



Business Subject Guide

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Business Reference Books

REF = REFERENCE COLLECTION, 1st Floor

The way we work: An encyclopedia of business culture
REF HD58.7 .W3328 2008

Bulls, bears, boom, and bust: A historical encyclopedia of American business concepts REF HF3021 .D59 2007
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Industry research using the economic census: How to find it, how to use it REF HC101 .B594 2004

Indiana business-to-business sales & marketing directory
REF HF5065.I6 I53 (most recent)

Strauss's handbook of business information: A guide for librarians, students, and researchers
REF HF1010 .S7796 2004

World economic outlook: Public debt in emerging markets
REF HC10 .W7979 2003

International encyclopedia of business and management
REF HF1001 .I53 2002

Commercial atlas and marketing guide
REF G1019 .R22 (most recent)

Dun & Bradstreet's guide to doing business around the world REF HF1416 .M78 2001

Business cycles and depressions: An encyclopedia
REF HB3711 .B936 1997

World business resources.com: A directory of 8,000+ business resources on the internet
REF HF54.56 .W37 2000

Company & Industry data

Handbook of industry profiles REF HD2328 .H363 2008

The business of food: Encyclopedia of the food and drink industries REF HD9000.5 .B875 2007

Company profiles for students REF HG4057 .A15644

Standard & Poor's industry surveys (excellent source)
REF HC106.6 .S74

Standard & Poor's register of corporations, directors and executives REF HG4057 .A4 (most recent)

North American industry classification system
REF HF1042 .N6 2002
<http://www.census.gov/epcd/www/naics.html>

Thomas register of American manufacturers
<http://www.thomasregister.com>



Finance and Investment

The Value line investment survey (most recent)
REF HG4501 .V26

Everyday finance: economics, personal money management, and Entrepreneurship REF HB171 .E93 2008

Online trader's dictionary: The most up-to-date and authoritative compendium of financial terms
REF HG4515.95 .S48 2002

Encyclopedia of business and finance
REF HF1001 .E53 2001

Internet resources and services for international finance and investment REF HG64 .J5 2001

The Irwin guide to using the Wall Street journal
REF HB3743 .L44 2000

International dictionary of finance REF HG151 .B274 2000

The Harvard Business School guide to careers in finance
REF HG65 .F56

Dun & Bradstreet/Gale Group industry handbook
REF HG4907 .D86 2000

Personal tax & financial planning guide
REF KF6296.A15 P47 (most recent)

RMA annual statement studies
REF HF5681.B2 R6 (most recent)

Business Ethics

Codes of professional responsibility: Ethics standards in business, health, and law REF BJ1725 .C57 1999

Corporate truth: The limits to transparency
HF5387 .H465 2007

Winners never cheat even in difficult times (Safari e-book)

Marketing ethics HF5415 .B637 2008

Accounting

Schaum's quick guide to business formulas 201 decision-making tools for business, finance, and accounting students (2003) (E-Book)

Accounting standards REF HF5616 .U5 A35

Understanding IRS communications REF KF6301 .U53 2000

Demographics

Best customers: Demographics of consumer demand
REF HC79 .C6 B47 2008

American incomes: Demographics of who has money
HC110 .I5 A44 2007

The American marketplace: Demographics and spending patterns REF HA203 .A635 2003

Community profile analysis: Consumer and business demographic reports
(for Dubois, Gibson, Pike, Spencer Counties)
REF HA367.C633 - HA367.C6677 2001

County and city extra: Annual metro, city, and county data book REF HA203 .C68 2004

Market profile analysis: Consumer and business demographic reports; Evansville et al, IN-KY.
REF HA367 .M374 2001

State rankings: A statistical view of the 50 United States
REF HA203 .U17 2004

Statistical abstract of the United States
REF HA202.U5 (most recent)

U.S. Census Bureau <http://www.census.gov>

Business Correspondence

Search the catalog with the phrase **business writing** for additional titles.

The Gregg reference manual REF PE1479.B87 S23 2005

Business English: A complete guide to developing an effective business writing style REF PE1479.B87 G4 2004

The etiquette advantage in business: Personal skills for professional success REF HF5382.7 .P68 1999

Merriam-Webster's guide to business correspondence
REF HF5726 .W34 1996

Business writing for results: How to create a sense of urgency and increase response to all your business communications (NetLibrary e-book)

Selected Journals

This is just a **selection** of the many business journals at the library. Click the Journal Finder link from the library's homepage to find more.

Accounting Review
Advertising Age
American Economic Review
Business Insurance
Career Development Quarterly
Consumer Reports
Demography
Economic and Financial Review
Economist
FDA Consumer
Journal of Housing and Community Development
Journal of Small Business Management

Suggested Databases

- ABI/INFORM Complete
- Hoover's: Company Capsules and Profiles
- Business Source Premier
- Value Line
- Corporate ResourceNet
- Small Business Resource Center

Safari Books Online and NetLibrary offer e-books on business and marketing. To access these resources, click on the databases link on the library homepage, then select e-books.

How to access USI Rice Library's databases (primarily for finding articles) and other online resources from off-campus

Go to the library's homepage at:

<http://www.usi.edu/library/index.asp>

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- Click on name of database you want to search
- The **Database Login** page will appear
- Enter your **MyUSI username** and **password**
- Click **Login**

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<http://www.usi.edu/library/citeyoursources07.asp>

<http://dianahacker.com/resdoc/>

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[http://www.usi.edu/library/Documents/Business/Business%20\(General\).pdf](http://www.usi.edu/library/Documents/Business/Business%20(General).pdf)