

## **General Business Studies Resources**

- **Business Administration Technology**
- **Entrepreneurship**
- **Marketing**

**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 e-mail [bhedrick@laniertech.edu](mailto:bhedrick@laniertech.edu)

**Online Resources** (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](#)
- [The Penguin Dictionary of Economics](#)
- [The Ultimate Business Library, Wiley](#)

### **NetLibrary: Electronic Books**

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 [bhedrick@laniertech.edu](mailto:bhedrick@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*

- [The 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](#)

## **Online Databases for Articles**

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 [bhedrick@lanierotech.edu](mailto:bhedrick@lanierotech.edu).

### ***Databases:***

- [Academic Search Complete](#) - Articles, some peer-reviewed, all topics.
- [ABI/INFORM Complete \(at ProQuest\)](#) - Articles, business and management
- [Business Source Complete](#) - Articles, some peer-reviewed, company information.
- [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](#)

## **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.

### **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