classified ads, comics and editorials. Full text of the most recent three years of the newspaper is available in the *Lexis-Nexis Academic* database.

Statistics

Local Market Audience Analyst Formerly a print reference source entitled the *Lifestyle Market Analyst*, this data is now delivered in an online format, enabling users to generate reports tailored to market areas and lifestyle behaviors.

Statistical Abstract [REF DESK] R/317.3/Un3s/year The standard starting point for locating statistics generated by the federal government. Use the index, with references to tables, to locate general information. Use the references to the original source to locate more detailed data.

Vermont: An Economic Demographic Profile Series [REF DESK] Vermont/317.43/V592s

Updates are now available from the [Vermont Department of Labor Web site](#) in PDF format. Use the *ELMI Publications* link to the documents for socio-economic data for each of the 14 counties.

Small Business

Small Business Resource Center

New (2011) from the Vermont Online Library, the SBRC will be a boon to the entrepreneur. Templates for creating business plans, "how to's" for starting and growing a business, and topical sections on pricing or marketing a product are among the many valuable features. Our well-known print reference title, *Small Business Sourcebook*, is now searchable as part of the database package.

Starting and Operating a Business in Vermont. 2nd ed. [REF DESK] R/658.11/J417s/1997

This resource, when used with the 2004 *Small Business Resource Guide: Vermont*, (R 658.022/Un3s) provides a basic introduction to a wide range of topics to include taxation, licenses and state laws for businesses.

Vermont at a Glance [REF DESK] R/330/B644a/Year

An indispensable supplement of the *Vermont Business Magazine*, this guide is a compendium of state and federal agency information for entrepreneurs. Snapshots of county demographics are one of the features in the “At a Glance” section.

Vermont Business & Manufacturers Directory [REF DESK] Vermont/ 380.9743/V592md/Year

A supplement of the *Vermont Business Magazine*, this source supplies a brief “Guide to Doing Business in Vermont” as well as listing the thousands of Vermont businesses arranged by SIC.

Vermont Business Directory [REF DESK] Vermont 658/V592bd/Year

In four sections: Businesses by City; Businesses by Category; Major Employers; and Manufacturers by City and SIC Code. There is a directory of state chambers of commerce in the 2007 edition.

Vermont Business Magazine Book of Lists [REF DESK] Vermont 330/B644/year

Another essential supplement to the *Vermont Business Magazine*, this annual publication contains statistical information on the state’s businesses (“Vermont’s 100+”), rankings for employment, education, travel and tourism, health, technology, leisure and banking, and a media guide.

Analyzing Markets

The North American Industry Classification System (NAICS) supersedes the *Standard Industrial Classification* (SIC). [REF DESK] R/338.01/N811/2007 Website: <http://www.census.gov/naics>

Standard and Poor’s Industry Surveys [REF DESK] R/332.67/St24is/year

U.S. Industry & Market Outlook [REF DESK] R/338.0973/Un3/2011

Industry Averages

Almanac of Business and Industrial Financial Ratios [REF DESK] R/338.50973/T759a/year

RMA Annual Statement Studies [REF DESK] R/ 332.67/R54s/year

More Online Resources and Access Points

Explore both the *Business* and *Vermont* guides on the [Databases and Web Sites by Subject](#) page of the JSC Library Website. Key resources include:

Vermont. Center for Rural Studies

Web access <http://www.uvm.edu/crs/>

Vermont Department of Economic Development

Web access <http://thinkvermont.com/>