



General Business Resources

Lanier Technical College Library Oakwood Campus Room 350



Contact the Library

Library Website: <http://www.laniertech.edu/library>

Ask a Librarian: (770) 531-6379 or ksummey@laniertech.edu

Searching the Library Catalog

The Library Catalog shows holdings at all LTC libraries. Go to the LTC Library home page and click on [Library Catalog](#). Start with a **Keyword Search**. You may also explore **Subject Headings** to find relevant materials.

Start Your Research Here (Go to the [Library web site](#) and click for these resources)

Credo Reference Online Books Use your student ID number to register as a new user

- [BUSINESS: The Ultimate Resource - Dictionary of Business and Management](#)
- [Dictionary of Accounting](#)
- [Dictionary of Human Resources and Personnel Management](#)
- [Dictionary of Publishing and Printing](#)
- [The Penguin Dictionary of Economics](#)
- [The Ultimate Business Library, Wiley](#)

eBooks at EBSCOhost

Click the link below to view full books online. Off-campus access requires a password, which may be picked up at the library each quarter or requested by e-mailing your name and student ID number to ksummey@laniertech.edu.

Business Administrative Technology

- Business data communications and networking: A research perspective

Entrepreneurship and Small Business Management

- Entrepreneurship and innovations in e-business: An integrative perspective
- Growth-oriented women entrepreneurs and their businesses
- Legal forms for starting and running a small business
- Start up: An entrepreneur's guide to launching and managing a new business

Marketing

- Brand marketing book: Creating, managing and extending the value of your brand
- Fundamentals of marketing
- Get clients now! A 28-day marketing program
- Manager's guide to competitive marketing strategies
- Marketing your service business

GALILEO

The following databases are available online through GALILEO. Off-campus access requires a password, which may be picked up at the library each quarter or requested by e-mailing your name and student ID number to ksummey@laniertech.edu.

Databases:

- [ABI/INFORM Complete \(at ProQuest\)](#) - Articles, business and management
- [Academic Search Complete](#) - Articles, some peer-reviewed, all topics
- [Accounting and Tax Database \(at ProQuest\)](#) – Tax and accounting journal articles
- [Asian Business & Reference \(at ProQuest\)](#) – Covers many Asian companies
- [Banking Information Source \(at ProQuest\)](#) – Over 300 full-text journals
- [Business Source Complete](#) - Articles, some peer-reviewed, company information
- [European Business \(at ProQuest\)](#) – More than 110 leading titles on European industries
- [ProQuest Newspapers](#) – Includes archival issues New York Times, Wall Street Journal
- [Regional Business News](#) - Newspaper articles, business, regional
- [Research Library \(at ProQuest\)](#) - Articles, all topics, peer-reviewed

Useful Websites

- [Advertising World \(from the University of Texas at Austin\)](#)
- [Business.gov](#)
- [Entrepreneur's Reference Guide to Small Business Information](#)
- [Free Management Library: Management Tutorials](#)
- [HR Guide for Students and Professionals](#)
- [Hoover's: The Business Information Authority](#)
- [Know This: Basic Principles of Marketing](#)
- [Microsoft Office Training](#) (Microsoft Office product tutorials)
- [Online Women's Business Center](#)
- [U.S. Small Business Administration](#)

Business Magazines in the Library (Oakwood Campus)

** Click links for magazine websites*

- [Business Week](#)
- [Entrepreneur](#)
- [Forbes](#)
- [INC Magazine](#)
- [Kiplinger's Personal Finance](#)
- [Money](#)
- [Office Solutions](#)
- [Sales and Marketing Management](#)
- [Smart Money](#)

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Call Numbers to Browse

HB 615-715 – Entrepreneurship and Small Businesses

HF 5001-6182 – Business and Commerce

HF 5381-5386 – Vocational guidance and career development

HF 5397-5387.5 – Business ethics

HF 5410-5417.5 – Marketing

HF 5546-5549.5 – Office and personnel management

HF 5548.4 – Business computer programs (Microsoft Office Suite)

QA 76.9 – Database Management (Microsoft Office Access)

Reference Books at Oakwood Campus (May be used in Library)

* Ask the librarian for assistance with reference materials, or browse by call number *

Marketing

Dictionary of Marketing and Advertising

R HF5415 .R577

Business Administrative Technology

Prentice Hall's Complete Desk Reference for Business Professionals

R HF5547.5 .D392 2000

New York Library Business Desk Reference

R HF5547.5 .N5

Administrative Assistant's and Secretary's Handbook

R HF5547.5 .S8163 2008

Business Computer Programs

Go! With Microsoft Office 2007: Introductory

R HF5548.4 .M525 G613