Library Resources
Entrepreneurship: Getting Started

http://guides.library.ubc.ca/entrepreneurship
Lab-to-Market: a Guide to Market Research Resources @ UCSD

Librarian drop-in hours
Winter quarter!

Starting Jan. 18
Adele will have on-site hours Wednesdays 12:30 - 2 pm
near the Graduate Lounge (BH 2127)

NOTE: The last drop-in hours for winter occur 1/22. Regular weekly hours for Spring will re-start 4/19.

Quick Links
- Business Insights: Global
  - This database contains market research reports, industry profiles, company chronologies and industry news. It is a great first place to start when looking for background on an industry, company background and much more.
- Business Source Complete
  - BSC is a good alternative starting point for industry overviews, business news and academic articles related to management, marketing, strategy, finance and many other topics. It contains fulltext of key journals like Harvard Business Review, Academy of Management Journal, etc.
- IBISWorld Industry Intelligence
  - IBISWorld contains U.S. and global industry market research reports, including a specialized collection of China Industry Reports. It also provides U.S. business risk ratings, and selected economic and demographic data. Contents are downloadable as full reports or selected elements, such as SWOT analysts, statistical tables and graphs.

Contact Information

Adele Bash
Email Me

Contact:
Economics & Business Librarian
UC San Diego Library
University of California, San Diego
9500 Gilman Dr. 0175R
La Jolla, CA 92036-0175

Subjects:
Business, Economics

Special Thanks
Thanks to Ruby Lendas, MLS student intern and Geisel Library staff member, who contributed extensively to this page.

Background on the Market Research Process

These are materials from class presentations by Adele on market research using UCSD’s tools.

- Market Research Worksheet
  - This handout that promotes you to consider many types of intelligence sources
- Decision Tree Handout
  - This document provides a visualization for the types of the market research resources you have available to you.
Entrepreneurship: Getting Started

This research guide is designed for use by both community-based and UK-affiliated entrepreneurs.

If you are not affiliated with the University of Kentucky (as faculty, staff, or student), you will have to come to one of our campus locations in order to access most of the electronic resources. Community members who are Kentucky residents and over 18 years of age can get a library card and check out materials.

Books

- Encyclopedia of New Venture Management by Matthew R. Marvel (Editor)
  Publication Date: 2012
  New ventures are often launched into highly dynamic environments characterized by rapid technological change, intense unpredictability and an uncertain cash flow. While new ventures offer those who initiate them a high degree of independence, excitement, and potential for great reward, they also bring high risk, stress and greater potential for failure. Thus, it takes a special set of skills, techniques, and temperament to succeed. These skills, along with the potential risks and rewards and environmental settings and characteristics, are explored in the Encyclopedia of New Venture Management.

- Encyclopedia of Small Business
Entrepreneurship
http://libguides.uky.edu/entrepreneurship

The Entrepreneur's Guide to Business Law by Constance E. Bagley; Craig E. Dauphney
Call Number: KF390 SB434 2003 - Law Library
Publication Date: 2002
This book contains 17 chapters that follow the progression of a start-up business and anticipate its legal concerns throughout the stages of growth up to an initial public offering.

Exploring Entrepreneurship by Richard Blundell; Nigel Lockett
Call Number: HB816. B607 2011
Publication Date: 2011
Exploring Entrepreneurship examines the nature of entrepreneurial activity in the 21st century, and aims to help students develop the skills and knowledge required by commercial and social entrepreneurs.

The Lean Startup by Eric Ries
Call Number: HD625.5 R55 2011
Publication Date: 2011
The Lean Startup offers entrepreneurs - in companies of all sizes - a way to test their vision continuously, to adapt and adjust before it's too late. Ries provides a scientific approach to creating and managing successful startups in a age when companies need to innovate more than ever.

Models of Opportunity by Gerard George; Adam J. Bock
Call Number: eBook
Publication Date: 2012
Links scholarly research on business models and organizational design to the reality of building entrepreneurial firms. It provides actionable advice based on a deeper understanding of how business models function and change. The insights, tools and cases, provide a fresh perspective on emerging trends in entrepreneurship, organizational change and high-growth firms.

Small Business Sourcebook by Hill, Sonya D.
Call Number: HD2346.55 U5 S65 2008
Publication Date: 2008
In this annual two-volume annotated guide, you'll discover more than 27,000 listings of live and print sources of information designed to facilitate the start-up, development and growth of specific small businesses, as well as more than 29,000 similar listings for small business topics.
### Journal, Magazine, Newspaper Articles - Current news about companies, industries, markets, products

- **Proquest Entrepreneurship**: Selected articles on entrepreneurial topics from 1000s of business sources. 1965-.
- **AdLib Complete**: Research journals, trade journals, 3,000 full-text pubs. Exclusive provider - WJX, 1971-.
- **Business Source Premier**: Trade journals, business magazines, 8,000 pubs. Indexed. Exclusive provider - HBR, 1966-.
- **LexisNexis Academic**: Daily newspapers, newsletters, wire, TV broadcast transcripts - for local/regional news.
- **Massachusetts NewsBank**: Daily newspapers from eight Massachusetts cities, plus weekly business newspapers.
- **Regional Business News**: Weekly business newspapers from regions and cities across the US.

### Environmental/Social Policy Reports

- **Sustainability Watch**: Brief reports on 200+ sustainable business topics.
- **GPEDNR**: Global Reference on the Environment, Energy, and Natural Resources. Multi-context types.
- **PolicyFile**: Reports from think tanks and policy institutes.

### Industry Reports - Macro-analysis of industry conditions, performance & strategy

- **IBISWorld**: Reports for every NAICS industry, based on Porter's Five Forces analysis.
- **Finz Research**: Analysis from a market strategy perspective. Screen industries by performance.
- **S&P Industry Surveys**: Standard & Poor's industry analysis from an investment risk perspective.
- **Plunkett Research Online**: Industry data & analysis for 30 economic sectors; top companies, market rankings.

### Market Reports - Consumers market analysis - Trends & preferences

- **MiniMatter**: Retail, markets, technology, consumer lifestyle, hospitality, leisure and tourism markets.
- **ManesResearch.com**: Manufacturing, computers, electronics, finance, food, healthcare, drugs, retailing, telecom.
- **Forrester Research**: Focus on internet markets - business applications and consumer ratings, Decision Tools.
- **Faulkner Advisory on IT**: IT infrastructure, telecom, wireless and data networks, convergence, security, internet.
- **Passport GMID**: Consumer market reports & data for every country worldwide. Historical, current, forecasts.
- **Plunkett Research Online**: Market data for 30 economic sectors; top companies, market rankings.

### Company Reports - Facts, history, operations, products, revenues, competitors, leadership

- **ESG Manager on Campus**: Analysis of the environmental, social, governance performance of 6,000+ global firms.
- **MergerOnline**: Financial analysis - publicly traded companies worldwide. 15 yrs. financial statements, SEC filings.
- **Hoover's Company Profiles**: Brief reports - 14,000 companies - background, products, revenues, competitors.
- **LexisNexis Company Dossier**: Public and private company profiles - reports, data, litigation, competitors.
- **Directory of Company Histories**: Essays, corporate chronologies on the World's largest, most influential companies.

### Company Directories - Locate customers, competitors, suppliers - by type of business, location, size

- **DBM Million Dollar Database**: Directory of all US & Canadian companies. Search by type, location, size.
- **Corporate Affiliations**: Corporate family tree for 200,000 US and international companies.
- **Environment Resource Handbook**: Directory of environmental associations, trade shows, agencies, laws.
- **Sports Market Place Directory**: Directory of sports organizations, media, sponsors, events, retailers.
- **Venture Capital & Private Equity**: Directory of 2,300 firms - executives, investment amount, criteria, stage, fund size.
Selma D. and Stanley C. Hollander MakeCentral: Makerspace

Hollander MakeCentral is an alternative learning environment and gathering space that encourages cross-discipline collaboration, experimentation and learning. All students, staff, faculty and community members can use the space for maker projects and activities. Our space encourages hands-on and social learning about new technologies and techniques.

Access

All students, faculty, staff and non-MSU affiliated patrons can submit files to be 3D printed, laser, or vinyl cut using Hollander MakeCentral 3D machinery. Fill out the submission form related to your request and staff will consult with you about pricing and completion date. All prints and cuts will be performed in the order they are received and may take a few days depending on order volume. Items printed from the Library 3D printer not picked up within 14 days after being printed become the property of the Library.

If you have questions, you can email MakeCentral Staff or call (517) 884-0844.
Open House: What’s a Makerspace?

Location: Selma D. and Stanley C. Hollander MakeCentral

April 15th 11:00 AM – 4:00 PM

In this open house, Hollander MakeCentral will open its doors and open minds showing how to use cutting edge technologies to go from idea to invention. 3D Printing and Scanning, Programmable Circuitry, and Play-Do and Legos (yup!) will all be showcased in this drop-in all ages event.

Software

- Meshmixin
- Tinkercad
- 123D Design
- Skanect
- Arduino
- 123D Catch
- Autodesk Fusion 360
- Thingiverse

Make Central Features

Spring 2017 Classes and Workshops

Sign up today for a free workshop at the library! Sign up early, as most classes have limited enrollment. Offered this semester:

- Citation Management - Endnote X6 and Endnote Online, Mendeley, and Zotero
- Digital Scholarship - audio and image analysis, Reatline, Podcasting
- Make Central
- GIS programs - compass navigation and QGIS
- Desire2Learn, ZOOM, and MediaSpace

View or search all of MSU Libraries' Features | View Business Library Features
Overview

The advantage of business and marketing information in entrepreneurial pursuits cannot be overestimated. Knowledge, facts and data, appropriately applied, are powerful and advantageous. This guide is created and updated to provide the best the University Libraries can offer in several key areas, as noted in the navigation links to the left, for investigating markets, developing innovative products and services, and planning a business.

Our priorities in making this guide available are as follows:

- Support for the Entrepreneurship & Innovation (ENTI) cross disciplinary entrepreneurship minor
- Support for other curriculum-connected student entrepreneurship projects.

We will provide information support for entrepreneurship research that is not connected to Penn State curriculum. However, use of most of our online resources is restricted by license agreements which prohibit such use. Researchers whose purposes are for-profit or non-educational will be directed to resources that are not restricted.
Entrepreneurship support

University of Toronto libraries supports campus entrepreneurs enrolled in courses and programs, commercializing research, and launching startups on their own or via a campus accelerator.

For more information or questions about anything on this page, please contact Entrepreneurship Librarian Carey Toome.

Research tools and support

Entrepreneurship research guide
Whether you're new to commercialization or an experienced entrepreneur, this guide is a quick and easy way to access the most useful resources the library has to offer, including market research, journals, books, toolkits, and information on financing and business plans.

Entrepreneurship databases
An A-to-Z list of databases useful for entrepreneurship research by students, faculty and staff.

Introduction to patents and patent searching
This guide is designed to introduce you to patent searching. Basic patent information as well as useful resources are included to help you get started.

Standards and Codes research guide
Define, search, locate, and cite standards and codes across a broad range of engineering disciplines and manufacturing sectors and industries.

Request research help
Librarians are available to support your research via email or in-person consultation or referral.

Campus resources, space and equipment

Campus startups 101
New to U of T? Thinking about launching a startup? Wondering what an accelerator is, or where you can find a 3D printer? Start with this guide.

Launchpad Campus resources for U of T startups
An orientation session offered each semester covering everything from accelerators to workshops to help you get your venture off the ground at U of T.
Workshops and instruction

The library offers a number of workshops related to entrepreneurship research.

Entrepreneurship research workshops
Open workshops offered through the library. Topics range from an introduction to business research to market sizing, primary research strategies and tools, datasets for entrepreneurs, and finding a startup job. Eligible for recognition on your Co-curricular Record.

Research commercialization for graduate students
Includes an introduction to invention disclosures and research commercialization processes at U of T, as well as an orientation to campus resources and business research. Part of the Graduate Professional Skills workshop series offered by the School of Graduate Studies.

3D printing safety training
Complete this safety training workshop in order to gain access to the 3D printers housed at the IMAGLab at Gerstein Science Information Centre.

Plus: Faculty and Instructors can request instructional support on library market research resources by contacting Entrepreneurship Librarian Casey Tsiane. Find out more about how librarians support teaching.

Community links

The University of Toronto Entrepreneurship Office manages an events calendar or subscribe to their newsletter.

The Business Information Centre at the Rotman School of Management offers support for business research including entrepreneurship.

The Innovation & Partnerships Office (IPO) helps build successful partnerships between Industry, business, government, and the University of Toronto research community and manages U of T's portfolio of intellectual property.

As the regional innovation centre for Toronto, MaRS Market intelligence supports U of T startups with a variety of programs and services including the Startup Library and regular events.

Toronto Public Library provides access to business databases and online research tools for residents of Toronto.
Entrepreneurship Research Resources at Yale University Library

http://guides.library.yale.edu/entrepreneurship

Librarians That Can Help

Erin Wachowicz
Librarian for Business and Management
Center for Science and Social Science Information
203-430-3306
erin.wachowicz@yale.edu
Schedule an appointment with Erin

Carla Heister
Forestry and Environmental Studies Librarian
Center for Science and Social Science Information
203-430-5132
carla.heister@yale.edu
Schedule an appointment with Carla

Kate Nyhan
Research and Education Librarian
Cushing/Whitney Medical Library
203-737-2963
kate.nyhan@yale.edu
Schedule an appointment with Kate

Miriam Olivares
GIS Librarian
Center for Science and Social Science Information
203-436-5881
miriam.olivares@yale.edu
Schedule an appointment with Miriam

Andy Shimp
Librarian for Engineering & Applied Science, Chemistry and Mathematics
Center for Science and Social Science Information
203-430-7460
andy.shimp@yale.edu
Schedule an appointment with Andy

New titles on innovation and entrepreneurship at Yale Library

Free Innovation by Eric Von Hippel
ISBN: 9780262013127
Publication Date: 2016-11-18

Funded: The Entrepreneur’s Guide to Raising Your First Round
(ebook) by Katherine Huyge
ISBN: 97819442266
Publication Date: 2016-10-09

Social Entrepreneurship As Sustainable Development (eBook)
by Tamara Stenn
ISBN: 9781333303243
Publication Date: 2016-09-13

The Entrepreneurs Book of Actions : Essential Daily Exercises and Habits for Becoming Wealthier, Smarter, and More Successful
by Rishi Revoir
ISBN: 123991918
Publication Date: 2017-01-08

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