

# **SMALL BUSINESS MANAGEMENT**



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# Introduction

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This bibliography serves as a reference guide to a selection of the available discs, cassettes and braille books in our collection. A brief description of content is adjunct to the title of each book.

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We believe each bibliography will promote the interest of our patrons in the subjects covered. This series is dedicated to all 20,000 of our readers in Southern California.

Henry C. Chang, Ph.D.  
Director of Library Services

*Allen, Louis*

**Starting and Succeeding in Your Own Small Business  
RC 11071**

A practical guide to financing and managing your own company by a leading authority on small business. Discusses the characteristics of a small-businessperson, how to attract customers, how to select products and the philosophy of succeeding in business.

*American Association of Community and Junior Colleges, Producer*

**Home Work: The Basics of Doing Business from Your Home  
F-BPH (CBF 795)**

*Clark, Douglas L.*

**Starting a Successful Business on the West Coast: California,  
Oregon, Washington  
Wa-BPH (CBA 5216)**

*Clark, Leta W.*

**How to Open Your Own Shop or Gallery  
RC 14183**

Detailed information and operational guidelines for the prospective small-businessperson. Directed particularly to specialties such as clothing, antiques, crafts or bookshops. Provides help in getting organized and recordkeeping, and gives advice on taxes.

*Crown, Paul*

**What You Should Know About Retail Merchandising  
BRA 13622**

A guide to selling produce at the retail level for the small-businessperson. Includes advice on setting prices, conducting inventories and planning purchases.

*Dible, Donald M.*

**Up Your Own Organization! A Handbook for the Employed, the  
Unemployed and the Self-Employed on How to Start and Finance a  
New Business  
TX-BPH (CBT 3305) RC / BRA 16432**

For people thinking about starting a business or who simply want to improve their present one. Covers all aspects of business enterprise.

*Drucker, Peter Ferdinand*

**Innovation and Entrepreneurship: Practice and Principles**  
**RC 23790**

The well-known management authority examines the phenomenon of American entrepreneurship and discusses policies and practices essential to successful entrepreneurial management.

**Living on a Few Acres**

**BRA 17746**

Articles discuss the advantages and disadvantages of small-scale farming. The authors emphasize the importance of a realistic, enthusiastic attitude toward the possibilities of beekeeping, growing fruits and vegetables and raising livestock.

*Feldstein, Stuart*

**Home Inc.: How to Start and Operate a Successful Business from Your Home**

**RD 17565**

A *Business Week* editor prepares you to set up your own home business. This practical manual offers lively interviews combined with economic research. Feldstein spells out the profit potential, prospective hazards and possibilities for enjoyment.

*Goldstein, Arnold S.*

**Starting on a Shoestring: Building a Business without a Bankroll**  
**BR 5956**

A comprehensive, step-by-step guide for those who are low on cash but have the ambition and survival skills necessary to become successful entrepreneurs. Goldstein advises readers on such topics as selecting a business, borrowing money, setting up shop, producing profits and deciding whether to establish a partnership. Includes case histories and anecdotes.

*Greene, Gardiner G.*

**How to Start and Manage Your Own Business  
GAE-BPH (CGA 686)**

*Grunewald, Donald*

**What You Should Know About Small Business Management  
BR 2828**

Business management principles for the small-businessperson that includes information on the use of capital, treatment of employees, business ethics, advertising and recordkeeping.

*Kappel, John E.*

**Basic Business Concepts for the Braille Student  
BRA 9871**

This book is designed to meet the needs of a person who is blind and interested in operating a single-proprietorship type of business. It gives an outline of the principles of banking, credit and accounting and discusses the problems of taxes and financing a new business.

*Lim, Robin*

**What You Should Know About Scientific Management for Small  
Business  
BRA 13877**

This book discusses management consultants, decision making, inventory control, sales forecasting and other aspects of operations research for small business.

*Lowery, Albert J.*

**How to Become Financially Successful by Owning Your Own  
Business  
RC 17623**

A realistic guide for readers who intend to buy an already established business instead of starting from scratch. Using case histories, Lowery explains how to evaluate a small business and how to deal with such problems as financial management, insurance, government regulations, computer fraud, shoplifting and taxes.

*Mancuso, Joseph*

**How to Start, Finance, And Manage Your Own Small Business  
Co-B (CC2583) RC**

A revised and updated guide to making your entrepreneurial dreams come true in your own small business.

*McKeever, Mike P.*

**Start-Up Money: How to Finance Your New Small Business  
Wa-BPH (CBA 5609)**

Tips on raising money for a new small business.

*McVicar, Marjorie*

**Minding My Own Business: Entrepreneurial Women Share Their  
Secrets for Success  
RC 20103**

A practical guide for women interested in starting their own business. Describes the specifics for a wide variety of ideas, among them retail stores, restaurants, food services, franchising, mail order and personal services.

*Parmington, Howard*

**Making Money with Your Microcomputer  
RC 26338**

Presents more than 30 ideas for home-based microcomputer businesses, including such services as payroll and accounting, direct-mail advertising, graphic arts and fund-raising support for charitable organizations. Also includes basic business information for the new entrepreneur and a directory of software suppliers.

*Smith, Brian R.*

**How to Prosper in Your Own Business: Getting Started and  
Staying on Course  
RC 17166**

This manual urges would-be small-business owners to determine first if they have the necessary attitudes and stamina that a successful entrepreneur needs. Discusses why some businesses succeed and

others fail and explains how to plan and operate a small business, including personnel policies, finance, marketing and sources of help.

*Sohnen-Moe, Cherie*

**Business Mastery: A Business and Planning Guide for Creating Successful Healing Arts Practice**  
**Wa-BPH (CBA 4383)**

*United States Office Of Public Information*

**Small Business Administration...What It Is...What It Does**  
**Mi-BPH (MSL-4070)**

*Weaver, Peter*

**You, Inc.: A Detailed Escape Route to Being Your Own Boss**  
**RC 8047**

A manual for the not-so-impossible dream of running your own business. The author, who broke his ties with the establishment, tells how to find the money, how to make sure you have the right business in mind and how to succeed.

*Whitworth, Donald P., Jr., Ed.*

**Business Ownership for People with Disabilities: A Manual-Compendium of Business Ownership for Veterans and Others**  
**F-BPH (CBF 1077)**

*Wood, Jane*

**Selling What You Make**  
**RC 7755**

Intended for the young crafts producer who would like basic business guidance. Topics covered include direct sales, selling to stores and wholesalers, making presentations, preparing forms and record keeping.

*WWWWW Information Services*

**Buyerism: How to Purchase a Franchise or a Small Business**

**BR 2395**

This guide to "buying skills" for the individual starting a small business includes suggestions for conserving energy, time and money, provides numerous examples of possible situations and explains how to recognize and take advantage of opportunities.