

**SBDC Library
Reference Books**

CATEGORY	TITLE	AUTHOR	DATE
Advertising	Advertising Your Small Business	various	1994
Advertising	How to Get Results With Publicity		1992
Advertising	Publicity & Public Relations Guide for Business	Brough, Bruce A.	1986
Advertising	Small Business Guide to Successful Advertising	Dean, Sandra Linville	1988
Communication	33 Major Mistakes Most Speakers Make & How You Can Easily Avoid Them		
Communication	Quotes Use These Quotes to Motivate & Inspire	International Institute of Speakers & Speechwriters	
Communication	Statistics That Will Add Power to Your Speeches & Presentations	International Institute of Speakers & Speechwriters	
Communication	Techniques for Communicators	Cowan, John	
Communication	The Complete Letter-Writer's Almanac	Booher, Dianna	1992
Communication	Your Next Speech: 66 Ways to Improve It	Tarver, Jerry	
Consulting	Consulting to Family Businesses	Bork, David and Dennis Jaffe, Sam	1993
Consulting	Flawless Consulting	Block, Peter	1981
Directory	Directory of Texas Manufacturers (2 volumes)		1993
Directory	Directory of Texas Wholesalers		1990
Directory	Encyclopedia of Associations Regional, State and Local Organizations (Vol 4: So Eldridge, Grant J. (ed)		1992
Directory	National Directory of Corporate Giving 1991	Haile, Suzanne W. (ed)	1991
Directory	National Directory of Corporate Giving 1993		1993
Directory	Small Business Sourcebook (2 volumes)	MacFarlane, Theresa J. (ed)	1999
Directory	Standard & Poor's Register of Corporations, Directors and Executives	Standard & Poor's Corporation	Apr-96
Directory	Standard & Poor's Register of Corporations, Directors and Executives	Standard & Poor's Corporation	Jul-96
Directory	Texas Manufacturers Register 1995		1995
Directory	Texas Trade & Professional Associations	Wright, Rita	1993
Directory	The Foundation Directory - 1993 Edition	Olson, Stan (ed)	1993
Directory	The Foundation Directory - Part 2	Olson, Stan (ed)	1993
Directory	User's Companion to Poor's Register	Standard & Poor's Corporation	1991
Financing	Preparing Loan Proposals	Wisdom, John C.	1988
Financing	Small Business & the SEC		1999
Financing	The New DELTA (The Defense Loan & Technical Assistance Program)		1999
Financing	The Loan Package	Ramey, Emmett & Alex Wong	1990
Financing	The Small Business Financial Resource Guide		1996
Financing	Venture Magazine Complete Guide to Venture Capital, The	Richardson, Clinton and Venture M:	1987
Financing	Venture's Financing & Investing in Private Companies	Lipper III, Authur	1988
General	37 Quick & Easy Tips You Can Use to Keep Your Customers		1990

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General	5 Keys to Sound Financial Management	Management Advisory Services, Inc	1992
General	A Purchasing Guide for the Small Business Person	Giunipero, Phd, Larry C.	
General	Access 7.0: Level 1 (Windows 95) Student Manual	Ziff-Davis Education	1995
General	CompControl: The Secrets of Reducing Workers' Compensation Costs	Priz, Edward J.	1995
General	Complete Book of Business Forms	Stuart, Richard G.	1992
General	Debt Collection: Successful Strategies for the Small Business	Scott, Gini Graham	1987
General	Entrepreneurial Test	Entrepreneur Group	1988
General	Financial Accounting Guide for Small Business	Placencia, Jose and Don Oliver and	1989
General	Financial Studies of the Small Business 1988	Financial Research Associates	1988
General	Financial Studies of the Small Business 2001	Financial Research Associates	2001
General	Flip Chart Magic	Arch, Dave and Ivar Torgmson	1999
General	Flip Charts: How to Draw and How to Use Them	Brandt, Richard C.	1986
General	Franchise Bible ~ Volumes 1 & 2	Keup, Erwin J.	1991
General	From Invention to Innovation	Mohawk Research Corporation	1991
General	Growing Your Business Using Microsoft Works		1989
General	Hazardous Waste Regulations for Small Quantity Generators	Texas Water Commission	1991
General	How to Buy a Personal Computer for Your Small Business	IBM	1990
General	Individual Entrepreneurship	Russell, William L.	1998
General	Inventory Guide for Small Business	Guinipero, PhD, Larry C.	1989
General	Negotiating the Purchase or Sale of a Business	Comiskey, James C.	1986
General	Preparing Your Business for Sale	Brown, Russell L.	1998
General	Real-World Lessons for America's Small Businesses	Connecticut Mutual Life Insurance C	1992
General	Rural Health in Texas: A Report to the Governor & the 75th Texas Legislature		1997
General	Small Business Forum		Spring 1995
General	Small Store Survival	various	1994
General	Strengthening America's Competitiveness	Connecticut Mutual Life Insurance C	1991
General	Surviving and Prospering in a Business Partnership	Jacobsen, Jay	1988
General	Texas Railroads: A Record of Construction and Abandonment	Zlatkovich, Charles P.	1981
General	The Book of Inside Information	Editors & Experts of Bottom Line P	1991
General	The Complete Book of Money Secrets		1993
General	The Heritage of Texas Business		1997
General	The Money Game	Smith, Adam	1969
General	The Small Business Encyclopedia ~ Volumes 1-3	Entrepreneur Group	1992
Personnel	100 Training Games	Kroehnert, Gary	1992
Personnel	A Company Policy and Personnel Workbook	Ramey, Ardella and Carl R.J. Sniffe	1991
Personnel	ADA Handbook	Williams, Martha R. and Marcia L. F	1993
Personnel	Americans with Disabilities Act		1992
Personnel	Computerized Job Aids for Trainers	Fisher, Sharon G.	1996

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Personnel	Employee Handbooks From A to Z	Nabers, Mary Scott	1992
Personnel	Employee Problem Solver, The	Alexander Hamilton Institute	1999
Personnel	How to Develop a Personnel Policy Manual	Lawson II, Joseph W. R.	1998
Personnel	How to Write a Job Description and Evaluate Jobs	Anthony, PhD, William P.	1988
Personnel	Personnel: Comtemporary Perspective & Applications	Hoyt, Daniel R. and Robert L. Mathi	1982
Personnel	Results-Oriented Job Descriptions	Plachy, Roger J. & Sandra J.	1993
Personnel	Staffing a Small Business: Hiring Compensation & Evaluating	Worthington, E.R. & Anita E.	1987
Personnel	Successful New-Employee Orientation	Barbazette, Jean	
Personnel	Team Games for Trainers	Nilson, Carolyn	1993
Personnel	Tricks for Trainers	Arch, Dave	1993
Personnel	Tricks for Trainers, Vol. II	Arch, Dave	1993
Personnel	Wuzzles	Underwood, Tom	1994
International	Breaking Into the Trade Game		1993
International	Export Now	Leza, Richard L.	1990
International	Exporter's Guide to Federal Resources for Small Business	U.S. SBA	1992
International	Maquilas Economic Impacts & Foreign Investment Opportunities	various	1988
International	Opportunity in Mexico: A Small Business Guide	Manzella, John L.	1992
International	The World is Your Market: An Export Guide for Small Business	Cassell, Clark C.	1990
International	Trade Secrets: The Export Answer Book	McCue, PhD, Sarah	1998
Legal	Basic Facts About Trademarks	Samuels, Jeffrey M.	1992
Legal	Business Law	Howell, Rate A. et al	1979
Legal	Incorporating in Texas Without a Lawyer	Brown, W. Dean	1995
Legal	Texas Corporation Formation Package and Minute Book	Bravard, Wyman N.	1990
Legal	The Complete Small Business Legal Guide	Friedman, Robert	1993
Legal	What is a Copyright?		1992
Legal	What is a Patent?		1982
Management	Complete Guide to Managing People		1994
Management	Every Manager's Guide to Business Processes	Keen, Peter G.W. and Ellen M. Kna	1996
Management	Forging the Incubator	Meeder, Robert A.	1993
Management	Fundamentals of the Credit Function	Dun & Bradstreet Business Educati	1992
Management	Harvard Business Review		May/June 1998
Management	Leader to Leader		Winter 1998
Management	Management and Performance	Szilagyi, Jr, Andrew D. and Dennis	1981
Management	Management Audit for Small Construction Firms	Zilly, Robert G. and Verner M. Meyer	1979
Management	Management Audit for Small Manufacturers	Kline, John B.	1977
Management	Management Policy	Stanford, Melvin J.	1979

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Management	Managing Business and Public Policy	Aram, John D. and Suzanne M. Sei	1986
Management	Managing College Students as Part Time Employees		
Management	Managing People	Lane, Byron	1990
Management	Organizational Behavior and Performance	Szilagyi, Jr, Andrew D. and Marc J.	1980
Management	Organizational Goal Structures	Richards, Max D.	1978
Management	People: Managing Your Most Important Asset	various	1987
Management	Strategic Management and Business Policy (Instructor's Manual)	Wheelen, Thomas L. and J. David F	1983
Management	Strategic Management and Business Policy: A Methodological Approach	Rowe, Mason, Dickel, Klempa and I	1982
Management	The Best Ideas in Time Management	Gallagher, Donald R.	1993
Management	The Business Management Laboratory	Jensen, Ronald L. and David J. Ch	1984
Marketing: Gen'l	A Guide to Small Business Marketing Strategy	Kerr, PhD, John R.	1990
Marketing: Gen'l	American Attitudes	Mitchell, Susan	2000
Marketing: Gen'l	Cost-Effective Market Analysis	Vella, Emmanuel A.	1989
Marketing: Gen'l	How to Price Your Products and Services	Joag, Shreekant G.	
Marketing: Gen'l	Industrial Marketing Research	Eastern Iowa SBDC	1991
Marketing: Gen'l	Marketing Graphic Arts	Boileau, Donald R.	1993
Marketing: Gen'l	Marketing Your Products and Services Successfully	Stephenson, Harriet and Dorothy O	1986
Marketing: Gen'l	Niche Marketing	Gross, Charles W.	1989
Marketing: Gen'l	Proposal Development	Porter-Roth, Bud	1989
Marketing: Gen'l	Procurement Opportunities Guide	MasterCard	2003
Marketing: Gen'l	The Small Business Marketing Bible	Frey, David	2004
Marketing: Gen'l	Instant Referral Systems	Frey, David	2004
Marketing Plan	How to Really Create a Successful Marketing Plan	Gumpert, David E.	1996
Marketing Plan	How to Write a Marketing Plan	Kopp, Robert J. and Hubert D. Heni	1990
Marketing Plan	Plan Writer: The Marketing Plan Tool	American Management Association	1995
Marketing Plan	Your Marketing Plan	Pryor, Chris	1996
Marketing: Demographics	1996 Market Segmentation Study		1997
Marketing: Demographics	2004 Survey of Buying Power	Sales & Marketing Management	2004
Marketing: Demographics	2004 Survey of Buying Power	Sales & Marketing Management	2005
Marketing: Demographics	American Generations	Mitchell, Susan	2000
Marketing: Demographics	Best Customers	Russell, Cheryl and Susan Mitchell	1999
Marketing: Demographics	Hispanic Fact Pack - 2004 Edition	Donaton, Scott (editor)	2004
Marketing: Demographics	Household Spending	Editors of New Strategist Publicatio	2004
Marketing: Demographics	Racial and Ethnic Diversity	Russell, Cheryl	1996
Marketing: Demographics	Restaurant Spending: Consumer Expenditure Survey: 1997		1999
Marketing: Demographics	The American Marketplace	Editors of New Strategist Publicatio	2003

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Marketing: Demographics	The Mid-Youth Market	Russell, Cheryl	1996
Marketing: Demographics	The Official Guide to American Incomes	Russell, Cheryl and Margaret Ambr	1993
Marketing: Demographics	Who's Buying Food & Drink	Mogelonsky, Marcia	1996
Marketing: Demographics	Wise Up to Teens	Zollo, Peter	1995
Reference	Alamanac of Business and Industrial Financial Ratios	Troy, PhD, Leo	1995
Reference	Almanac of Business & Industrial Financial Ratios	Troy, PhD, Leo	1995
Reference	Atlas of Mexico		1975
Reference	Book of Lists 2003		2003
Reference	Brenham Target Industry Analysis		2001
Reference	Catalog of Small Business Research 1995	Office of Advocacy, U.S. SBA	1995
Reference	Comparative High-Technology Industrial Growth	Campbell, John P.	1986
Reference	Corporate Foundation Profiles	Jones, Francine (ed)	1992
Reference	Dictionary of Banking Terms	Fitch, Thomas P.	1990
Reference	Foundation Grants to Individuals		1993
Reference	Gaining Ground: A Regional Outlook	Sharp, John	1995
Reference	Global Texas: International Trade Information Sourcebook		1997
Reference	Government Giveaways for Entrepreneurs II	Lesko, Matthew	1994
Reference	Grants for Community Development, Housing & Employment		1992
Reference	Grants for Libraries and Information Services		1993
Reference	Grants for Literacy, Reading & Adult Education		1992
Reference	Grants for Minorities		1992
Reference	Grants for Women and Girls		1992
Reference	High-Technology Employment in Texas	Campbell, John P. & Susan Goodm	1985
Reference	North American Industry Classification System (NAICS)		1998
Reference	North American Industry Classification System (NAICS)		1998
Reference	Quick Reference World Atlas	Rand McNally & Co	1991
Reference	Research Alert Yearbook - 2000 Edition	editors of Research Alert	2000
Reference	Retail Industry Indicators	Trade Partership, The	May-96
Reference	Road Atlas		1991
Reference	Robert's Rules of Order		1982
Reference	Soil Survey of Washington County Texas	National Cooperative Soil Survey	1981
Reference	Texas Agricultural Statistics 1997	Texas Department of Agriculture	1997
Reference	Texas Agricultural Statistics 1998	Texas Department of Agriculture	1998
Reference	Texas Almanac	Ramos, Mary G. (ed)	1996
Reference	The American Heritage Dictionary of the English Language		1992
Reference	The EPM Consumer Segmentation Survey	Schau, Michael & editors of Resear	2000
Reference	The Federal Database Finder	Zarozny, Sharon (ed)	1987
Reference	The Foundation 1000	Jones, Francine (ed)	1992

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Reference	The Foundation Grants Index 1993	Kovacs, Ruth (ed)	1992
Reference	The Office Companion		1996
Reference	The Small Business Resource Guide	AT&T	1988
Reference	U.S. Industrial Outlook 1993		1993
Reference	Washington County Region Workforce Survey and Analysis	Economic Development Services	1999
Reference	Webster's Intermediate Dictionary		1986
Reference	Webster's New Ideal Dictionary		1989
Reference	Working Together: A Guide to Federal and State Resources for Rural Economic I	Staff of the U.S. SBA	1991
Start Up	Business Planning Guide	Roberts, Dottie	1989
Start Up	Conducting a Feasibility Study for a New Restaurant	National Restaurant Association	1998
Start Up	Develop Your Business Plan	Leza, Richard L. and Jose F. Place	1988
Start Up	Establishing a Shared-Use Commercial Kitchen	Wold, Cameron	1997
Start Up	Guide to Starting Your Own Business	Gumpert, David E.	1991
Start Up	How to Really Start Your Own Business	Gumpert, David E.	1996
Start Up	How to Set Up Your Own Small Business ~ Volumes 1 & 2	Fallek, Max	1991
Start Up	How to Start a Bed & Breakfast	Entrepreneur Media Inc.	2003
Start Up	How to Start a Business in Texas	Entrepreneur Media Inc.	2002
Start Up	How to Start a Cleaning Service	Entrepreneur Media Inc.	2001
Start Up	How to Start a Crafts Business	Entrepreneur Media Inc.	2003
Start Up	How to Start a Restaurant & 5 Other Food Businesses	Entrepreneur Media Inc.	2001
Start Up	How to Start a Retail Store	Entrepreneur Media Inc.	2001
Start Up	How to Start a Clothing Store	Entrepreneur Media Inc.	2001
Start Up	How to Start a Self-Publishing Business	Entrepreneur Media Inc.	2001
Start Up	How to Start an Automobile Detailing Business	Entrepreneur Media Inc.	1989
Start Up	NxLevel Guide for Business Start-Ups	Wold, David P. (ed)	1997
Start Up	Preparing a Strategic Business Plan	Anthony, PhD, William P.	1989
Start Up	Restaurant Handbook: A Guide to Operations	King, Lloyd W.	1985
Start Up	restaurant planning brochures, etc.		
Start Up	Service Business Planning Guide, The	Purdy, Warren G.	1996
Start Up	Starting and Operating a Business in Texas	Jenkins, Michael D. and Donald L. §	1990 & 1987
Start Up	Su Plan de Negocio	Sargent, Dennis J. and Maynard N.	1996
Start Up	The Service Business Planning Guide	Purdy, Warren G.	1996
Start Up	Writing Effective Business Plans	Entrepreneur Group	1992