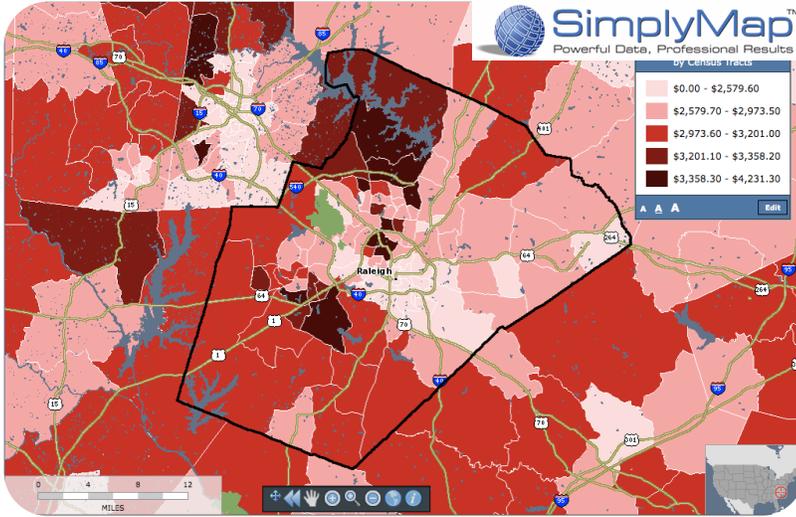




LIBRARY SERVICES FOR ENTREPRENEURS

Featuring: SimplyMap

Market Research, Consumer Data, Trend Analysis



Shown above: Map of Wake County's Average Household Health Care Expenditure in 2009.

SimplyMap is a powerful demographic mapping tool that will allow you to create professional quality maps and reports using demographic, business, and marketing data.

Create maps of your target market's constituents or export

reports using Consumer Expenditure reports, MRI (Mediamark Research, Inc.) data, and more.

Need help? Ask your local library how to use SimplyMap.

NC LIVE Business Portal

Get Started, It's Easy!

Business Portal
www.business.nclive.org

Investing, small business, marketing data, company information, and more

[Click Here](#)

- Perform Market Research
- Target Customers
- Create Mailing Lists
- Find Business Plans
- Read the *New York Times*, *Wall Street Journal* or *BusinessWeek*
- And much more...



THE WALL STREET JOURNAL.



All these & more!

The New York Times

Entrepreneur



Popular Titles and Databases for Entrepreneurs

Available **FREE** through your local North Carolina library



Market Research: Answer questions about your customers, competitors, demographics and industry trends using some of the following resources.

- SimplyMap
- Hoover's by Dun & Bradstreet
- Wall Street Journal (full-text of all articles are available up to the current day)
- Company Profiles database



Legal Structure: Find legal forms and resources that will assist you as you determine how your business will legally exist

- Legal Information Reference Center database
- Small Business Reference Center database



Business Plans: Information on how to write a business plan.

- eBooks are available in several library eBook databases, including *eBooks on EBSCOhost* and *MyiLibrary*.
Visit www.nclive.org > Click eBooks > Search keyword: "business plan"



Business Publications: Popular reading materials, including free, full-text access to magazines and newspapers for Entrepreneurs and those thinking about starting a business. Visit <http://business.nclive.org>.

<i>Advertising Age</i>	<i>Forbes</i>
<i>BusinessNC</i>	<i>Harvard Business</i>
<i>BusinessWeek</i>	<i>Review</i>
<i>Entrepreneur</i>	<i>Inc.</i>
<i>Fast Company</i>	<i>Wall Street Journal</i>



Investment Research: Research and independent opinions on stocks, mutual funds and more.

- Morningstar Investment Research Center
- Wall Street Journal
- Business Source Complete database



Entrepreneurial Studies

- Entrepreneurial Studies Source database

To use any of these resources visit

<http://business.nclive.org> or your local library's website.
