

Starting A Business

General Works

6 Secrets to Startup Success: How to Turn your Entrepreneurial Passion into a Thriving Business, by John Bradberry. 2011.

The Big Idea: How To Make Your Entrepreneurial Dreams Come True From the Aha Moment to Your First Million, by Donny Deutsch. 2009.

Build a Green Small Business: Profitable Ways to Become an Ecopreneur, by Scott Cooney. 2009.

Business Financing for Beginners: Where to Find Money to Grow Your Dream, by Leann2succeed.com. 2009.

Business Plans Handbook: A Compilation of Actual Business Plans Developed By Small Businesses Throughout North America. 1995 - Ebook available at <http://www.halifaxpubliclibraries.ca/research/topics/business-n-finance>.

Business Plans that Work: A Guide for Small Business, by Andrew Zacharakis. 2011.

e-Bay for Seniors for Dummies, by Marsha Collier. 2010.

The Entrepreneurial Mom's Guide to Running Your Own Business, by Kathryn Bechthold. 2011.

Greentailing and Other Revolutions in Retail: Hot Ideas that are Grabbing Customer's Attention and Raising Profits, by Neil Z. Stern. 2008.

Incorporation Guide for Canada, by Nishan Swais. 2003.

The Plan As You Go Business Plan, by Tim Berry. 2008.

General Works (cont'd.)

Sixteen Weeks to Your Dream Business: A Weekly Planner for Entrepreneurial Women, by Nada Jones. 2009.

Start Your Own Retail Business and More, by Entrepreneur Press. 2011.

Start and Run a ... (Self-Counsel Business Series). Start-up guides for diverse types of businesses such as crafts, coffee bars, mail orders, consulting, day cares, retail, restaurants, gift baskets, and more. [Various pub. dates.]

Starting a Successful Business in Canada Kit, by Jack D. James. 2010.

Business Magazines

Atlantic Business
Black Enterprise
Business Week
Canadian Business
Forbes
Nova Scotia Business Journal
Inc.
Profit

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FINDING OUT MORE

In the online catalogue, use the terms **New Business Enterprises** or **Business Planning**, or **Small Business** to locate materials on business start-ups.

Researching Your Business Idea

MAGAZINE AND NEWSPAPER DATABASES

Trade magazines (industry specific magazines such as *Canadian Grocer*) and newspapers may provide such informative articles as market research reports, industry news and events, trend reports and trade show listings. For articles, find these databases on our website:

www.halifaxpubliclibraries.ca/research/starting-tools/databases-resources.html

CPI.Q Canadian Periodicals

Estat (Statistics Canada)

General Reference Center

Proquest (Canadian Newsstand, Canadian Business and Current Affairs)

NewsScan (Atlantic Canadian Newspapers)

TRADE DIRECTORIES

Trade directories list basic contact information (address, telephone, fax) and brief data for suppliers, manufacturers and the service industry. Some directories are general, with no particular industry focus, while others may be very restricted in focus, either by geographic locale or by industry.

Atlantic Provinces Business-To-Business Sales and Marketing Directory. Annual.
Canadian Key Business Directory. Annual.
Scott's Atlantic. Annual.

Many trade magazines such as *Marketing*, *Canadian Jeweller*, *Broadcaster*, *Gifts and Tableware*, and *Canadian Packaging* have annual buyers guides or directory issues.

ASSOCIATIONS

Associations provide market research information, supplier directories, and newsletters or journals to keep you informed of the latest trends in the industry. They may also help locate potential clients through published membership directories.

Associations Canada. Annual.

Halifax Public Libraries Community Information Database. Available via the Internet at halifaxpubliclibraries.ca.

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