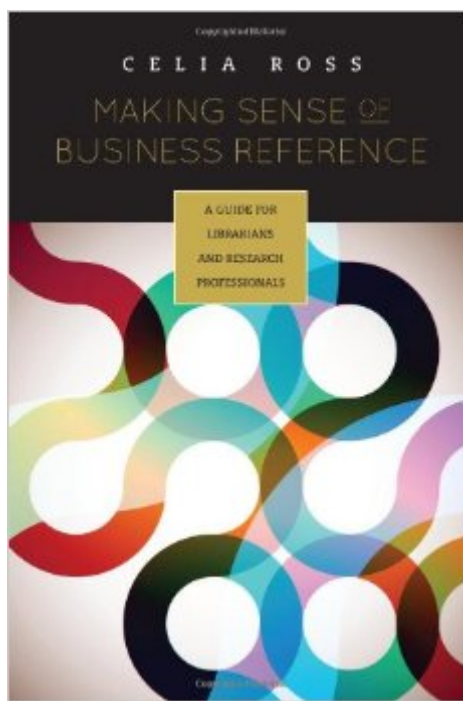


The book was found

Making Sense Of Business Reference



Synopsis

In times of recession, the library is more critical than ever for those who want to start a business and need to do research, and academic and public libraries are at the heart of a growing need to research business questions. An "accidental business reference librarian by trade," Ross explains how to provide quality reference help on issues from marketing to finance--for business people, students, and even business faculty. Honing in on fundamentals, this practical guide explains how to conduct the reference interview, with tips for helping clients help themselves. Identifies important business resources, both free and fee-based. Offers chapters devoted to industry and market information; small-business needs; international business research; investing and the stock market; and marketing and demographics. A detailed bibliography functions as both a standing reference for desk use as well as a collection development aid for building a core business collection. Including numerous illustrative case studies, *Making Sense of Business Reference* takes the guesswork out of doing business.

Book Information

Paperback: 200 pages

Publisher: Amer Library Assn Editions (August 22, 2012)

Language: English

ISBN-10: 083891084X

ISBN-13: 978-0838910849

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #1,557,613 in Books (See Top 100 in Books) #87 in [Books > Politics & Social Sciences > Social Sciences > Library & Information Science > Cataloging](#) #367 in [Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Bibliographies & Indexes > Science](#) #948 in [Books > Textbooks > Humanities > Library & Information Science](#)

Customer Reviews

This is a wonderful book, and long overdue! Celia Ross is an experienced business librarian who also teaches ALA's Business Reference 101 online course. In this book she covers all aspects of business reference and makes it easy for even a beginner. (Just take the book to the reference desk and check the handy index any time you're stumped--no more dry mouth and brain-freeze!) Not only does she point out the best (and sometimes free) resources, she also equips you with

quick strategies for company, industry, market research, financial and raw data type questions. I've been doing business reference for fifteen years myself and this book is a great refresher for anyone in the profession. It is now my go-to guide for stumpers, great free websites, and even reassurance that I haven't "missed anything." Celia Ross been there and she gets it!

This is exactly the book that I needed for work. It's a great resource for business reference and I'll refer to it often.

[Download to continue reading...](#)

Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Making Sense of Business Reference Jewelry Making: Jewelry Making Instructions to Easily Create Beautiful Pendants, Bracelets, Earrings, and Necklaces (Jewelry Making Books, jewelry making for dummies, jewelry making tools) Jewelry Making: 33 Tips and Advices For Making Unique Earrings (jewelry making, jewelry making books, jewelry making kits) Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) BUSINESS:Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Siblings and the Family Business: Making it Work for Business, the Family, and the Future (A Family Business Publication) Chart Sense for Writing: Over 70 Common Sense Charts with Tips and Strategies to Teach 3-8 Writing Chart Sense: Common Sense Charts to Teach 3-8 Informational Text and Literature Wine Making: Beginner Wine Making! The Ultimate Guide to Making Delicious Wine at Home (Home Brew, Wine Making, Red Wine, White Wine, Wine Tasting, Cocktails, ... Vodka recipes, Jello Shots Beer Brewing) How to Start a Business Analyst Career: The handbook to apply business analysis techniques, select requirements training, and explore job roles ... career (Business Analyst Career Guide) Business Buyer's Guide: 1998 AT&T National Toll-Free Directory Business Edition (National Toll-Free and Internet Directory : Business Buyer's Guide) Starting Your Lawn Care Business: The complete guide to making money with your lawn care business startup (lawn care service,) The Lazy Person's Common Sense Guide to the Business of Lawn Care: How to Become a More Laid-back Lawn Expert and Enjoy the Grass! This is Gabriel: Making Sense of School - 2nd Edition: A Book about Sensory Processing Disorder Making Sense of Sex: A Forthright Guide to Puberty, Sex and Relationships for People with Asperger's Syndrome Making Sense of NoSQL: A guide for managers and the rest of us Making Sense of IBS: A

Physician Answers Your Questions about Irritable Bowel Syndrome (A Johns Hopkins Press Health Book) Invention Of Women: Making An African Sense Of Western Gender Discourses Making Sense of Statistics: A Conceptual Overview

[Dmca](#)